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

<table>
<thead>
<tr>
<th>Monthly Avg. Reach</th>
<th>Monthly Avg. Impressions</th>
<th>In the U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>150K</td>
<td>215K</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>have “multicultural affinity”</td>
</tr>
</tbody>
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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
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
WHAT'S NEXT?

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