

A photograph of the Philadelphia skyline across the Schuylkill River. The city's reflection is visible in the water. In the foreground, a highway with light trails from traffic is on the left. The text 'NEXT CITY' is overlaid in large white letters.

NEXT CITY

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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.

"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

5M

WITH OVER **TWO**
MILLION UNIQUES

NEWSLETTER SUBS

40K

WITH AN OPEN RATE OF
MORE THAN 20%

FOLLOWERS

156K

ACROSS **FACEBOOK**
AND **TWITTER**





74%

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

FACEBOOK DATA

MONTHLY
150K
AVG. REACH

MONTHLY
215K
AVG. IMPRESSIONS

IN THE U.S.
25%
HAVE "MULTICULTURAL
AFFINITY"



A group of diverse people are seated around a wooden conference table in a meeting. A woman with long dark hair is smiling and looking towards the right. Other participants are seen from the side or back, engaged in the discussion. The table is cluttered with papers, notebooks, and water bottles. A laptop in the background displays a presentation slide with the text 'Understanding Health Disparities'.

89%

OUR READERS ECHO OUR VALUES, WITH **89% OF THEM OR THEIR ORGANIZATIONS** WORKING TOWARD GREATER RACIAL EQUITY.

WHO THEY ARE

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

- **53%** are aged 39 or younger.
- **62%** have a graduate degree.
- **41%** live in a household with an annual income of \$100,000 or more.
- **40%** are in middle management or higher.





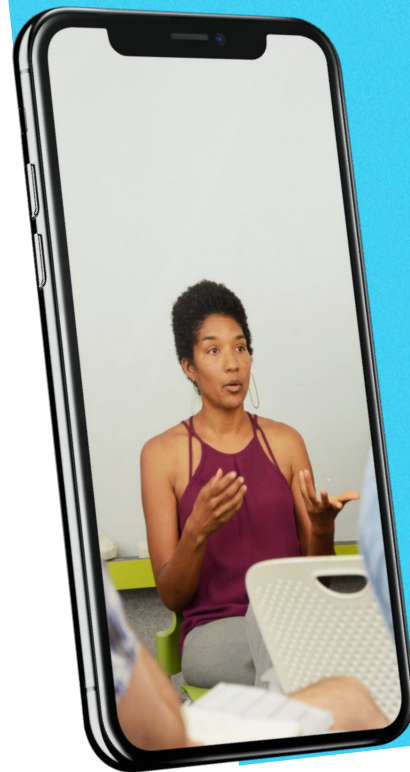
90%

IN A 2020 READER SURVEY WE LEARNED THAT THE VAST MAJORITY OF OUR READERS
HAVE **EARNED A BACHELOR'S DEGREE**

WHERE THEY WORK

Our audience is both highly educated and invested in their community. In a reader survey, we asked our **Next City** readers what industry they work in.

- 47% in City/Urban Planning.
- 23% in Architecture.
- 18% in Education.
- 15% in Community Organizing.
- 11% in Real Estate.
- 9% in Arts and Culture.
- 6% in Tech.



WHAT WE OFFER

SPONSORED CONTENT

Next City offers a platform to tell your organization's story. Sponsored articles are distributed through the website, email newsletter, and social channels.

DISPLAY AND NEWSLETTER

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

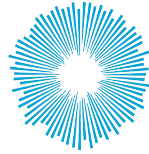
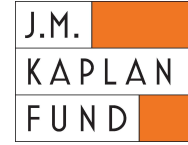
WEBINARS

Live, hourlong webinars connect our audience with top thinkers and authors. Webinar underwriters get a one-minute pitch to this exclusive audience. 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 our audience, including with our signature Vanguard Conference, virtual events, and annual Solutions of the Year workshop.

WHO WE'VE WORKED WITH



SIEMENS



Prudential



LIVING CITIES

INNOVATE ▶ INVEST ▶ LEAD

NRPA

National Recreation
and Park Association



American Planning Association

**CITIES OF
SERVICE**

SOM



**National Trust for
Historic Preservation®**
Save the past. Enrich the future.

THE NEW SCHOOL



**FORD
FOUNDATION**



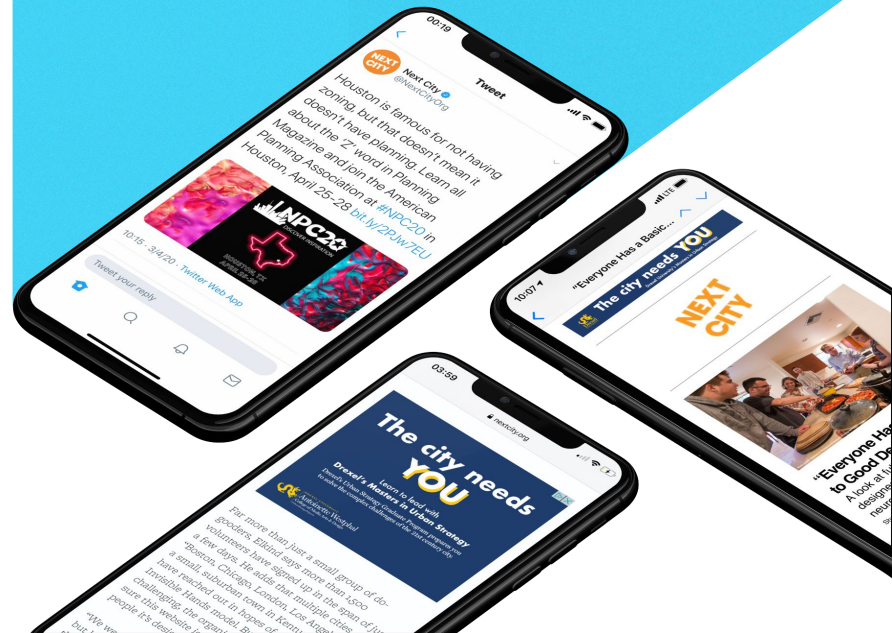
TESTIMONIALS


We saw a pretty big bump in website hits from the Next City advertising, more so than other places we marketed with.

Stephen Danley, Graduate Director, Community Development, Rutgers University-Camden

Reaching professionals interested in topics we're publishing is crucial, especially now. That's why when our authors are seeking advertising partners we encourage them to work with **Next City**. We know, together, the right people will see their message.

Jen Hawse, *Island Press*





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Marketing Coordinator*

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WHAT'S NEXT?

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