Next City amplifies urban solutions

Founded in 2003, Next City is a nonprofit news organization that believes in the power of journalism to amplify solutions, helping spread them from one city to the next city. Our mission is to inspire social, economic and environmental change in cities, enabling a network of doers to lead the way toward a more sustainable, equitable future.
Next City engages a dedicated audience

- 5 Million Annual Page Views
- 2 Million Unique Users Annually
- 52K Newsletter Subscribers
- More than 20% Open Rate
- 116K Twitter Followers
- 36K Facebook Followers
74% of our readers use Next City for their jobs

“Next City highlights urban innovations throughout the country that help us best serve our clients. It leads us to discover some best practices or ideas for pilots that we can suggest in certain projects.”

–Next City Reader, 2018 Reader Survey
Next City readers work across numerous industries and sectors.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>City/Urban Planning</td>
<td>47%</td>
</tr>
<tr>
<td>Architecture</td>
<td>23%</td>
</tr>
<tr>
<td>Education</td>
<td>18%</td>
</tr>
<tr>
<td>Community Organizing</td>
<td>15%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>11%</td>
</tr>
<tr>
<td>Arts &amp; Culture</td>
<td>9%</td>
</tr>
<tr>
<td>Technology</td>
<td>6%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Profit</td>
<td>42%</td>
</tr>
<tr>
<td>Public</td>
<td>33%</td>
</tr>
<tr>
<td>Private</td>
<td>26%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
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Source: 2019 Reader Survey
80% of Next City readers or their organizations are working toward greater racial equity.

Source: 2019 Reader Survey
We commit to representation in sourcing.

385 stories reported
324 quoted at least one woman or person of color

882 sources quoted
276 Black (142 women, 132 men, 2 non-binary)
74 Asian (42 women, 32 men)
93 Latinx (51 women, 42 men)
2 Indigenous peoples

OSCAR PERRY ABELLO
Senior Economics Correspondent
What We Offer

**Sponsored Content**
Next City offers a valuable platform to tell your organization’s story. Sponsored articles are distributed via the website, email newsletter and social channels.

**Display and Newsletter**
We offer banner and sidebar ads on our site, with topic targeting available, and also banner ads with 100% SOV in our weekly, daily and topical newsletters.

**Webinars**
Live, hour long webinars connect our audience with top thinkers and authors. Webinar sponsors have full creative control of the webinar and receive emails of attendees.

**Events**
Sponsoring a Next City Event puts you directly in front of our audience. Our annual Vanguard Conference, panel discussions and parties all provide opportunities to engage with influential urbanists.
Next City partners with the top names in the urbanist space.
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