



OBSERVER

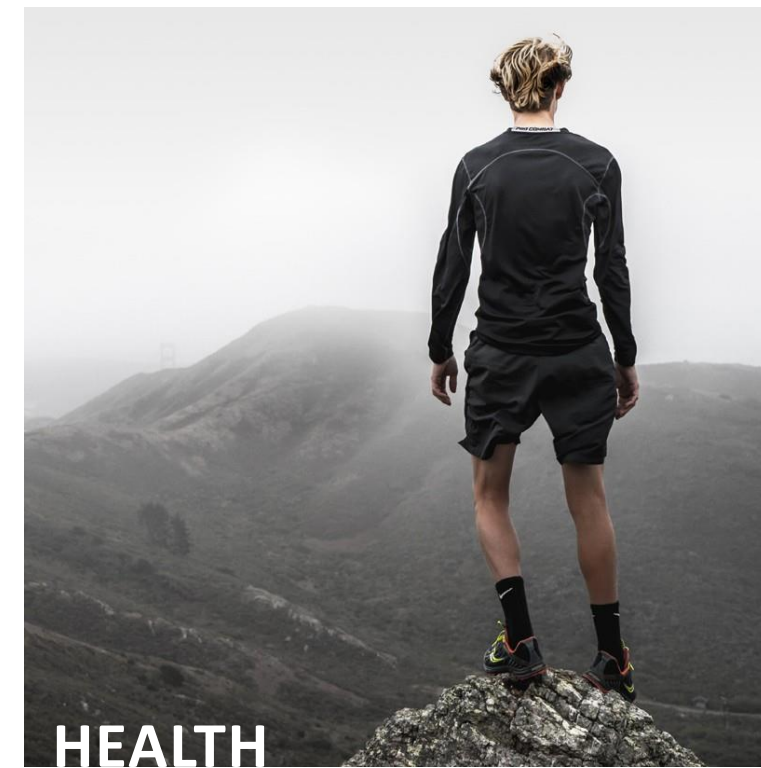
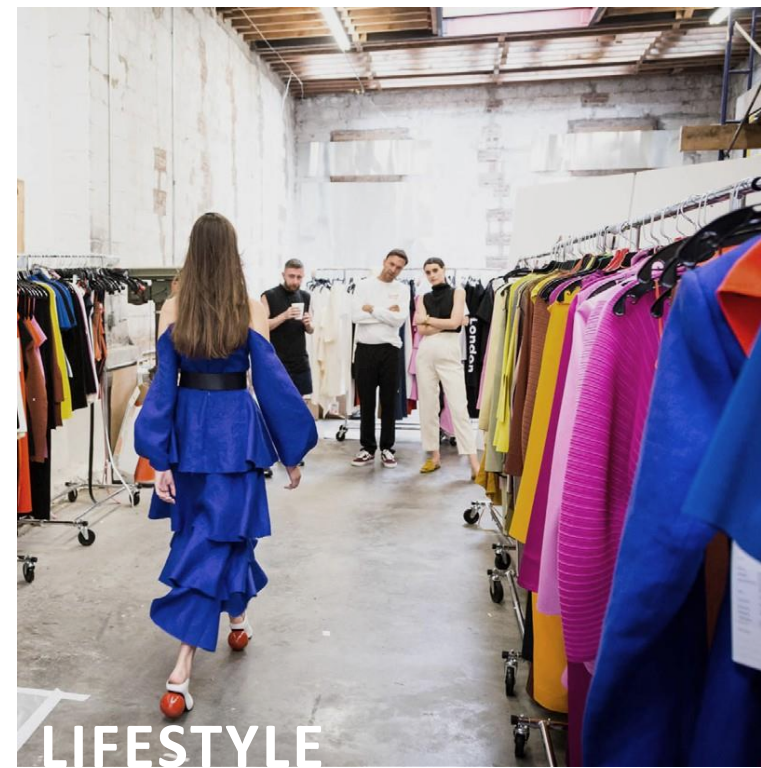
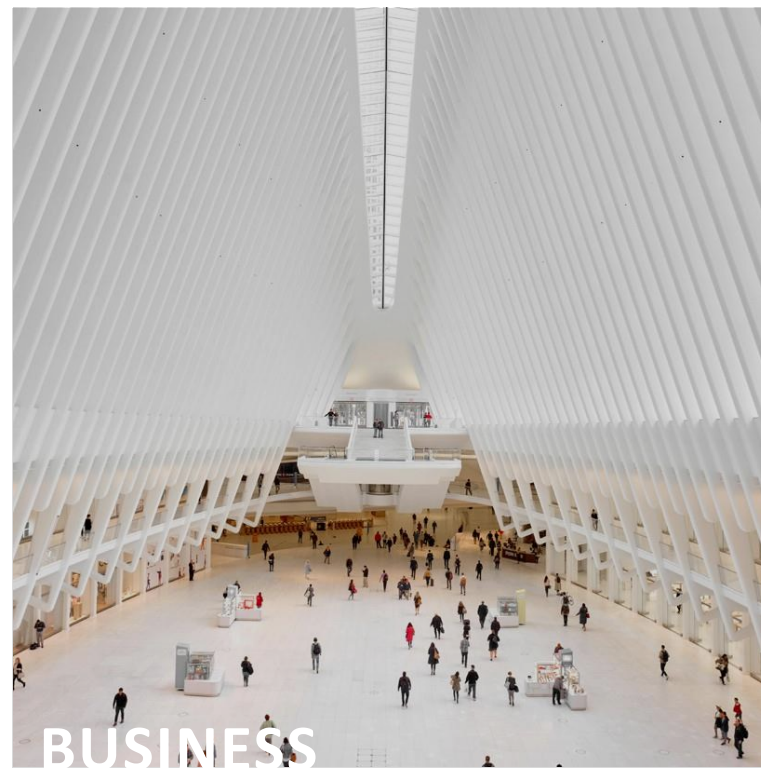
2018



