



NEXT CITY

2024 MEDIA KIT

WHO WE ARE

Founded in 2003, **Next City** is a nonprofit news organization that believes in the power of journalism to amplify solutions, helping spread workable ideas 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.

This year marks the 21st anniversary of Next City's founding. Today, doers and changemakers who are building the future of cities rely on us to find ideas.

We reach people with:

- Original reporting at nextcity.org
- Topical newsletters like "Housing: Backyard" on equitable housing
- Podcast episodes
- Webinars with top practitioners and thought leaders
- Ebooks that dive deep on issues
- Annual print (and online) magazine, "Solutions of the Year"
- Vanguard conference for rising urban leaders



WE'RE A DIFFERENT KIND OF NEWSROOM

Our vision is a world in which people in cities build flourishing societies that liberate all of us from systems and cultures of oppression.

Our mission is to unleash the transformative power of solutions-based journalism to equip communities and their leaders with the knowledge and connections to reimagine cities as liberated places of economic, environmental and racial justice. We accomplish this by uplifting diverse perspectives and marginalized narratives.



WE LEAD WITH OUR VALUES

Justice. We hold ourselves accountable for our role in advancing a fully equitable democracy that works to overturn systems of oppression and lead to liberation.

Honesty. We acknowledge hard truths and always uphold journalistic principles of transparency, fairness and accuracy.

Openness. We value imagination that finds different and better solutions to problems, grounded within affected communities.

Humanity. We recognize the voices and experiences of marginalized communities by centering their dignity in how we work, what stories we tell, who we publish.

Connection. We believe collaboration is a superpower that inspires and fuels change, and we offer space for new ideas to flourish and diverse partners to connect with each other.



WHAT WE COVER

Our main coverage areas include economic justice, housing and homelessness, transportation and mobility, sustainable energy and environments, urban arts and culture, health and safety, and urban policy and design more broadly.

We look at local solutions that are replicable, evidence-based and impacting marginalized communities.

PITCH US OP-EDS AND NEWS STORIES

Reach out to our editors using our guidelines at nextcity.org/pitch

"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, 2020 Reader Survey



OUR AUDIENCE

ANNUAL PAGEVIEWS

2M

WITH OVER
1 MILLION UNIQUES

NEWSLETTER SUBS

44K

WITH AN OPEN RATE OF
MORE THAN 20%

FOLLOWERS

175K

ACROSS FACEBOOK,
TWITTER, LINKEDIN
AND INSTAGRAM

"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, *Reader Survey*



OUR AUDIENCE: WHO THEY ARE

Next City has a dedicated audience, many who have been reading from the very start. We tell stories about changemakers, working on the ground to better their cities.

- **42%** are aged 49 or younger.
- **27%** are aged 39 or younger.
- **62%** have a graduate degree.
- **43%** live in a household with an annual income of \$100,000 or more.
- **46%** are in middle management or higher.





74%

WE'RE PROUD TO SAY THAT ALMOST THREE QUARTERS OF OUR READERS SAY THEY
USE NEXT CITY FOR THEIR JOBS

OUR AUDIENCE: WHERE THEY WORK

Our audience is invested in their communities. According to our reader survey, Next City's journalism reaches city-builders working across professions and sectors – and we dramatically over-index on readers coming from nonprofit and public sector.

BY PROFESSION

39%	City/Urban Planning
23%	Community Organizing
26%	Economic Development
20%	Education
18%	Architecture
21%	Arts and Culture
18%	Environmental

