



WIRED

U.S. Media Kit
2021

CONDÉ NAST

WIRED

BRAND MISSION Wired is where tomorrow is realized. It is the essential source of information and ideas that make sense of a world in constant transformation. The Wired conversation illuminates how technology is changing every aspect of our lives—from culture to business, science to design. The breakthroughs and innovations that we uncover lead to new ways of thinking, new connections, and new industries.

“We tell readers things they’ve never heard before, in ways they’ve never seen before, and on every platform they’ll ever use.”

NICHOLAS THOMPSON, EDITOR IN CHIEF

\$63B
SPENT ON
TECH/ELECTRONICS

1.6x
C-SUITE

1.5x
TECH SUPER
INFLUENTIALS

#1
WORK IN TECH

4.3M
PRINT READERS

18.1M
AVG. MONTHLY
DIGITAL UNIQUES

21.5M
SOCIAL FOLLOWERS

91.3M
AVG. MONTHLY
VIDEO VIEWS

Source: MRI Spring 2020; comScore MMX Multi-Platform, Desktop 2+ and Total Mobile 13+, 1H 2020 Average; ListenFirst, June 2020 (Based on Facebook, Instagram, Twitter, and YouTube); Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights; 1H 2020 Monthly Average; comScore Multi-Platform // Cfk MRI Media + Fusion (04-20/F19); MRI Spring 2020

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WIRED

BRAND
HIGHLIGHTS

[LIVE WIRED | YEAR-LONG](#)

In a headline-dominated world, having a presence at today's leading events—in real life and virtually—is a crucial component to building an inspiring and innovative brand. However, it's not just showing up that will get you there. How you show up and the story you deliver is equally as important. Join WIRED at this year's biggest tech and cultural events: CES, Mobile World Congress, SXSW, Cannes Lions, E3, and more! Or partner with WIRED to make an impact with your brand's biggest news during one of WIRED's monthly Live WIRED virtual conversations.

[WIRED GAMING | YEAR-LONG](#)

An untapped market of gamers, WIRED readers get their gaming news from WIRED, because WIRED is their preferred source for tech news. With new series and innovative partnerships launching all year-long, make a splash with gamers in 2021.

[WIRED PODCASTS | YEAR-LONG](#)

From the hottest consumer tech stories to in-depth reporting on the innovations that define our present and will forever change our future, WIRED podcasts set the tech and culture agenda for the week. Gadget Lab, Get WIRED, and Tech in Two offer a variety of advertising opportunities.

[WIRED SOCIAL SERIES | FLEXIBLE \[BUILT IF BOUGHT\]](#)

Social-first video series where tech leaders, celebrities, visionaries, etc. talk about what they think an industry, technology, topic, etc. will look like in 50 years. As they talk, an artist creates the scene they're describing.

[WIRED DATA DESK | FLEXIBLE \[BUILT IF BOUGHT\]](#)

High-impact journalism using new technologies, including data scraping, database building, and network prowling. This desk will support writers across WIRED and enable us to tell stories that nobody else can.



WIRED

PRODUCTION SCHEDULE AND RATE CARDS

FEBRUARY 2021: 2034

CLOSE DATE: 12/1/20 ON SALE DATE: 1/19/21

MARCH 2021: HEALTH INNOVATION

CLOSE DATE: 1/5/21 ON SALE DATE: 2/23/21

APRIL 2021: THE CLIMATE & YOU

CLOSE DATE: 2/5/21 ON SALE DATE: 3/20/21

MAY 2021: THE NEW RULES OF BUSINESS

CLOSE DATE: 3/5/21 ON SALE DATE: 4/27/21

JUNE 2021: TECHNOLOGY & INNOVATION

CLOSE DATE: 4/5/21 ON SALE DATE: 5/25/21

JULY/AUGUST 2021: SUMMER OUTDOOR GEAR

CLOSE DATE: 5/7/21 ON SALE DATE: 6/29/21

SEPTEMBER 2021: INSIDE SILICON VALLEY

CLOSE DATE: 7/1/20 ON SALE DATE: 8/17/20

OCTOBER 2021: SECURITY IN THE CONNECTED AGE

CLOSE DATE: 8/2/21 ON SALE DATE: 9/21/21

NOVEMBER 2021: MAKE THINGS BETTER

CLOSE DATE: 9/1/21 ON SALE DATE: 10/26/21

DECEMBER 2021 / JANUARY 2022: WISH LIST

CLOSE DATE: 10/8/21 ON SALE DATE: 11/30/21

PRINT OPEN GENERAL RATE CARD

Page: \$82,345

Cover 2: \$98,816

Cover 3: \$86,437

Cover 4: \$102,946

*All rates are net