COMBINING THE HERITAGE OF THE 85 YEAR OLD PRINT BRAND WITH A MODERN DIGITAL-FIRST APPROACH.

DELIVERING AWARD-WINNING, SMART, DIGESTIBLE MEDIA FOR THE SCREEN AGE.
MONTHLY GLOBAL UNIQUES (1)

MONTHLY GLOBAL PAGE VIEWS (1)

SOCIAL FOLLOWERS (3)

US IP TRAFFIC (1)

+90M MONTHLY VIDEO IMPS (2)

+70% VIEWABILITY (2)

+75% VIDEO COMPLETION RATE (2)

+500M MONTHLY AD IMPS (2)

+50% VIEWABILITY (2)

September/2018 data from following sources:

(1) - Google Analytics + Apple News (duplicated)
(2) - DFP
(3) - Social Media
**Household Income**

- $150,000 - $199,999: 113
- $100,000 - $149,999: 125
- $75,000 - $99,999: 107
- $60,000 - $74,999: 116
- $75,000 or more: 119
- $100,000 or more: 124
- $200,000 or more: 134

**Demographic Information**

- **$100K+**: HHI = 49% of total Users
- **$75K+**: HHI = 67% of total Users
- **60/40**: Male / Female
- **55%**: Age 18-49
- **21%**: Age 25-34 (competitive Index UV: 110)
- **80%**: US IP Traffic (*)

(*) – Google Analytics, Sep/2018
2018 MEDIA RATING COUNCIL (MRC) BOARD MEMBER & VOTING BOARD MEMBER

Trustworthy Accountability Group: (TAG) Certified Against Fraud and approved as a known & trusted player in the digital ad ecosystem.

TAG Certification independently assessed by BPA WORLDWIDE.

Deployment across all video/display traffic to monitor Invalid Traffic (IVT) = General (GIVT) + Sophisticated (SIVT).

- Display IVT (Sep/2018): Newsweek avg. 1.38% IVT versus MOAT’s benchmark of 4.4%
- Video IVT (Sep/2018): Newsweek avg. 0.56% vs MOAT’s benchmark of 3.7%

Deployment across all video/display traffic to monitor Invalid Traffic
Big Board

- 75% Viewable
- CTR: 1-3%
- Video is possible
- Any sizes bigger than 970x250 is considered Big Board
- $60 CPM
CREATIVE OPPORTUNITIES:

Sticky Unit
- 99% Viewable
- CTR: 0.5-1%
- 300 x 100, 320 x 100: $16 CPM
- 300 x 50, 320 x 50: $15 CPM
CREATIVE OPPORTUNITIES:

Interscroller
- 70% Viewable
- CTR: 0.5-1%
- $35 CPM
CREATIVE OPPORTUNITIES:

- Pre-roll
  - 75% Viewable
  - CTR: 0.3-1%
  - $75 CPM
NEWSWEEK ON THE APPLE NEWS APP

100% viewability
NEWSWEEK ON THE APPLE NEWS APP

DATA

- UNIQUE VIEWERS: 10,554,966 (38.05% compared to previous period (July 17 – August 13, 2018))
- TOTAL VIEWS: 99,020,404 (83.59% compared to previous period (July 17 – August 13, 2018))
- AVERAGE ACTIVE TIME: 33s (3.13% compared to previous period (July 17 – August 13, 2018))

DEMOGRAPHICS

- Gender:
  - Female: 46.53%
  - Male: 53.47%
- Age:
  - 65+: 22.02%
  - 55-64: 20.82%
  - 45-54: 20.12%
  - 35-44: 19.30%
  - 25-34: 13.47%
  - 18-24: 3.86%

DISCOVERY SOURCE

- For You Feed: 51.81%
- Your Channel: 1.21%
- Topic Feeds: 0.74%
- Recirculation: 34.06%
- Other: 12.18%

VIEWS BY DEVICE

- iPhone: 23.71%
- iPad: 17.18%
- iPod: 0.10%
- Mac: 0.01%
NEWSWEEK ON THE APPLE NEWS APP
TARGETING CAPABILITIES

**Geography:**
Country and state targeting available.

**Gender:**
The gender you wish to target.

**Age:**
Specific age ranges available depending on the country selected.

**Frequency Cap:**
The maximum number of times per day that an ad from this line should appear to a user.

**Channels & Sections:**

**Device:**
The device class (iPhone/iPod touch or iPad or Desktop) to target.

**Audience:**
Segment of users who have previously engaged with your company, your web sites, or your apps.

**Scheduling:**
Times of day (in terms of user’s local time), that ads from this line should appear to users. (Note that the time item flight dates are in UTC, not user local time).
NEWSWEEK ON THE APPLE NEWS APP

CREATIVE OPPORTUNITIES:

**Large Banner**
- $30 CPM
- 1-4% CTR

**Interstitial + Interstitial Video**
- $40 CPM
- 2-4% CTR
NEWSWEEK ON THE APPLE NEWS APP

CREATIVE OPPORTUNITIES:

**Pre-Roll Video Ads**
(Click-to-Play)
$75 CPM
0.3% CTR

**Outstream Video Ads**
$45 CPM
0.3% CTR
NEWSWEEK ON THE APPLE NEWS APP

CREATIVE OPPORTUNITIES:

Large Banner
(Direct Response Template)
$30 CPM
2-4% CTR
# NEWSWEEK ON THE APPLE NEWS APP

## Ad Specs

<table>
<thead>
<tr>
<th></th>
<th>iPhone</th>
<th>iPad</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pixel Max file size</td>
<td>Pixel Max file size</td>
</tr>
<tr>
<td>Large banner</td>
<td>1242 x 699 75 KB</td>
<td>1536 x 864 170 KB</td>
</tr>
<tr>
<td>Interstitial</td>
<td>1242 x 2208 275 KB</td>
<td>1536 x 2048 230 KB</td>
</tr>
<tr>
<td>Large Banner (Direct response template)</td>
<td>Refer to spec sheet page 9</td>
<td></td>
</tr>
<tr>
<td>Pre-roll Video Ads</td>
<td>Refer to spec sheet page 16</td>
<td></td>
</tr>
<tr>
<td>Outstream Video Ad</td>
<td>Refer to spec sheet page 15</td>
<td></td>
</tr>
<tr>
<td>Interstitial Video Ad</td>
<td>Refer to spec sheet page 15</td>
<td></td>
</tr>
</tbody>
</table>

**Specification Sheet:**
THANK YOU