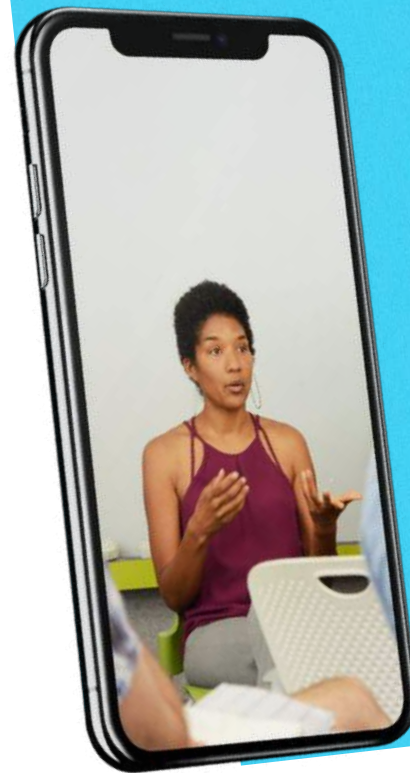
BY SENIORITY

19%	Owner/Executive/C-Level
15%	Senior Management
17%	Middle Management
22%	Intermediate
5%	Entry Level
4%	Student
16%	Retired or Unemployed

BY SECTOR

44%	Nonprofit
26%	Public sector
30%	Private sector

By comparison, nonprofits account for 10% of U.S. jobs, and the public sector 14.5%.



SOURCE: 2021 READER SURVEY
SOURCE: 2021 READER SURVEY

SOURCE: 2022 READER SURVEY

A group of diverse people are seated around a wooden conference table in a meeting room. A woman with long dark hair, wearing a black blazer over a white top, is smiling and looking towards the right. Other participants are seen from the side or back, engaged in conversation. On the table are various items including a green water bottle, a blue water bottle, a laptop, and some papers. The background is a plain blue wall.

90%

OUR READERS ECHO OUR VALUES, WITH **90% OF THEM OR THEIR ORGANIZATIONS** WORKING TOWARD GREATER RACIAL EQUITY.

WHAT WE OFFER

SPONSORED CONTENT: REPORTING SERIES

- SPONSORED ARTICLES
- SHARES IN DAILY EMAIL NEWSLETTER
- SHARES ACROSS SOCIAL
- PAGE VIEWS GUARANTEED

WHAT WE DO

Next City reports one story on the subject. Article can be written by your organization, or Next City.

CASE STUDY

When the Center for Cultural Innovation wanted to share lessons from grantees in its “AmbitioUS” initiative, the foundation commissioned a yearlong sponsored series, authored and distributed by Next City. CCI’s program officer for AmbitioUS works directly with Next City’s editorial director to conceive of story ideas and angles, bringing to fruition profiles on a dozen grantees and spreading knowledge.



WHAT WE OFFER

SPONSORED CONTENT LIVE WEBINAR

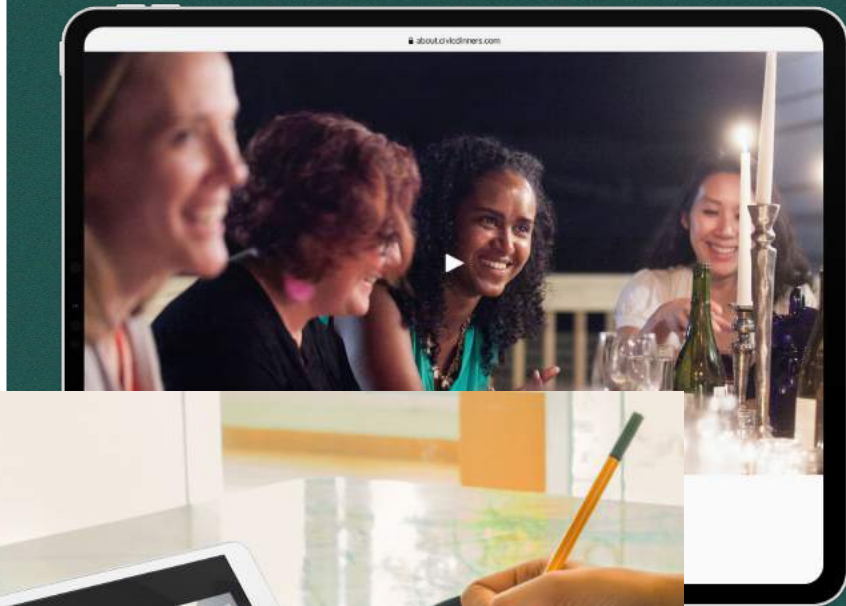
- HOUR-LONG LIVE WEBINAR
- 2 EMAILS PROMOTING WEBINAR REGISTRATION
- SHARES ACROSS SOCIAL
- ALL REGISTRANTS SHARED