noun | ob·serv·er

a person who pays close attention to something and is considered an expert.

EXPERTISE



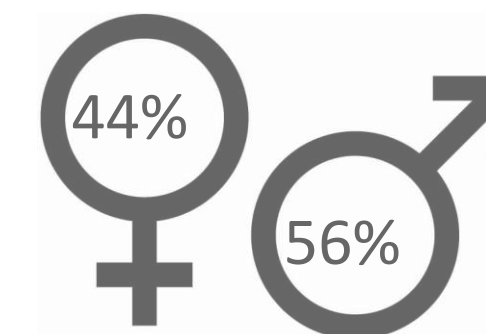
Creating premium content that *informs, inspires and challenges* our readers.



MONTHLY
UNIQUE VISITORS



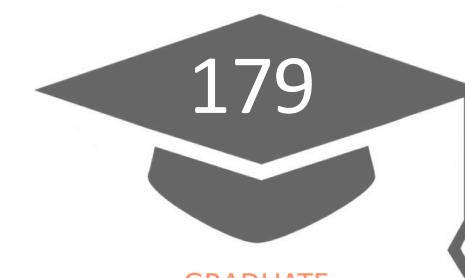
MONTHLY
PAGEVIEWS



READERSHIP SPLIT
FEMALE vs. MALE



TOTAL HHI
\$200K+



GRADUATE
DEGREES



HAVE A
C-SUITE TITLE



PERSONAL
PORTFOLIO OF
\$1MM+



BOUGHT REAL
ESTATE IN LAST
6 MONTHS



VALUE OF PRIMARY
RESIDENCE
\$1MM+

Observer engages an affluent, educated, urban audience of politically, socially, and culturally curious *global thinkers, business leaders and luxury consumers.*

AUDIENCE

FREQUENT LUXURY TRAVELERS

20+ personal international trips (last three years).....	1619
16-20 personal domestic trips (last year).....	307
Luxury traveler.....	186
Stays at upscale hotels.....	145
Considers self a frequent traveler.....	135

CULTURALLY ENGAGED

Bought tickets in the past 6 months to: Live theater.....	230
Museum or art gallery.....	238
Classical music, ballet or opera.....	346
Attended an auction in the past 6 months.....	188
Attended 10+ movies in the past 30 days.....	210

FINANCIALLY INVESTED

75-99 Online brokerage transactions.....	184
Heavy stock trading in past 6 months.....	259
Owns international investments.....	505
Owns money market funds.....	200
Owns corporate bonds.....	263



AUDIENCE

92% of Observer's audience is unduplicated within the competitive set.

