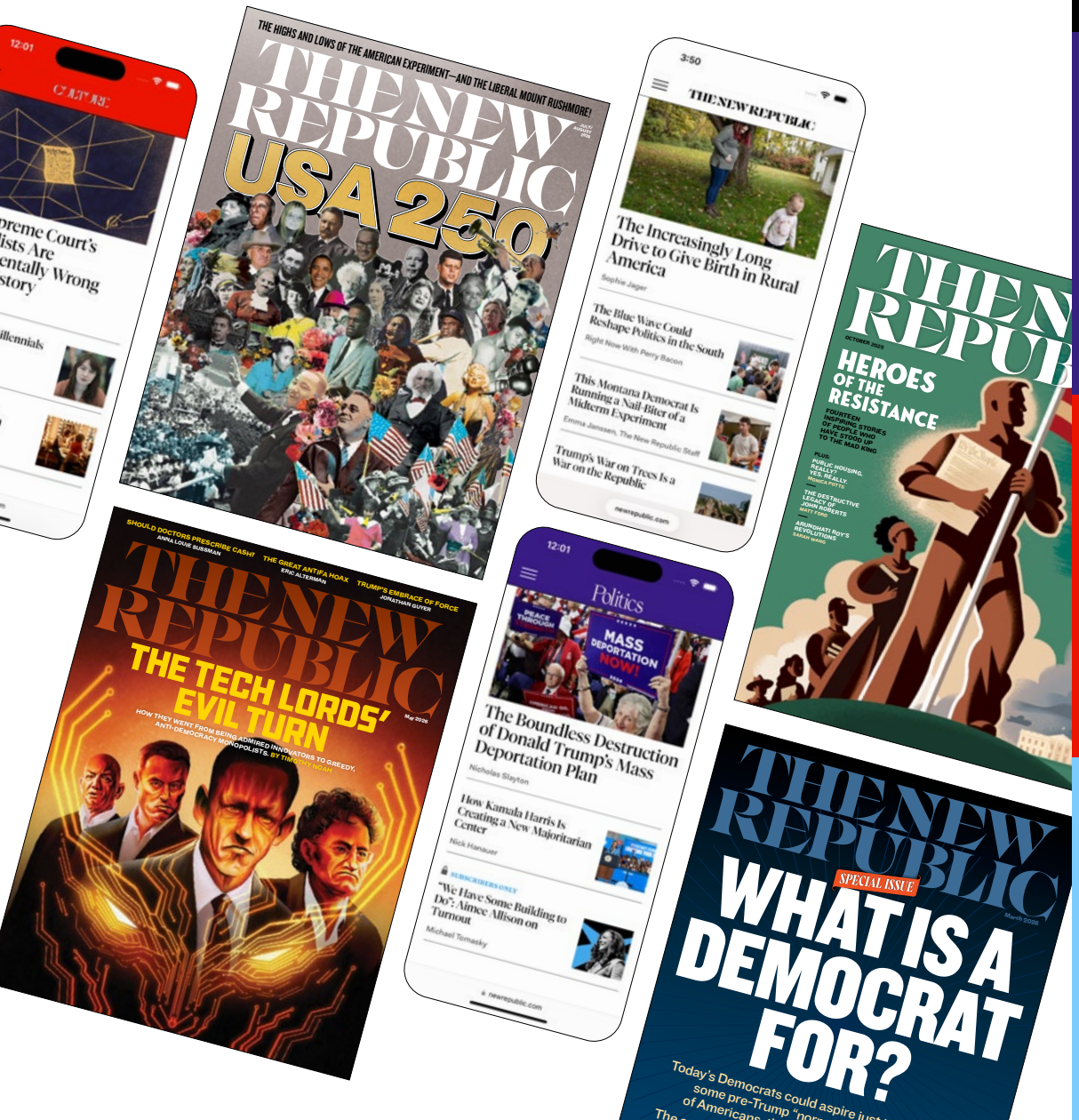
THE NEW REPUBLIC

2027 Media Kit

Award-Winning Editorial Coverage



BREAKING NEWS

From Washington and beyond

Politics

Election 2026, Congress, Supreme Court Watch, Media

CULTURE

Books, Film, Television, Poetry

THE TNR | BLUE BOOK

Your daily deep dive into the news from blue Washington and America

Ideas, Influence, and Impact Across Platforms

REACH

89M+

Monthly views across platforms[1]

SOCIAL

43M+

Monthly social impressions[2]

PRINT

77K+

Total magazine issue circulation[3]

DIGITAL

3.9M+

Monthly uniques[4]
19.8M monthly page views

APPLE NEWS

26.5M

Monthly views[5]