WHAT WE DO

Next City convenes an hour long webinar on the topic of your choice with up to guests, discussing what's at stake..

CASE STUDY

Next City hosted our first sponsored webinar in October 2020 for Civic Dinners, attracting over 750 registrants. Clearly, Next City readers trust us to recommend webinars. And we've since produced over a dozen sponsored webinar events alongside our over 20 editorial events each year. Other sponsored webinar partners have included The Rockefeller Foundation, Knight Foundation, and The Kresge Foundation.



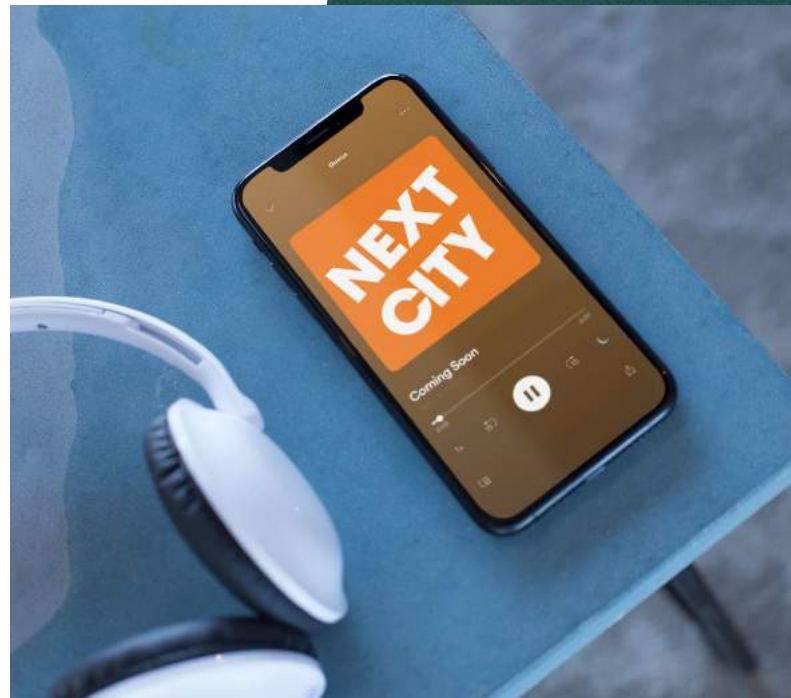
WHAT WE OFFER

SPONSORED CONTENT - PODCAST EPISODE

- 1 PODCAST EPISODE
- INCLUDES ARTICLE PROMOTING EPISODE
- INCLUDES 1 INSERTION IN DAILY NEWSLETTER
- INCLUDES 1 SHARE ON SOCIAL

WHAT WE DO

Next City partners with the audio team from Straw Hut Media to produce a weekly podcast. So far, we've produced more than 50 episodes that have been streamed. The sponsored episode of the podcast features an interview with staff from your organization plus another guest selected. It is distributed on all major platforms, including Apple and Spotify.