The Wall Street Journal.....	4.2%
The Huffington Post.....	5.0%
NYMag.....	5.9%
The New Yorker.....	6.1%
Slate.....	6.1%
Quartz.....	6.6%
The Atlantic.....	6.7%
Business Insider.....	7.6%
Mashable.....	7.6%



CAPABILITIES

The Observer Content Studio is an extension of your marketing and communications teams, working directly with your firm to develop meaningful, high-impact materials for your campaign needs. Observer partners with the industry's leading designers, photographers, videographers and editors to provide a comprehensive suite of creative services, including:

CUSTOM CONTENT

- Compelling content that engages our premium audience
- Access to editorial teams and thought leaders in our network

EMAIL MARKETING

- Reach our highly engaged subscriber base
- Dedicated emails
- Newsletter sponsorship

SOCIAL AMPLIFICATION

- Targeted social media campaigns on Facebook, Twitter & Instagram drive awareness and traffic

VIDEO SOLUTIONS

- Original editorial video
- Custom video opportunities
- 360° video
- Pre-roll

EVENT EXECUTION

- Dedicated in-house events team
- White-glove service from event conception to execution
- 4000+ industry leading attendees
- 15-20 conference-style events per year (NY, DC & LA)
- Reach targeted affluent audience





WHAT WE DO

Current Events, Domestic + Foreign Affairs, National Security, Defense, Economy, Jobs, Infrastructure, Healthcare, Climate Change, Marijuana, Elections, Corruption, Campaigns, Speeches, Social Unrest, Titans and Tyrants, EU, UN, Fake News, #MeToo, Power Across Party Lines, New York & New Jersey In-Depth

HOW WE DO IT

News Flashes, Government Reports, Trend-Tracking, Pundit- Following, Policy Analysis, Media Roundups, Interviews With People in Charge, On-the-Scene Reporting, Expert Sources, Op-Eds, Bulletins, Backroom Scoops

WHERE WE GO

UN, White House, Supreme Court, City Hall, International Summits, Rallies, Protests, Behind Enemy Lines Kremlin, Russia, Eastern Europe, Western Europe, Middle East, Mexico, South America, Africa, China, North Korea, G20, CPAC, DNC, SOTU, NY, NJ, DC, Hotbeds of Change, Wherever News Takes Us

ENTERTAINMENT

WHAT WE DO

TV, Movies, Music, Books, Actors, Directors, Writers, Producers, Big Shot Execs Calling Even Bigger Shots, The Business Behind Show Business

HOW WE DO IT

Awards Shows, Movie Reviews, Film Festivals, Box Office Record-Breakers, Who Signed Where + Why, Ratings Reports, Critical Commentary, Industry Insight, TV Analysis, Interviews With People

Who Matter, Latest Breaking Show Biz News

WHERE WE GO

Golden Globes, Sundance, SAG Awards, Grammys, Oscars, Tribeca Film Festival, Cannes Film Festival, Tony's, Comic Con, MTV Video Music Awards, Venice International Film Festival, Toronto Film Festival, SXSW, LA, Hollywood, Broadway, New York, Behind the Scenes, On Set, On the Red Carpet



WHAT WE DO

Artists, Dealers, Dancers, Critics, Tenor, Soprano, Baritone, Bass, Collectors, Curators, Museums, Galleries, Investors, Auctions, Biennials, Triennials, Art Fairs, Emerging Scenes, People Making the World Beautiful

HOW WE DO IT

On-the-Ground Reporting From International Art Fairs, Exhibition Reviews, Artist Profiles, Dealer Interviews, Auction Reports, Art Market Analysis, Sale Records, Collecting, Security, Heists, Creator Studies: Who's Making What, Who Else Loves It, Where to Go Now

WHERE WE GO

Basel, Broadway, Lincoln Center, Frieze, The Armory, FIAC, TEFAF, Venice Biennale, Documenta, Art Brussels, Sharjah Biennial, Vienna Contemporary, ArteBA, Art Cologne, Art Dubai, Art Santa Fe, Seattle Art Fair, Dallas Art Fair, Anywhere Art Is Happening

