


REUTERS®
THE SOURCE

REUTERS MEDIA KIT 2024

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**Today's world is
changing more
than ever before.**

**In this fast-paced
environment, professionals
are flooded with news and
information.**

No matter where, no matter when, Reuters has the global footprint of any news organization, operating in every country—fast and first, wherever the story.

Professionals need a trusted source that conquers the noise, gets to the heart of the story, and delivers key facts, fast.

**REUTERS ANSWERS
THIS NEED.**

Reuters delivers impactful solutions

World Class, Credible & Trusted Editorial

- 2,600 journalists in over 200 locations
- Real-time coverage of global events and their economic implications
- Expertise in international economic markets
- Authoritative and unbiased geopolitical coverage

Market-Leading, Pioneering Events

- Trusted source for world-class events, navigating complexities and disruptions within 14 industry verticals.
- Connecting industry leaders, innovators, disruptors, and policy makers to share insights, ideas, and development opportunities.

Award Winning Custom Content Studio

- Reuters Plus combines the authority of the world's largest newsroom with the craft and capabilities of a focused creative agency.
- Powerful thought leadership storytelling

Reuters connects with **97 million** global influential professionals

REUTERS.COM

54M

Monthly users

111M

Monthly pageviews

3.28 mins

avg. session duration

SOCIAL

36M

X (formerly Twitter)

9.4M

Facebook

4.9M

Instagram

VIDEO & AUDIO

500M

Monthly Video views (across YouTube, X, Apple News, Instagram, Facebook)