WHAT WE OFFER

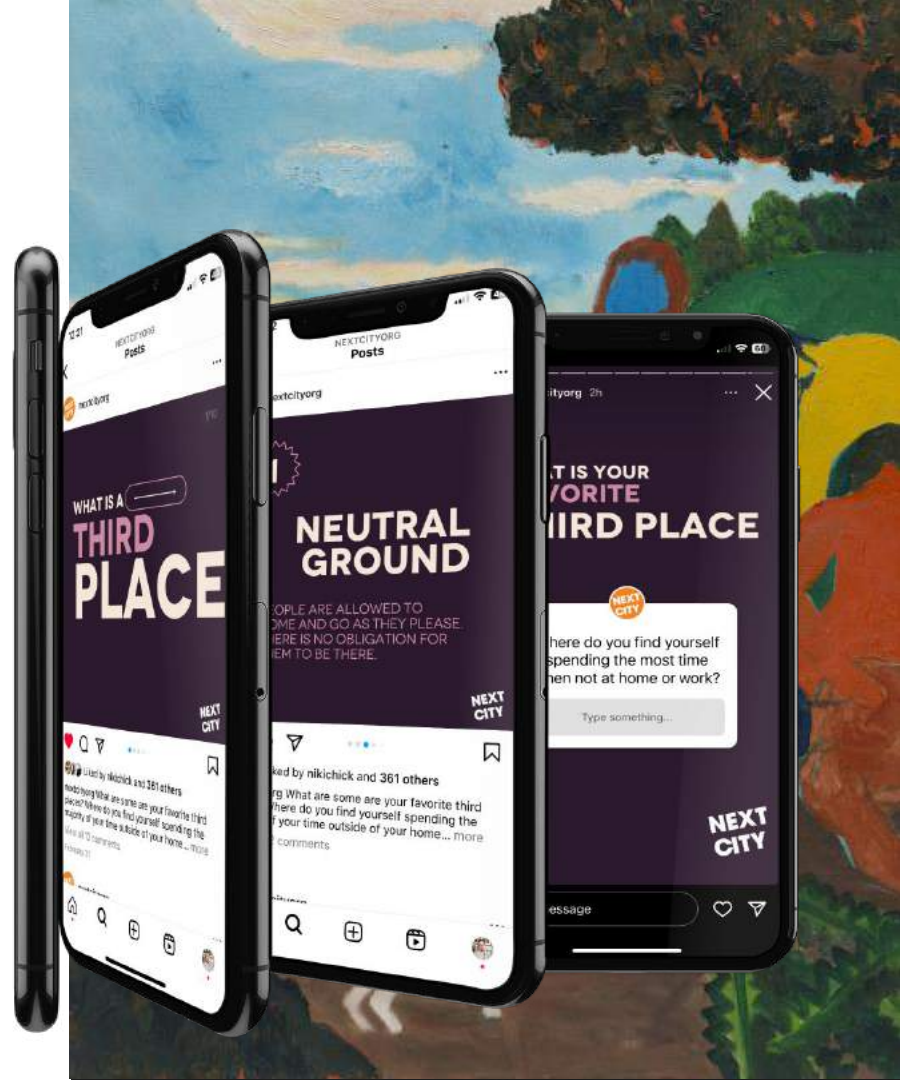
SOCIAL MEDIA ENHANCING SPONSORED CONTENT

- EACH “ROUND” IS SENT TO 175,000+ FOLLOWERS ACROSS TWITTER (X), FACEBOOK, INSTAGRAM AND LINKEDIN
- INSTAGRAM STORIES ALSO INCLUDED

WHAT WE DO

Sponsored posts across our social media channels will complement other components of the campaign, helping ensure you reach as many people as possible, at whatever time is best for them.

Over 175,000 people follow Next City across Twitter(X), Facebook, Instagram, and LinkedIn. Your sponsored content will be posted on social media to reach additional audience beyond our opted-in newsletter subscribers.



WHAT WE OFFER

SPONSORED BANNER ADVERTISING AND SPOTLIGHT IN EMAIL NEWSLETTER

- EACH SPOTLIGHT IS PUBLISHED IN NEXT CITY'S DAILY NEWSLETTER
- INCLUDES 100-WORD PITCH TO READERS
- PLUS, 1,200x800 IMAGE (SIMILAR TO EDITORIAL IN THE NEWSLETTER)
- LINKS READERS DIRECTLY TO YOUR WEBSITE

WHAT WE DO

Thousands of Next City readers depend on a daily newsletter to keep up to speed about the latest solutions. Alongside our quality editorial, we include messages from Sponsors as "Spotlights."