BUSINESS

WHAT WE DO

Emerging Tech, Finance, FAANGS, Startups, Unicorn Watch, Fortune 500, VCs, M&As, IPOs, Internet Culture, Investment Banks, Hedge Funds, Private Equity, Global Capitalism, Big Deals, Activism, PR, Media, NASA, SpaceX, Disruptors + New Stars

HOW WE DO IT

Financial Statements, Investment Themes, Big Deal Announcements, Interviews with CEOs, Chairmen, Major Execs and Deal Makers, Economic Trends, Banking Reports, Scientific Studies, Emerging Tech Scoops, Online Communities, Data Digests, Industry Exposés, Market Watch, Ted Talks, Following The Humans Behind The Machines

WHERE WE GO

Davos, World Investment Forum, CES, TechCrunch Disrupt, Federal Reserve, Silicon Valley, Silicon Alley Wall Street, Big Banks, Boutique Firms, Incubators + Labs, Virtual Reality, Outer Space



WHAT WE DO

Luxury Travel, Real Estate, Fashion, Beauty, Food + Drink,
Home Design, Yachting, Philanthropy, Celebrities/Royals/Socialites

HOW WE DO IT

Gift Guides, Travel Guides, Features (People, Places, Things), Reviews of Restaurants,
Brands + Destinations, Interviews With People
Who Matter, Royal Announcements, Celebrity Listings + Transfers (Who Lives
Where, Why + How Much?), Caring Deeply About How You Spend Your Time +
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WHERE WE GO

Fashion Week, Sundance, Palm Springs, SXSW, Monte Carlo, Coachella, Met Gala,
Kentucky Derby, Cannes, Monaco Grand Prix, Hamptons, CFDA Awards, Art Basel,
US Open, Aspen Food + Wine Fest, America's Cup, Wimbledon, London, LA,
Miami, New York

HEALTH

WHAT WE DO

Sex, Psychology, Adaptogens, Dating, Fitness,
Nutrition, Skincare, The Gut Microbiome,
Fasting, Supplements, Caffeine, Marijuana,
Sobriety, Addiction
+ Recovery, Meditation, Mindfulness, Sleep, Keto,
Paleo, Plant-Based, Brain Fog, Heart Disease, Non-
Diary, Inflammation, Please Don't Call That A
Superfood

HOW WE DO IT

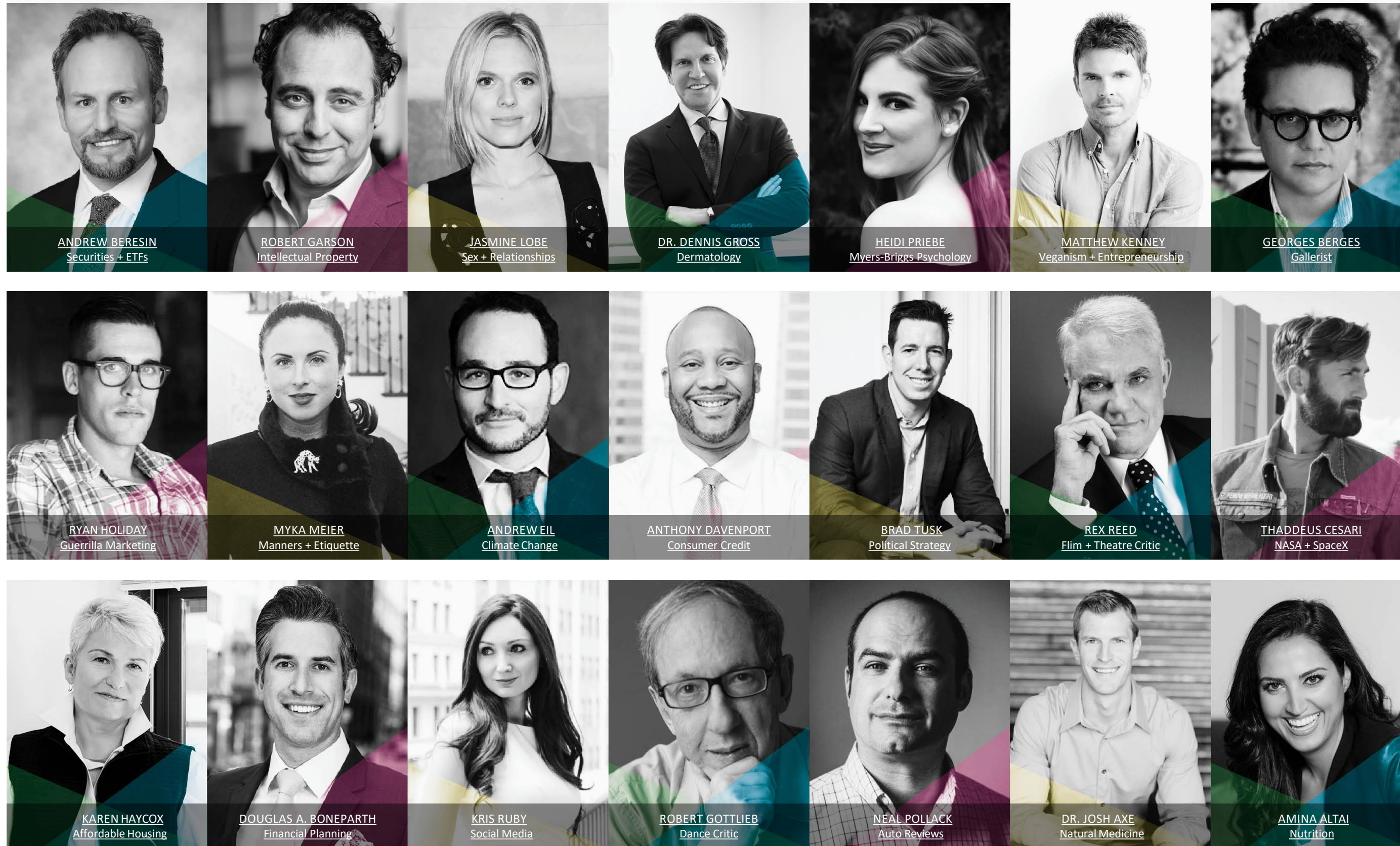
Op-Eds, Research, Science + Studies, With Due
Respect To All Things Goop, Debunking The
Claims Other Media Twisted, An Unwavering
Belief That The Standard American Diet Is
Flawed

