

THE NEW REPUBLIC

Ideas. Influence. Impact.

2026 Media Kit

Leading the American conversation for more than 100 years

“The in-flight magazine of Air Force One.” —NPR

**“The most entertaining and intellectually agile
magazine in the country.”** —*Vanity Fair*

**“The nation’s most interesting and most important
political journal.”** —George Will

**“Your favorite political reporter’s favorite
magazine.”** —*The Atlantic*

Award-Winning Editorial Coverage

BREAKING NEWS

From Washington and beyond



Politics

Election 2024, Congress, Supreme Court Watch, Media

CULTURE

Books, Film, Television, Poetry



Far-Reaching Editorial and Audiences

Circulation (print + digital):

76,000

Monthly users:

4.9M

Monthly page views:

23.1M

Newsletter opt-ins:

717,800

Monthly social reach:

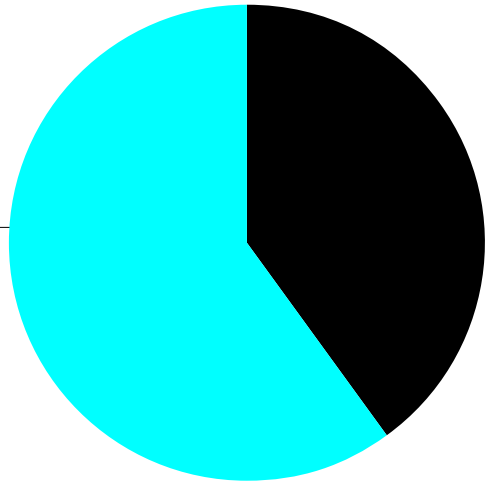
261,900

Podcast average monthly downloads:

705,300

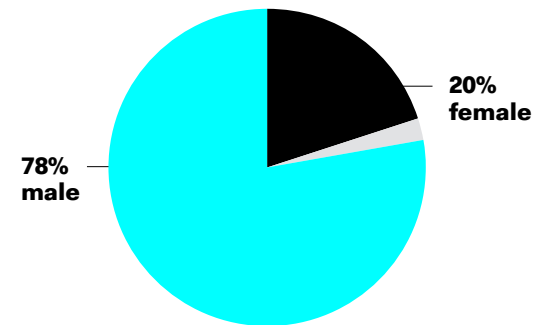
Sources: CDS Fulfillment, February 2026; Google Analytics 12-month average, December 2025; Megaphone, February 2026

Readers With Buying Power, In the Know, and Engaged

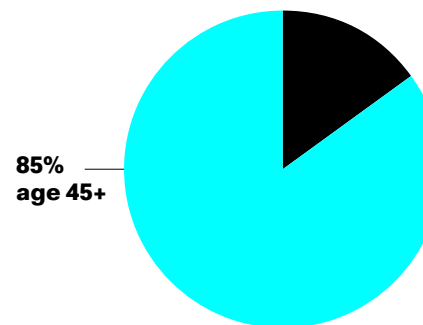


60% of TNR readers are senior/C-suite executives/owners or have a net worth of more than **\$1 million** or household income of more than **\$100,000**.

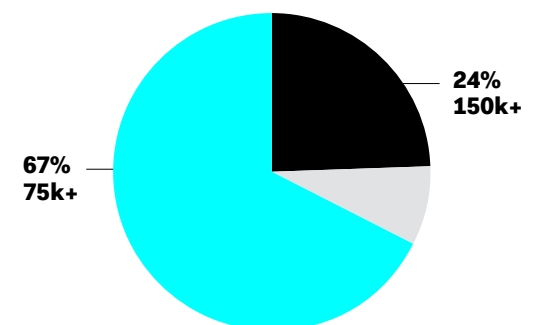
Gender



Age



Household income



Source: TNR Reader Survey, 2023

Readers Who Are Charity-Minded, Cultured, and Well Read



TNR readers enjoying
an exclusive tour of
Cuba curated by
The New Republic

Causes

Humanitarian

317 index

Liberal politics

308

Wildlife/environment

301

Charitable

197

Passions

Cultural/arts events

317 index

Gourmet foods

217

Photography

202

Wines

193

Home improvements

192

Investments

Investments

227 index

Stocks/Bonds

197

Insurance

131

Spending Habits

Advocacy/political publications

1,526 index

Business publications

1,472

Special interest publications

1,345

Environment publications

1,264

Health publications

997

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

Podcast

The Daily Blast With Greg Sargent

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

Live Chat

Right Now With Perry Bacon

Ask for custom integration.

