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 Audience Overview

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

<table>
<thead>
<tr>
<th><strong>Reuters.com</strong></th>
<th><strong>Social</strong></th>
<th><strong>Video &amp; Audio</strong></th>
<th><strong>Events</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>54M</strong> Monthly users</td>
<td><strong>36M</strong> X (formerly Twitter)</td>
<td><strong>500M</strong> Monthly Video views (across YouTube, X, Apple News, Instagram, Facebook)</td>
<td><strong>1.6M</strong> database contacts</td>
</tr>
<tr>
<td><strong>111M</strong> Monthly pageviews</td>
<td><strong>9.4M</strong> Facebook</td>
<td><strong>7M</strong> Monthly video starts on Reuters.com</td>
<td><strong>50+</strong> annual events</td>
</tr>
<tr>
<td><strong>3.28 mins</strong> avg. session duration</td>
<td><strong>4.9M</strong> Instagram</td>
<td><strong>7M</strong> Monthly Audio sessions</td>
<td></td>
</tr>
</tbody>
</table>

Sources: 97mm (Reuters.com Monthly Uniques + Social Followers: LinkedIn, X, Facebook, Instagram, TikTok, Threads, Reddit, YouTube), Google Analytics Q4 2023 Average (all platforms and editions)
# Reuters 2024 Editorial Calendar

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

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

*Reuters Sales to confirm available inventory and a detailed media plan for activations.
**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.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>DESCRIPTION</th>
<th>EPISODES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ON AI</td>
<td>A series that unpacks the latest Artificial Intelligence trends, how they will revolutionize different job sectors, and our everyday human interactions.</td>
<td>12 episodes</td>
</tr>
<tr>
<td>GENERATION AI</td>
<td>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.</td>
<td>12 episodes</td>
</tr>
<tr>
<td>SUSTAINABLE BUSINESS</td>
<td>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.</td>
<td>12 episodes</td>
</tr>
<tr>
<td>DISRUPTED</td>
<td>A series showcasing the inventions and innovators reconfiguring the way the world works and communicates.</td>
<td>12 episodes</td>
</tr>
<tr>
<td>INVESTIN</td>
<td>A short-form investor tip sheet for individual sectors and subsectors on investment trends.</td>
<td>12 episodes</td>
</tr>
</tbody>
</table>

*Reuters Sales to confirm available inventory and a detailed media plan for activations.*
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](image1)

**Reuters World News Podcast**
385,000 monthly listens

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

![Viewsroom Podcast](image2)

**Viewsroom Podcast**
15,500 monthly listens

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

![The Exchange Podcast](image3)

**The Exchange Podcast**
7,500 monthly listens

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

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

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.

Source: Ipsos Global Affluent Survey 2022
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.
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

- **Responsible Business Europe**
  - June 11-12, 2024
  - London

### Momentum AI

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

- **Momentum AI USA**
  - July 16-17, 2024
  - San Jose
  - London

- **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.

*Event details subject to change without notice.*
Partner with Reuters to showcase the best your brand has to offer