WHERE WE GO

Documentaries, Podcasts, Books, CDC, AMA, FDA,
Expo West, Boutique Fitness Studios, Direct To The
Sources Who Walk The Walk



CONTRIBUTORS

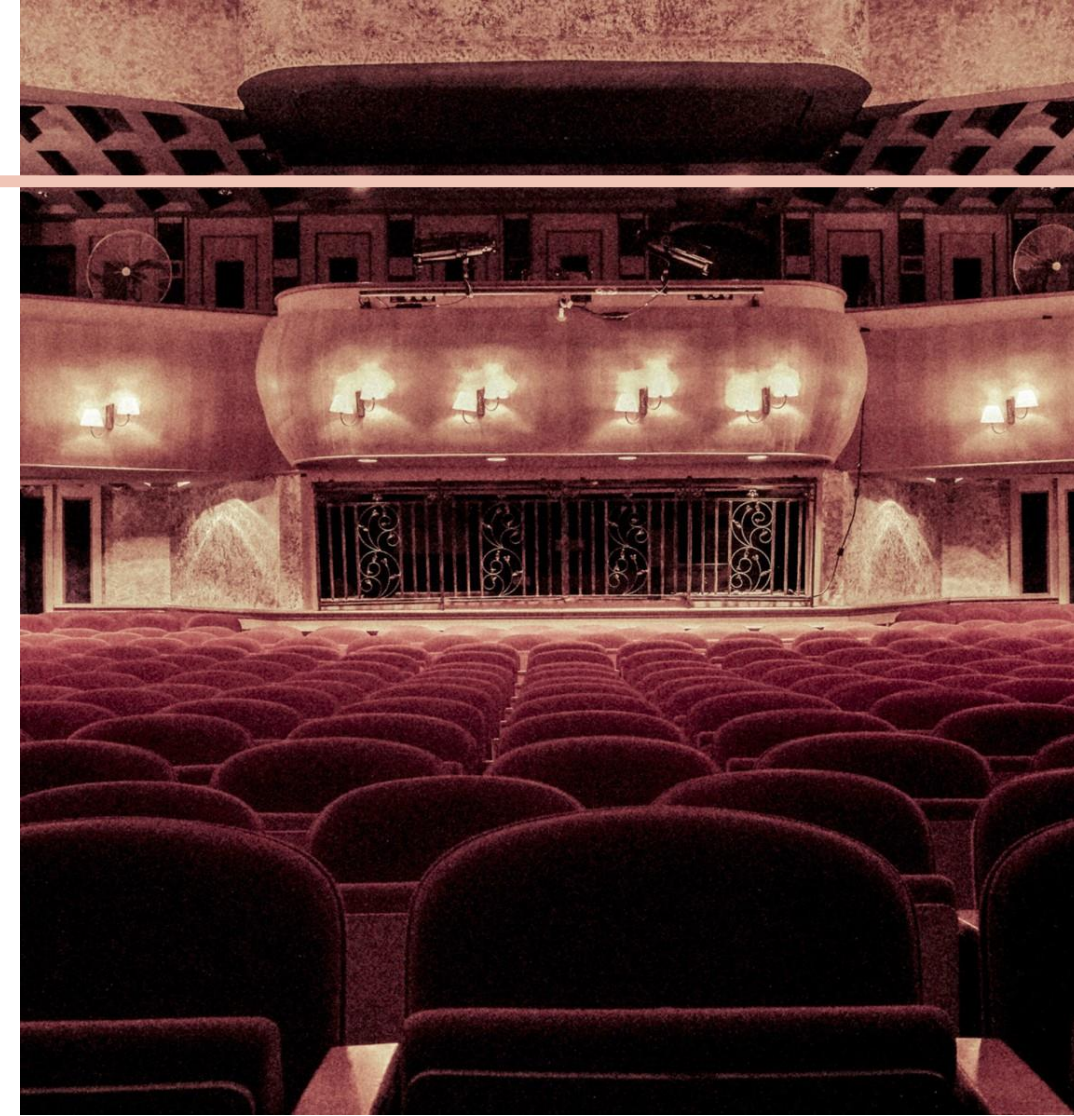


More than 425 hand-picked contributors with expertise across 50+ industries.

EDITORIAL CALENDAR



MONTH	FEATURES & GENERAL COVERAGE
JANUARY	Golden Globes, CES, Sundance, Davos, Grammy Awards, State of the Union, Lunar Eclipse
FEBRUARY	Valentine's Gift Guide, Fashion Week, Carnival Rio de Janeiro, Winter Olympics, Miami Boat Show, BAFTA Awards, World Day of Social Justice, South Beach Food + Wine Fest, CPAC
MARCH	Spring Arts Preview, Independent Spirit Awards, Oscars, Forbes' Billionaires List, International Women's Day, Armory Show, SXSW, Gal de la Rose Monte Carlo, EU Summit
APRIL	Philanthropy Power Lists, NY Socialite Roundup, Tokyo Cherry Blossom Festival, Kate Middleton due date, Olivier Awards, Tribeca Film Fest, Women in the World Summit, Coachella, International Conference on AI, Boston Marathon, Earth Day, Met Gala
MAY	Arts Power List, Mothers Day + Graduation Gift Guides, New York City Ballet Spring Gala, Cinco de Mayo, Kentucky Derby, Frieze New York, Cannes Film Fest, Royal Wedding, Monaco Grand Prix, Venice Biennale, Couture Jewelry Show, Primavera Music Fest