7M

Monthly video starts on Reuters.com

7M

Monthly Audio sessions

EVENTS

1.6M

database contacts

50+

annual events

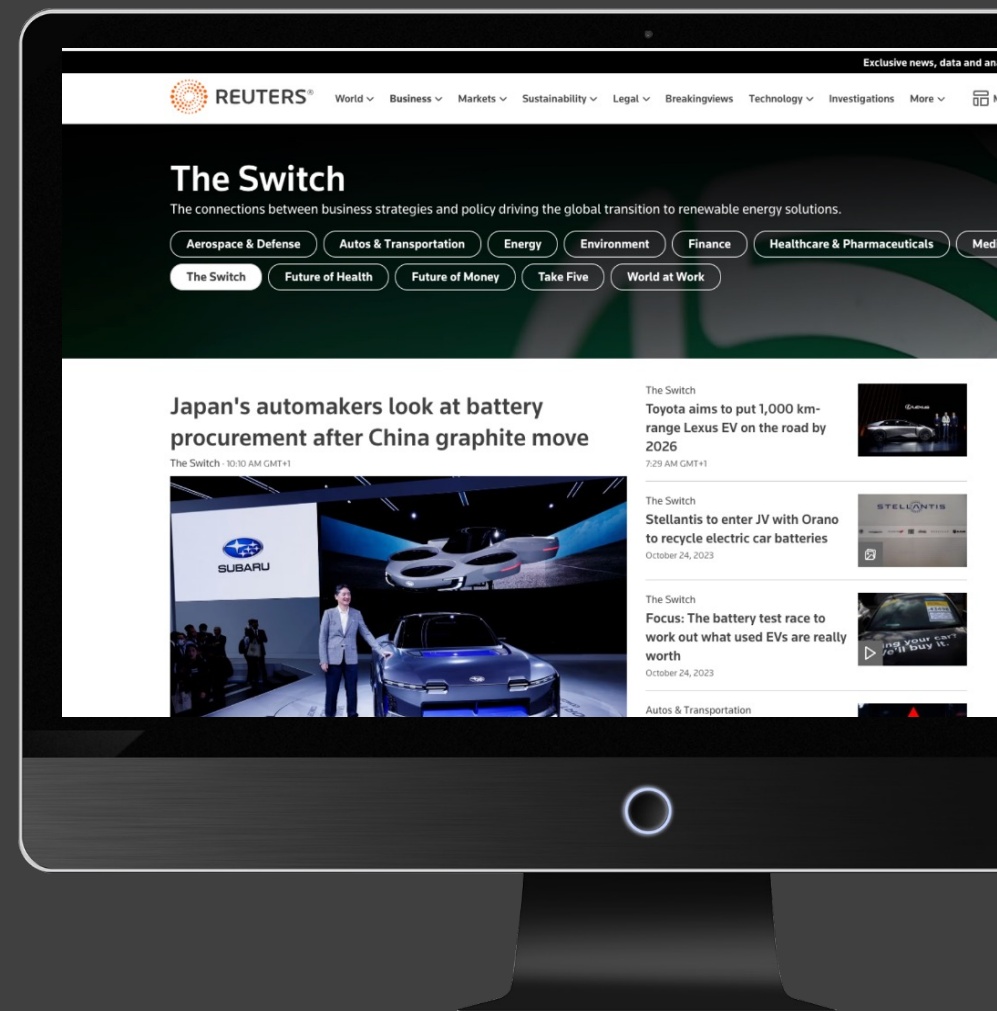
Reuters 2024 Editorial Calendar

Q1	Q2	Q3	Q4
CES: 1/9- 1/12	Earth Day: 4/22	Wimbledon: 7/1 - 7/14	London Film Festival: 10/2-10/13
Australian Open: 1/14 - 1/28	Masters Tournament: 4/6-4/9	Independence Day: 7/4	Mobile World Congress, Las Vegas: 10/26 – 10/28
75th Primetime Emmy Awards: 1/15	Hanover Messe: 4/22 - 26	Bastille Day: 7/14	Nobel Prize Announced
World Economic Forum, Davos: 1/15 - 1/19	Milken Global Conference: 4/30 - 5/3	British Open: 7/18-7/21	New York Comic Con: 10/17 - 10/20
Abu Dhabi Sustainability Week: 1/16	Abu Dhabi Sustainability Week: 4/16 -18	Olympics: 7/26 - 8/11	MLB World Series
Sundance Film Festival: 1/18 - 1/28	UN Ocean Conference: 4/10 – 12	US Open (Tennis): 8/26 - 9/8	Reuters NEXT
66th Grammy Awards: 2/4	Met Gala: 5/6	Venice Film Festival: 8/28 - 9/7	COP29
NFL Super Bowl: 2/11	BAFTA TV Awards: 5/18	Reuters MOMENTUM AI	MTV EMAs
BAFTA Film Awards: 2/18	Eurovision Song Contest, Sweden: 5/7	Reuters NEXT: APAC 2024	US Presidential election: 11/4 – 11/5
Mobile World Congress, Barcelona: 2/26-29	Cannes Film Festival: 5/14 - 5/25	Spring Fashion Weeks	G20 Summit, Rio: 11/18 – 11/19
Women’s History Month	PGA Championship: 5/13 – 19	MTV VMAs: 9/8	LA Auto Show: 11/17 – 11/26
International Women’s Day: 3/8	Indy 500: 5/26	UN General Assembly: 9/10 - 24	Dubai Airshow: 11/10 – 11/12
Academy Awards: 3/10	French Open: 5/20 - 6/9	Climate Week NYC: 9/22	Breakingviews Predictions
Art Basel, Hong Kong: 3/28 - 3/30	Pride Month	Frankfurt Auto Show: 9/10 - 9/14	Reuters Best Photos of the Year
New York Auto Show: 3/29 - 4/7	Tribeca Film Festival (6/5-6/16)	Toronto Film Festival: 9/7 - 9/17	New Year’s Eve: 12/31
	Tony Awards: 6/16		
	US Open (Golf): 6/10 - 6/16		
	G7 World Summit, Italy: 6/13 - 15		
	Tour de France: 6/29 - 7/21		

Align your brand with targeted, key editorial franchises

Sponsor one of our dynamic and engaging editorial franchises and connect with an audience of global business decision makers who trust Reuters to deliver the information that matters most.