Contact sales director, Tony Bolinsky for pricing.

The Dangers of Project 2025 and Christian nationalism

Rachel Laser, President and CEO, Americans United for Separation of Church and State

Andrew Sidel, Author, vice president of communications, Americans United for Separation of Church and State

With moderator Nina Burleigh, Author, investigative journalist

AMERICANS UNITED FOR SEPARATION OF CHURCH AND STATE

TERM LIMITS: IT'S ABOUT TIME

BEST WITHIN IS BEYOND

Supreme

Let's come to terms

DEMAND SUPREME COURT TERM LIMITS.

BRENNANCENTER.ORG/TERMLIMITS

TR

RIGHT NOW

with PERRY BACON

Revisionist History

Introducing: Revisionist History

We're excited to share with you Season 6 of Revisionist History, Malcolm Gladwell's podcast about the overlooked and the misunderstood. Every episode examines something from the past and asks whether we got it right the first time. The show is produced by Pushkin Industries.

We've got to warn you, the new season is completely unbound. Malcolm is finally out of the house, and taking you into the streets, and under the sea. He plays chicken with cars. An Oscar winner helps him remake fair talk. He dives into your dirty laundry. We haven't quite decided who he'll pick up next. College elites? New year old girls? You'll have to hear it for yourself to find out.

Episode: You'll Love

With Jake Auchincloss

Let's rebuild better.
Together, we can build a better future for all.

True equity and inclusion will only come from systems we rebuild better, so everyone has the opportunity to achieve economic stability, mobility, and prosperity.

Support entrepreneurs of color, women, and those in rural areas. We must prioritize our new and small businesses.

Richard Butler

UNIVERSITY OF CALIFORNIA PRESS

Resilient Democracies Rely on Informed Votes

A BRIEF HISTORY OF FASCIST LIES

REPUBLICAN JESUS

LOST IN A SALAD

THEY SAID NO TO TRUMP

Sponsored Advertising Opportunity

The Fight for America's Battleground States
An in-depth series looking at the critical contests of election 2020

Series Sponsor Location 1 | This series sponsored by | Logo here

The Future of the Democratic Party Is in Pennsylvania
Why a new liberal-left coalition could be the key to unlocking America's rural conservative vote.
Nick Sewell

The Legend of Roy Cooper
The presidential race may be a face-up in North Carolina, but the Democratic governor is cruising for reelection. What's he doing right?
Nick Martin

Receive 100% share of voice on a new editorial series, or provide your own expertise for a custom content feature.

America 2050
Will the United States still be one nation? Should it be?

Series Sponsor Location 1 | This series sponsored by | Logo here

It's 2050. Does the United States of America as We Once Knew It Still Exist?
We asked 13 writers for their predictions—and recommendations—for how to save democracy.
Michael Tomasky

Ad Component 970 x 250px

We Must Fight for a Better America. We Have No Choice.
The problem isn't "polarization." The problem is white supremacy.
Siva Vaidhyanathan

Why Our Country Is Too Big Not to Fail

Work Sucks
An exploration of how we work, why we work, and when we might stop

Series Sponsor Location 1 | This series sponsored by | Logo here

In Defense of Doing Nothing
The cultural impetus to hustle is built on decades-old political language. Why not try idleness instead?
Apoorva Tadipatri

Right to Work on a Hot Planet
Labor and climate campaigns quite literally share a common enemy. The name: often ends in Koch.
Kate Aronoff

Ad Component 970 x 250px

Unbreaking America
How to fix a country that was already cracking up before Trump came along

Series Sponsor Location 1 | This series sponsored by | Logo here

A Pandemic Dividend for Every American
All citizens deserve a share of the wealth that's being disbursed to save the economy from Covid-19's ravages.
Christopher Meakin, Richard May

How Biden Can Bring Transparency Back to Government
Federal secrecy reached new heights under Trump, but there's a lot the incoming president can do to let the sunshine back in.
Joshua Eaton

Ad Component 970 x 250px

How to Fix the House of Representatives
Thanks to gerrymandering, Congress' lower chamber is a distorted representation of the American people. Here's a remedy.
Matt Ford