JUNE	Real Estate Power List, Hamptons Summer Guide, Father's Day Gift Guide, CFDA Fashion Awards, G7 Leader's Summit, Tony's, FIFA, US Open, Art Basel, Pride Week, Aspen Food + Wine Fest, Royal Ascot, Cannes Lion, America's Cup
JULY	Mid-Summer Travel Guide, Paris Haute Couture Shows, Wimbledon, Tour de France, Men's Fashion Week, Comic Con, Edinburgh Art Fest
AUGUST	The Pitch Series, US Open, Maine Lobster Fest, Seattle Art Fair, National Prosecco Day, Hamptons Classic, Burning Man, MTV VMAs
SEPTEMBER	Nightlife + Dining Power List, Fall Arts Preview, Venice International Film Fest, TechCrunch Disrupt, Fashion Week, 9/11 Anniversary, Global Climate Action Summit, Emmy Awards, Oktoberfest, UN General Assembly, Monaco Yacht Show, Toronto Film Fest
OCTOBER	Content Kings Power List, Home Design, New England Travel Guide, Frieze London, World Mental Health Day, New York Food + Wine Festival, EU Summit, World Investment Forum, Fort Lauderdale International Boat Show
NOVEMBER	NJ Politics Power List, Holiday Gift Guides, NYC Marathon, US Midterm Elections, Black Friday, Cyber Monday, G20 Leader's Summit, San Diego Food + Wine Fest
DECEMBER	PR Power List, Winter Travel Guide, Art Basel Miami, COP24 Environmental Summit, Nobel Prize, Necker Cup, BFC Fashion Awards