Even so, we know frequency is important to ensuring we reach our busy readers. With these spotlight positions in our newsletters, over 44,000 opted-in subscribers will get multiple chances to read content from your organization, sign up for sponsored webinars, or visit the website directly.

Your City Needs You!

Sponsored: The next generation of 21st century urbanists will face complex social, environmental and economic problems in an increasingly dynamic and interconnected world. Philadelphia's future leaders can equip themselves with a Masters of Science degree in Urban Strategy from Drexel University's Westphal College of Media Arts & Design. Our city is increasingly known for its vitality, livability, and continuous transformation. Graduate students learn firsthand what makes Philadelphia work and the struggles that still need solving. Learn more about the Urban Strategy MS program.

Share: [Twitter](#) | [Facebook](#) | [LinkedIn](#)



WHAT WE OFFER

DEDICATED EMAILS

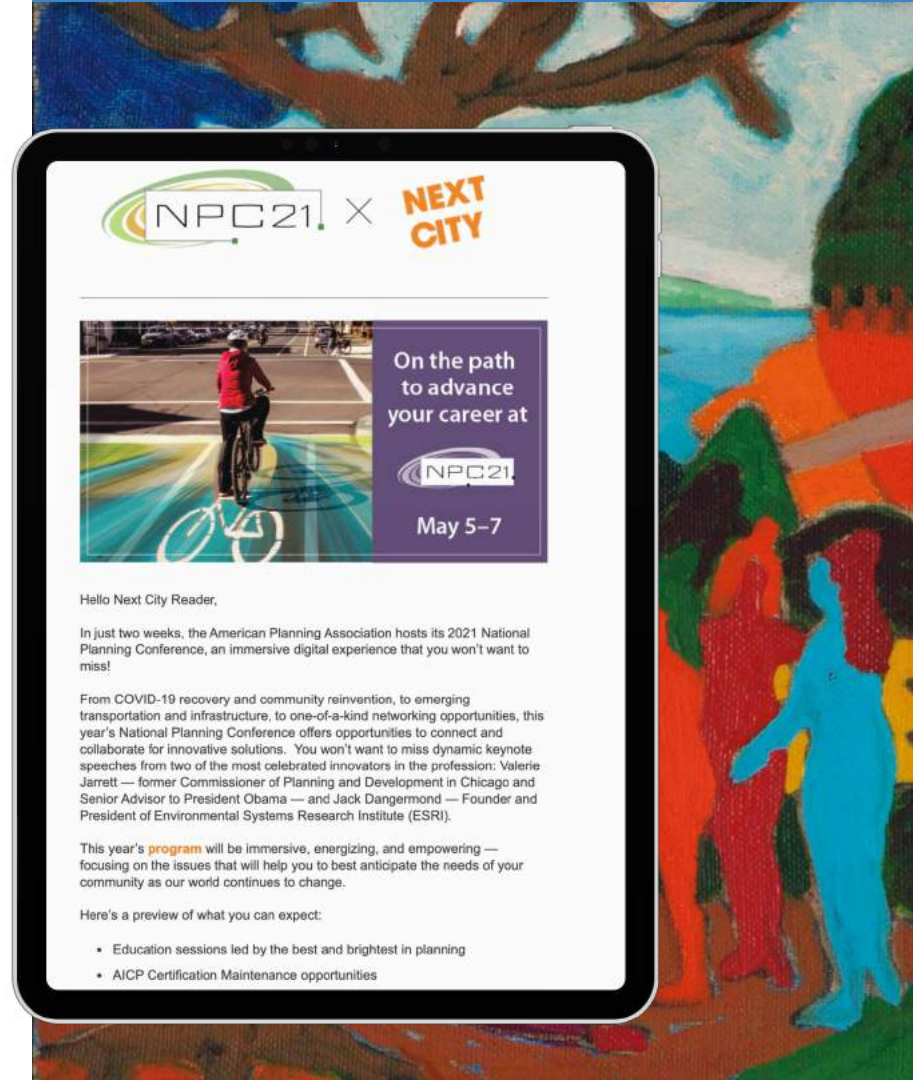
- EMAIL BLASTS TO 44,000 OPTED-IN SUBSCRIBERS
- FOLLOW-UP EMAIL BLAST TO ALL OPENS/CLICKS