How to Make the Paris Agreement Really Work
The climate accord will only succeed if the Biden administration can think outside of it.
Kate Aronoff

Cancel Our Debts, Then Cancel Debt
We need a country that doesn't make debt accumulation the cost of entry into a decent life.
Nick Martin

TNR Newsletters



Must-read newsletters every day of the week

Daily.....	261,700
Weekly.....	123,000
Breaking News.....	81,400
Politics.....	51,000
Power Mad.....	74,500
Culture.....	64,900
Fighting Words by Michael Tomasky.....	55,000

Advertising opportunities:

- Banners**
- Paid posts**
- Content ads**

Podcast

**THE
DAILY
BLAST
WITH
GREG SARGENT**

Every morning, renowned political expert Greg Sargent takes a critical look at the day's hottest stories and speaks directly with America's most influential power players.

Average monthly downloads:
705,300

Past guests include:

David Axelrod
Political consultant

James Carville
Political consultant

Leah Greenberg
Founder, Indivisible

Ron Klain
Former White House chief of staff

Celinda Lake
President, Lake Research Partners

Amanda Litman
Co-founder, Run for Something

Asha Rangappa
MSNBC commentator

Jamie Raskin
U.S. representative

Josh Shapiro
Governor of Pennsylvania



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

Source: Megaphone, February 2026

Live Chat



TNR

← **RIGHT**
NOW →
WITH
PERRY BACON

Opportunities:
Ask for custom integration.

A twice-weekly show about national politics with a focus on the radicalism of the Trump administration and tactics to combat it. The program features in-depth discussions with experts and politicians. It goes beyond the daily headlines to explain why things are happening and put them in a broader context.

Average daily viewers: **14,400**

Past guests include:

Justin Bibb

Mayor of Cleveland and head of the Democratic Mayors Association

Rohit Chopra

Former head of the Consumer Finance Protection Bureau

Leah Greenberg

Co-founder and co-executive director, Indivisible Project

Glenn Ivey

U.S. representative, Maryland

Ro Khanna

U.S. representative, California

Julie Margetta Morgan

President, the Century Foundation

Jamie Raskin

U.S. representative, Maryland

Maurice Mitchell

National director, Working Families Party

Garlin Gilchrist

Lieutenant governor, Michigan

Asha Rangappa

MSNBC commentator

Jamie Raskin

U.S. representative

Josh Shapiro

Governor of Pennsylvania

Events



The New Republic has been leading the American conversation for more than 100 years—and now we bring it to you live and in person. We present intimate roundtables, in-depth virtual interviews, and large-scale summits with an all-star lineup of experts, authors, and lawmakers.

2026 Opportunities

- January **The Year Ahead**
- February..... **The State of the Democratic Party**
- March..... **Women to Watch in Politics**
- April **Climate***
- May **America in Crisis***
- June **SCOTUS update**
- July **America’s 250th Birthday, Washington, D.C.***
- August..... **Education Report Card**
- September..... **Climate Week***
- October **Labor and Unions**
- November **Election Update**
- December..... **End-of-Year Books***

*Opportunity for live event



2026 Editorial Calendar

Date		Themes*	Print Ad Close Date	Ads Due	On Sale
March	Print+Digital	State of Democratic Party, Women in Politics	1/14/26	1/21/26	2/17/26
April	Print+Digital	Spring Books, Climate	2/18/26	2/25/26	3/24/26
May	Print+Digital	Animal Rights	3/25/26	4/01/26	4/28/26
June	Print+Digital	Women's Reproductive Rights, Health Care	4/22/26	4/29/26	5/26/26
	Digital only	SCOTUS Update			
July/Aug	Print+Digital	America's 250th Birthday	5/27/26	6/03/26	6/30/26
September	Print+Digital	Education	7/15/26	7/22/26	8/18/26
	Digital only	Fall Book Previews			
October	Print+Digital	Climate, Fall Books	8/19/26	8/26/26	9/22/26
November	Print+Digital	Artificial Intelligence and Labor	9/23/26	9/30/26	10/27/26
December	Print+Digital	Elections Update	10/28/26	11/04/26	12/01/26
		End-of-Year Books			
Jan/Feb 2027	Print+Digital	The Year Ahead	12/2/26	12/09/26	01/05/27

*Themes subject to change

Thank you

Tony Bolinsky
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