FRANCHISES

Observer explores *how power affects the way we live.*

Consider Observer Power Lists your cheat sheet to who and what truly matters—or will matter next.

OBSERVER POWER LISTS

- Fine Art
- Real Estate
- The Pitch Series
- Nightlife & Dining
- Philanthropy
- The Business of Entertainment
- Public Relations





POWER LIST: REAL ESTATE

MAIN LIST

Real Estate Power List. The 50 most influential developers, brokers and lenders across major residential real estate markets in US: New York, Los Angeles, Miami, Chicago and Dallas.

SIDE BARS

Hamptons Playground. A total review of one of the country's strongest summer real estate markets.

State of the Market. LA is burning, Miami is flooding. What happens to the most expensive real estate in cities facing the growing threat of natural disaster?

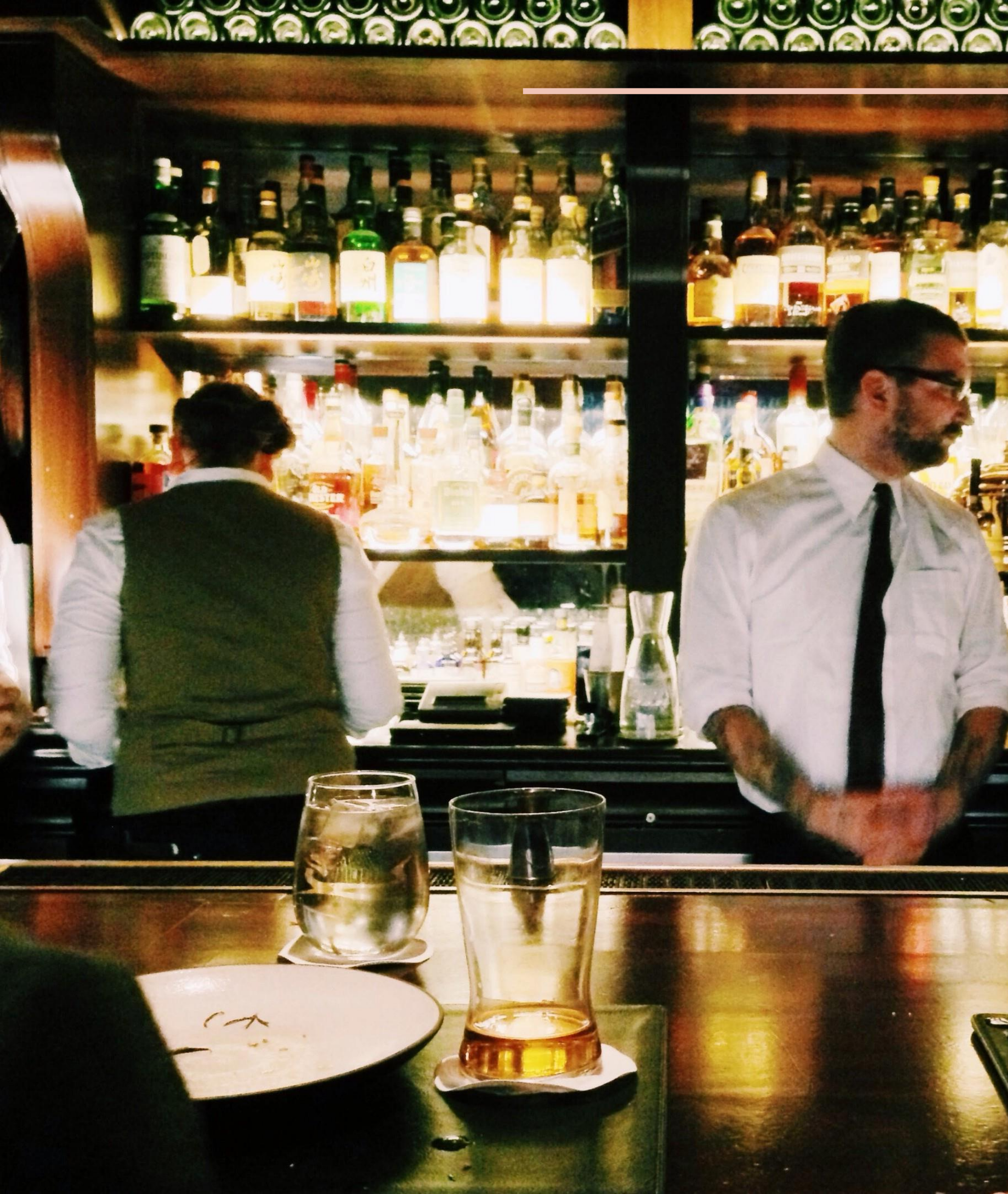
In-Demand Design. A definitive list of the most sought-after residential architects, interior designers and design firms nationwide.