WHAT WE DO

Next City sends letter from your organization by dedicated emails to our 44,000 subscribers. The email blasts are followed up one week after each email blast is sent, with another email to all opens and clicks.

CASE STUDY

The American Planning Association sent a dedicated email to Next City's daily newsletter list and found it highly effective at driving registration for its annual conference. The email received a high engagement rate, with a 5.5% click-through-rate.



WHAT WE OFFER

ADVERTISING - SOLUTIONS OF THE YEAR

Every January, Next City celebrates the year's most impactful solutions. We honor the year's top changemakers in an 80-page report: *Solutions of the Year*, and honor their work during a one-week webinar festival in January.

The special issue magazine is distributed to 4,000 of our most avid readers, including all our donors, with an expected readership of 12,000. In addition, the magazine will be available online as a pdf with clickable ads this year. Publish date is early January, 2023. You have the option of providing us with an advertisement OR a sponsored article, or a combination of both in a 2-page spread. Next year's issue will mark Next City's 20th anniversary, celebrating all two decades of work.

How can you align? Next City's *Solutions of the Year* event series is our signature virtual convening. Throughout the year, we propose publishing sponsored content following progress for the HOMZ projects across the country. The reporting series culminates during *Solutions of the Year* when we look back on successes and lessons learned. End-of-year elements could include the print magazine, accompanying webinar, a podcast episode, and more.

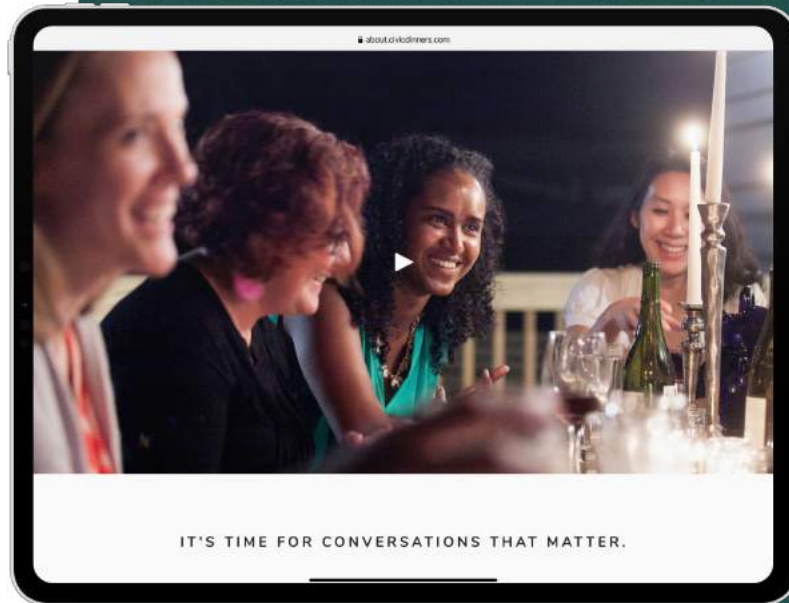


WHAT WE OFFER

EVENT SPONSORSHIPS - SOLUTIONS OF THE YEAR WEBINAR FESTIVAL SPONSORSHIP

Every November, Next City celebrates the year's most impactful solutions. We honor the year's top changemakers in an 80-page report: *Solutions of the Year*, and honor their work during a one-week Festival of webinars, this year on November 12-15, 2024.