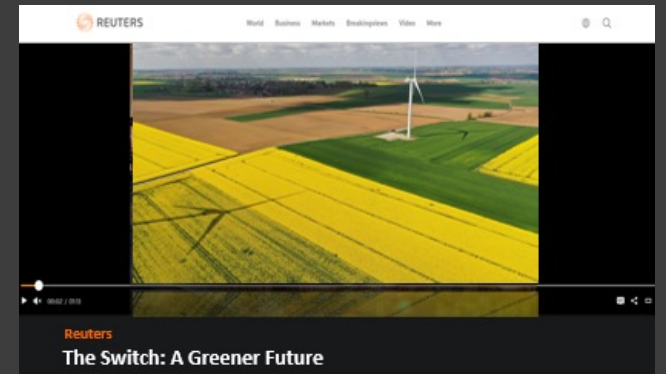
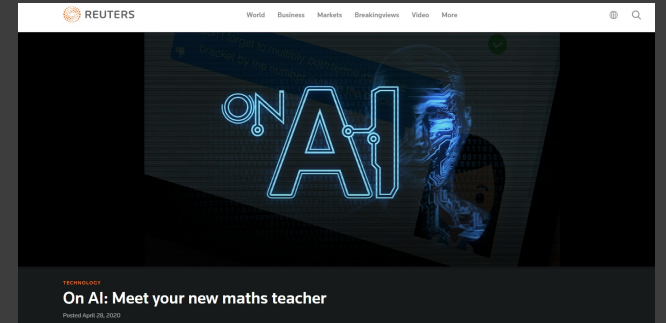
TITLE	DESCRIPTION
THE SWITCH <i>ALL-NEW IN FEB 2024</i>	Highlights the connections between business strategies and policy driving the global transition to renewable energy solutions
DISRUPTED	From the Cloud to AI and 5G, we provide the latest developments in next-gen tech and how they impact our society.
FUTURE OF MONEY	What fundamental shifts towards digital wallets, e-payments, and crypto mean for Forex markets, retail and trade.
MACRO MATTERS	Covering how the smartest minds in business, technology, government and industry adapting to our changing world.
FUTURE OF HEALTH	The latest developments, trends, and data around the digital transformation of healthcare.
WORLD AT WORK	The evolution of the global workforce, cultural career trends, and the companies ahead of the change.



Spotlight your brand alongside highly engaging, editorial video that is of the utmost relevance to your target audience

With 45+ editorial videos available, on topics ranging from investing and women in technology to sustainability, Reuters provides even more opportunities for your brand to feature alongside trusted, in-demand global news.

TITLE	DESCRIPTION	EPISODES
ON AI	A series that unpacks the latest Artificial Intelligence trends, how they will revolutionize different job sectors, and our everyday human interactions.	12 episodes
GENERATION AI	A weekly 2-3 minute video series that covers all the latest developments, major players, and key issues in the fast-moving world of artificial intelligence.	12 episodes
SUSTAINABLE BUSINESS	A series profiling the innovative people and companies making their business or products more sustainable, paving the way forward in the race to Net Zero.	12 episodes
DISRUPTED	A series showcasing the inventions and innovators reconfiguring the way the world works and communicates.	12 episodes
INVESTIN	A short-form investor tip sheet for individual sectors and subsectors on investment trends.	12 episodes



Reuters suite of audio products

Engage Reuters users even when they are away from their screens with prime placement of 30s ads within an audio segment released regularly on various audio platforms.



Reuters World News Podcast

385,000 monthly listens

Unbiased and impartial on-the-ground reporting, straight from the source.



The Exchange Podcast

7,500 monthly listens

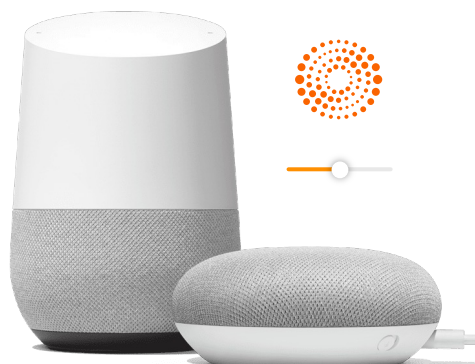
Regular conversation with the most influential movers and shakers in business and markets



Viewsroom Podcast

15,500 monthly listens

Breakingviews columnists talk about the big numbers and crunchy deals in global business and economics.



Reuters News Brief delivers 5-minute bulletins updated throughout the day on Amazon Alexa and Google Home.

10M monthly listens

3.1M

Reuters readers are avid listeners. 3.1M have listened to Reuters Audio in the past 30 days. They spend **over an hour** a day listening.

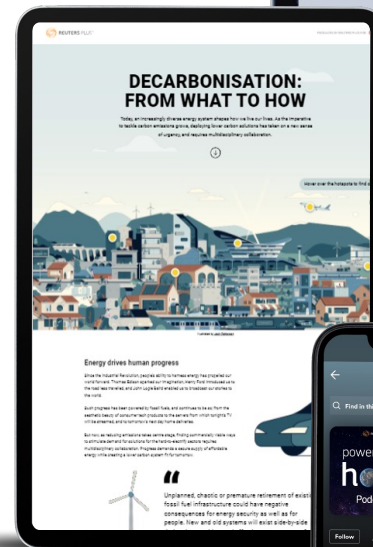
Reuters Plus: Tap into the value of powerful storytelling

Our award-winning Reuters Plus custom content studio combines the authority of the world's biggest newsroom with the craft and capabilities of a focused creative agency.