Tech Estate. Technology is changing the way we buy homes; multi-million dollar estates can now be purchased with bitcoin. What's next?

An 'Ask an Expert' video interview.

Green Living. Who is behind the greenest developments in America? The people and companies innovating solar tech and recycled luxury finishes.

TIMING: SEPTEMBER 2018



POWER LIST: NIGHTLIFE & DINING

MAIN LIST

50 Most Powerful People in Nightlife + Dining

SIDE BARS

Rising Stars. The young names to know in nightlife and dining.

Food-Tech. How is technology changing the way that we eat? The players and platforms making cooking, reservations, ordering food and finding booze more efficient than ever before.

Clean Eats. We've come so far from the early days of green juice. Today's top innovators are changing the way we eat on a widespread, environmentally-conscious scale. A comprehensive list of the most influential emerging health food companies.

Put Your Money Where Your Mouth Is. The biggest investors behind dining and nightlife making bets on our experiences.

Food City. The one restaurant you need to try in every city, as told by top chefs. An 'Ask an Expert' video interview.

TIMING: OCTOBER



MAIN LIST

PR Power List. The 50 most powerful PR firms creating client stories —not just telling them. The leaders breaking down boundaries across the marketing spectrum, muscling in on territory once dominated by ad agencies, digital firms and content producers. Because influence never goes out of style.

SIDE BARS

Specialty. The five best agencies in 10 major categories: travel, food, real estate, tech, fashion, beauty, finance, arts, nonprofit and generalists.

Where to Power Lunch. PR insiders dish on their favorite New York City restaurants for impressing clients and/or kicking back with friends.

Rising Stars. Young up-and-comers whose careers are off to a promising start with big client wins and successful campaigns

TIMING: DECEMBER 2018

POWER LIST: PHILANTHROPY

MAIN LIST

Most Influential Young Philanthropists. Top 50 Corporate Philanthropy Initiatives.

SIDE BARS

Travel With a Purpose. The world's most luxurious destinations with a philanthropic twist.

Philanthro-tech. The most innovative people and platforms making fundraising easier.

Where are we now? A who's who of disaster relief in Texas, Puerto Rico and the British Virgin Islands. Follow up interviews with figures inspiring impact in areas of need.

How to Give. As told by a private wealth advisor. An 'Ask the Expert' video interview.

TIMING: FEBRUARY 2019



POWER LIST: FINE ART

MAIN LIST

The Arts Power List. The 51 most important artists, dealers, directors and curators with power over their industry.

SIDE BARS

Top 5 Emerging Cities for Art. Who is opening there and why? Who to know, where to stay, and what to see when you go.

Whose Opinion Can You Trust? The 10 most influential critics writing about art today.

The State of the Modern Portrait. A Saudi prince bought the record-breaking Da Vinci last year. What artists are today's royals gravitating toward, who is behind the modern portrait and how have royal portraits changed?

How to Buy Art You'll Love Forever. As told by an art advisor. An 'Ask the Expert' video interview.

TIMING: APRIL 2019



OBSERVER

THANK YOU.

Please contact us directly with any questions or additional needs.
sales@observer.com