You'll have the choice to be the Exclusive Sponsor for the weeklong Solutions of the Year Festival, which includes a speaking segment at the beginning of each webinar, along with other benefits, including an email blast to all registrants. You also have the opportunity to sponsor a single webinar, or propose your own Sponsored Webinar, as each year we consider one sponsored webinar during the festival, if the theme in harmony with the editorial segments.



WHAT WE OFFER

EVENT SPONSORSHIPS - VANGUARD CONFERENCE

Next City's Vanguard Conference is the premier formative experience for rising urban leaders committed to cultivating equity and sustainability in cities for the next generation. Vanguards aren't just talking the talk. Every day, they work to counteract historical patterns of social, economic and environmental injustice in cities.

For over 600 individuals and counting, this conference has become an invaluable touchstone in their professional development. This is your chance to stand with them, in a moment they'll never forget.

With your sponsorship, you'll position your organization as a leader in solutions for cities, with many benefits including speaking engagements and branding.



WHO'S WORKED WITH US



American Planning Association



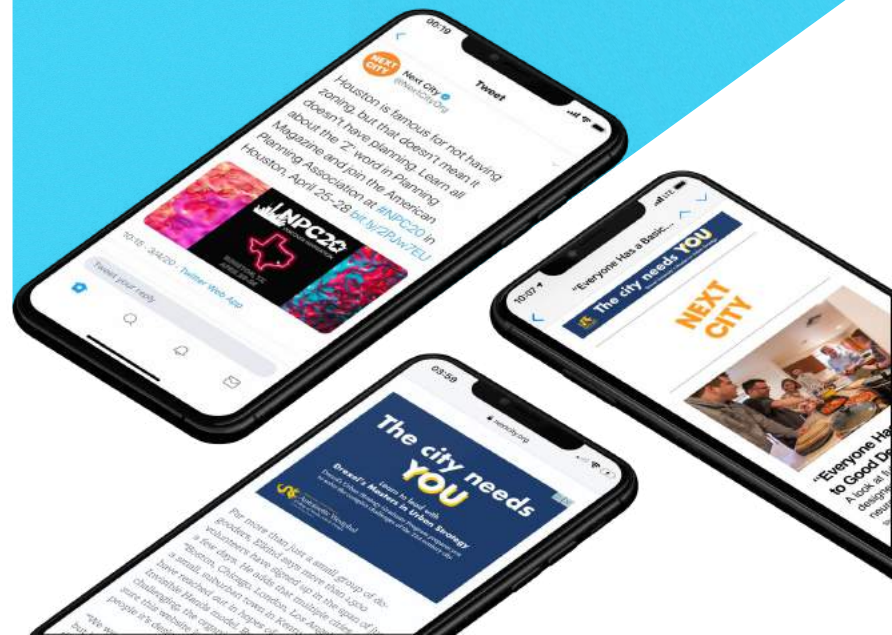
TESTIMONIALS

We are proud to partner with **Next City** on numerous fronts. We believe in their mission and the readership is so closely aligned with the types of organizations that benefit from our services. The annual publication is gorgeous, and we are thrilled to see Bright Brothers grace the pages. Every staff interaction has been fantastic. True valued partners!

Josh Yeager, *Bright Brothers Strategy Group*

Next City is an organization that aligns so closely with our values at Project for Public Spaces, so we know that when we place an ad with them, we will be reaching passionate urbanists who might be interested in our events, trainings, or partnerships. They always keep us up to date on how our ads are performing and remind us to keep our creative fresh.

Nate Storring, *Project for Public Spaces*





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Marketing Partnerships Director*
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WHAT'S NEXT?

LET'S WORK TOGETHER TO FOSTER **THE NEXT GENERATION** OF URBAN LEADERS,
CHANGEMAKERS AND DREAMERS.