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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 2 MILLION UNIQUES

NEWSLETTER SUBS
36K
WITH AN OPEN RATE OF MORE THAN 20%

FOLLOWERS
175K
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>Metric</th>
<th>Monthly</th>
<th>Monthly</th>
<th>In the U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Reach</td>
<td>150K</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avg. Impressions</td>
<td>215K</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>have “multicultural affinity”</td>
</tr>
</tbody>
</table>
90%

OUR READERS ECHO OUR VALUES, WITH 90% 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 changemakers, 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.
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 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
- **38%** City/Urban Planning
- **23%** Community Organizing
- **22%** Economic Development
- **20%** Education
- **18%** Architecture
- **16%** Arts and Culture
- **13%** Environmental

### BY SENIORITY
- **19%** Owner/Executive/C-Level
- **18%** Senior Management
- **20%** Middle Management
- **19%** Intermediate
- **19%** Entry Level
- **2%** 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
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
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

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

TESTIMONIALS
WHAT’S NEXT?

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

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