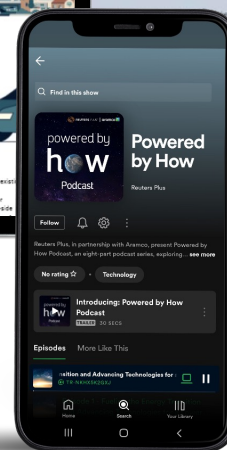
Guided by the highest standards of content production and analysis, Reuters Plus is a full-service marketing studio that crafts thought-provoking custom content anchored to global news, events and business priorities relevant to your brand.

When we tell stories for our partners, we create impact and provoke powerful responses.

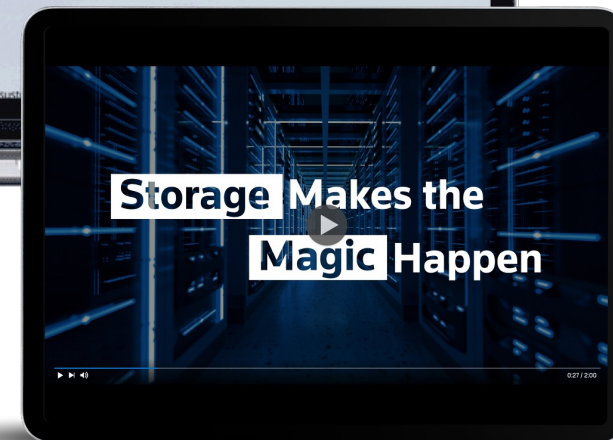
Articles



Graphics



Audio



Video

All-New Audience Targeting Offering: *Reuters Select*

Reuters 1st Party Targeting Capabilities

Our exclusive targeting capability combines premium first-party data sources, such as self-declared Professional user data and robust professional cohort engagement data. We enhance this data using our proprietary Expand-to-Match machine learning technology.

These highly scalable, precision audiences enable us to help inform our partners' marketing, product and business strategies. Our partners can reach their target audience with confidence & futureproof their targeting strategies.

These audiences, compiled in accordance with our privacy-first approach enables:



ACCURACY

Improved execution by ensuring campaign messaging is reaching **only** the intended audiences [when compared to use of some 3rd Party providers]



ACTIVATION

Enhanced targeting capabilities to reach the right professional with the most relevant message



PERFORMANCE

Proven to outperform 3rd party data segments and drive successful business outcomes for advertisers

Why Reuters Events?

Reuters Events connects industry leaders, innovators, disruptors and policy makers at world-class events to deliver intelligence and foster the relationships that shape strategy and secure the future of leading companies worldwide.

50+

Global events across 10 industries including Tech, Sustainability, Energy and Healthcare

68%

of attendees are C-Suite, VPs or Directors

750K+

Qualified contacts within vertical industry databases

25K+

Executives in attendance for in person events

87

Average Net Promoter Score

Reuters visionary world-class events

Reuters hosts some of the most powerful and trusted stages in the global events calendar.

Sustainable Business



CEOs, senior sustainability, legal, communications and finance executives share their actionable insights on how to collaborate, communicate, and comply.

Responsible Business USA

March 26-27, 2024
New York

Sustainability Europe

Sept 30 – Oct 1, 2024
London

Responsible Business Europe

June 11-12, 2024
London

Sustainability USA

Oct 7-8, 2024
New York

Momentum AI



Delves into the latest traditional and generative AI applications reshaping industries.

Momentum AI USA

July 16-17, 2024
San Jose

Momentum AI Europe

November 2024
London

NEXT



Led by Editor-in-Chief Alessandra Galloni, Reuters correspondents speak to global leaders in business, policy, and finance for critical conversations about the topics that matter.

Reuters NEXT: APAC

July 2024
Singapore

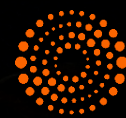
Reuters NEXT: New York

December 2024
New York

+ 38 events across other verticals like automotive, customer, energy transition, food & agriculture, healthcare, industry & power, insurance, oil & gas, pharma, renewables, and supply chain.



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the best your brand has to offer



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