NEWSLETTERS

435K+

Email subscribers[6]

PODCASTS

650K+

Monthly downloads[7]

EDUCATION

3X

More likely to hold a graduate degree vs. U.S. adults[8]

AFFLUENCE

60%

Senior execs or owners, $1M+ net worth, or $100K+income[9]

1. Sum of monthly social impressions, TNR.com page views, Apple News views, and podcast downloads; not deduplicated. 2. Avg. monthly impressions, Facebook, X, Threads, and Substack, 90 days to Sept. 2026; native platform analytics. 3. Avg. TNR.com users per issue, Jan/Feb–May 2026 issues; Google Analytics through Sept. 30, 2026. 4. Avg. monthly users and page views, Jan.–Aug. 2026; Google Analytics. 5. Avg. monthly views, Jan.–Aug. 2026; Apple News Publisher analytics. 6. Unique active email subscribers, ActiveCampaign and Substack, Sept. 30, 2026. 7. Avg. monthly downloads, Jan.–Sept. 2026; podcast host analytics and Substack. 8. Survey of TNR Substack subscribers, 2026 (n=282); U.S. Census Bureau, 2022. 9. TNR Reader Survey, 2023.

Ad Products



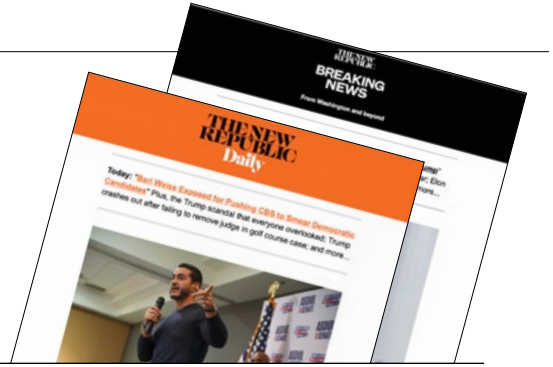
PRINT

The New Republic publishes 10 issues a year bringing political and cultural coverage to our highly engaged readership.



DIGITAL

The New Republic offers a suite of digital ad products reaching an affluent and socially conscious liberal audience.



NEWSLETTERS

The New Republic's newsletters reach our politically engaged and culturally connected readership seven days a week.



EVENTS

The New Republic curates in-depth virtual interviews and live panel discussions with an all-star lineup of experts, authors, and lawmakers.



AUDIO

Every weekday, TNR's Greg Sargent hosts the *Daily Blast* podcast discussing the biggest political stories of the moment.



VIDEO

Right Now With Perry Bacon is a twice-weekly video interview series about national politics featuring in-depth conversations with experts and politicians.



Advertising Opportunities

Print

Full page
1/2 page horizontal
1/3 page vertical
2/3 page vertical

Digital

Web	Newsletters	Dedicated Email	Video ads
970 x 250 300 x 250 300 x 600 320 x 50	Content ads: 400 x 600 image + 75 words or less + content link	Custom sizes	Pre- and mid-rolls :15 and :30

Newsletter Sponsorship

The TNR Blue Book

Podcast

The Daily Blast With Greg Sargent
Pre-, mid-, and post-rolls
:30 and :60

Video

Right Now With Perry Bacon

Ask for custom integration.
Contact sales director Tony Bolinsky for pricing.

Podcast and Video

Average monthly downloads: **705,300**

THE DAILY BLAST
WITH
GREG SARGENT



Opportunities:
Pre-, mid-, and post-rolls :30 and :60



TNR
RIGHT NOW
WITH
PERRY BACON

Average daily viewers: **14,400**

Opportunities:
Ask for custom integration.

Sources: Megaphone, February 2026; Substack, February 2026

2027 Editorial Calendar

Date	Themes*	Print Ad Close Date	Ads Due	On Sale
March	FCC & Surveillance	1/6/27	1/20/27	2/16/27
April	Climate	2/10/27	2/24/27	3/23/27
May	Health	3/17/27	3/31/27	4/27/27
June	Unions	4/14/27	4/28/27	5/25/27
July/Aug	Elections	5/19/27	6/2/27	6/29/27
September	Agriculture	7/7/27	7/21/27	8/17/27
October	Fall Books	8/11/27	8/25/27	9/21/27
November	Working America	9/15/27	9/29/27	10/26/27
December	Transportation & Infrastructure	10/19/27	11/1/27	11/30/27
Jan/Feb 2028	Primary Elections	11/22/27	12/5/27	01/5/28

*Themes subject to change



Thank you

Tony Bolinsky
Sales director, *The New Republic*

tbolinsky@tnr.com
646.779.8010