

A photograph of the Philadelphia skyline at dusk or dawn, with the city's reflection in the Schuylkill River. The text 'NEXT CITY' is overlaid in large, white, bold, sans-serif font, tilted slightly to the right. The background shows various skyscrapers, including the Comcast Center and the Liberty Bell Center, and a highway interchange with traffic signs in the foreground.

**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



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## 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**





74%

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

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## FACEBOOK DATA

MONTHLY

**150K**

AVG. REACH

MONTHLY

**215K**

AVG. IMPRESSIONS

IN THE U.S.

**25%**

HAVE "MULTICULTURAL  
AFFINITY"





90%

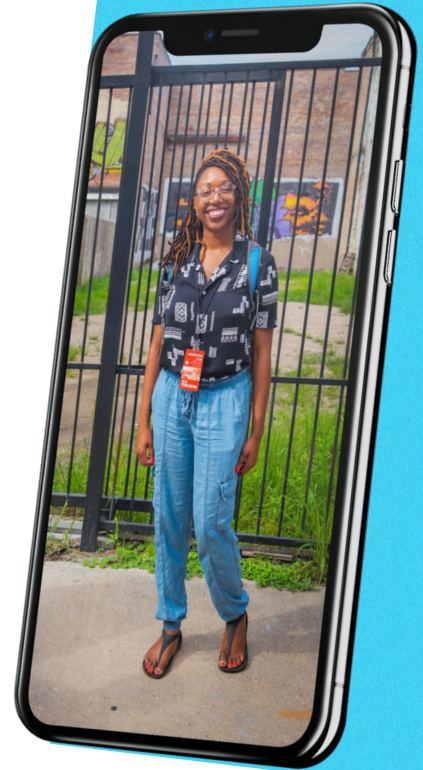
OUR READERS ECHO OUR VALUES, WITH **90% OF THEM OR THEIR ORGANIZATIONS** WORKING TOWARD GREATER RACIAL EQUITY.

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## 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.





A close-up, slightly blurred photograph of a diverse group of graduates in blue and black gowns, looking towards the right. The lighting is soft and focused on the foreground.

# 90%

IN A 2020 READER SURVEY WE LEARNED THAT THE VAST MAJORITY OF OUR READERS  
HAVE **EARNED A BACHELOR'S DEGREE**

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## 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

<b>38%</b>	City/Urban Planning
<b>23%</b>	Community Organizing
<b>22%</b>	Economic Development
<b>20%</b>	Education
<b>18%</b>	Architecture
<b>16%</b>	Arts and Culture
<b>13%</b>	Environmental

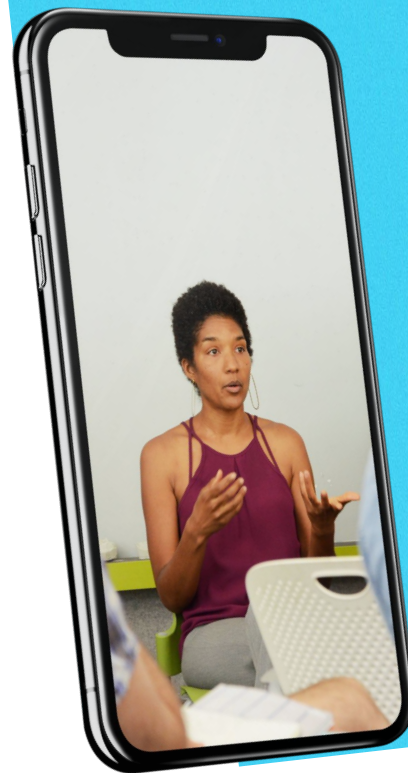
### BY SENIORITY

<b>19%</b>	Owner/Executive/C-Level
<b>18%</b>	Senior Management
<b>20%</b>	Middle Management
<b>19%</b>	Intermediate
<b>6%</b>	Entry Level
<b>2%</b>	Student
<b>16%</b>	Retired or Unemployed

### BY SECTOR

<b>44%</b>	Nonprofit
<b>26%</b>	Public sector
<b>30%</b>	Private sector

By comparison, nonprofits account for 10% of U.S. jobs, and the public sector 14.5%.



SOURCE: 2021 READER SURVEY  
SOURCE: 2021 READER SURVEY

SOURCE: 2021 READER SURVEY

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# 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

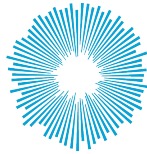
Live, hourlong webinars connect our audience with top thinkers and authors. Webinar underwriters get a one-minute pitch to this exclusive audience. Webinar sponsors have full creative control of the webinar and receive emails of attendees.

## 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.

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## WHO WE'VE WORKED WITH



**Prudential**



**LIVING CITIES**  
INNOVATE ▶ INVEST ▶ LEAD

**NRPA** National Recreation  
and Park Association



**American Planning Association**

**CITIES OF SERVICE**

**SOM**



**National Trust for  
Historic Preservation®**  
*Save the past. Enrich the future.*

**THE NEW SCHOOL**



**FORD  
FOUNDATION**

**Rail~volution**

# TESTIMONIALS

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*

**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*



**Pardise Amirshahi**  
*Integrated Sales and  
Marketing Account Executive*  
E: [paradise@nextcity.org](mailto:paradise@nextcity.org)

# WHAT'S NEXT?

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