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...and a highly engaged affluent audience!

OMMA

The 100 Most Important
Online Publishers

#25 Newser



Why Newser?

Face it: there's so much news and people are busier than ever.

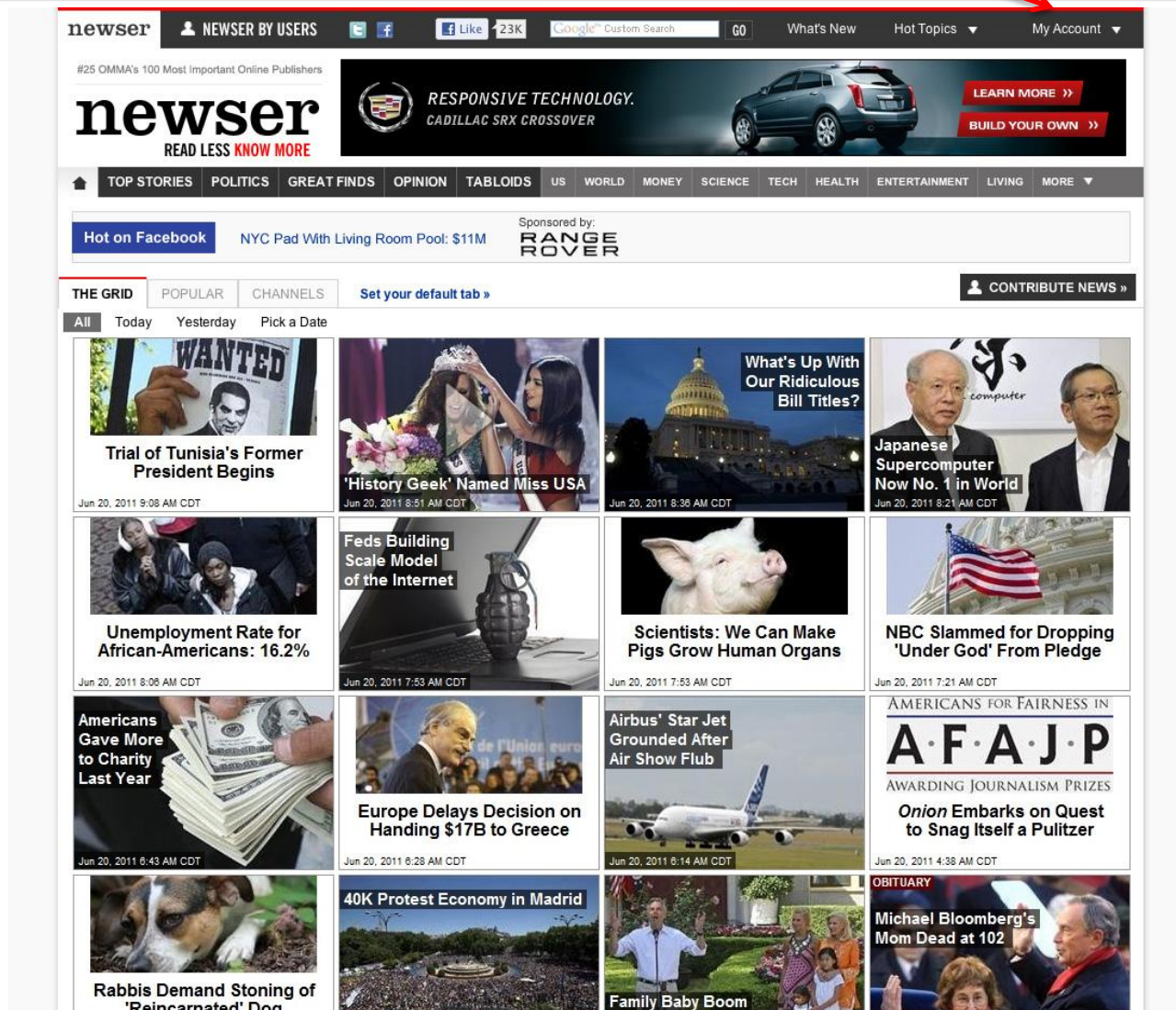
In today's fast paced world, consumers want access to a wide range of news sources. They want this new wealth of information presented in an efficient and entertaining way; and they want technological tools to help them cut through the chaos of the web.

Our editors hand-pick the best stories from hundreds of sources and turn them into sharply written, easy-to-digest news stories. Our signature grid offers a vivid snapshot of the day's most important news in a lively presentation of photos, videos and headlines.

For a richer, smarter news experience, choose Newser.

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READ LESS **KNOW MORE**

Top stories appear in an attractive customizable grid: The user is in control.



Newsr is visual, engaging, interactive & informative...

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THE ALL-NEW RANGE ROVER EVOQUE
THE POWER OF PRESENCE

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THE GRID POPULAR Set your default tab »

CONTRIBUTE NEWS »

All Today Yesterday Pick a Date

ADVERTISEMENT

THE ALL-NEW RANGE ROVER EVOQUE
The Power of Presence

00:00:00

Pelosi: I've Got Dirt on Newt

Dec 5, 2011 11:17 AM CST

DC Cops Bust 31 Occupiers in Spat Over Shack

Dec 5, 2011 11:12 AM CST

Trump Rips Huntsman, Paul as 'Joke Candidates'

Dec 5, 2011 10:41 AM CST

Kourtney in Hilarious Twitter Brawl With Teen Mom Star

Dec 5, 2011 10:21 AM CST

Sarkozy, Merkel Announce Plan to Save Euro

Dec 5, 2011 10:08 AM CST

Snipers Kill Protester in Yemen Clash

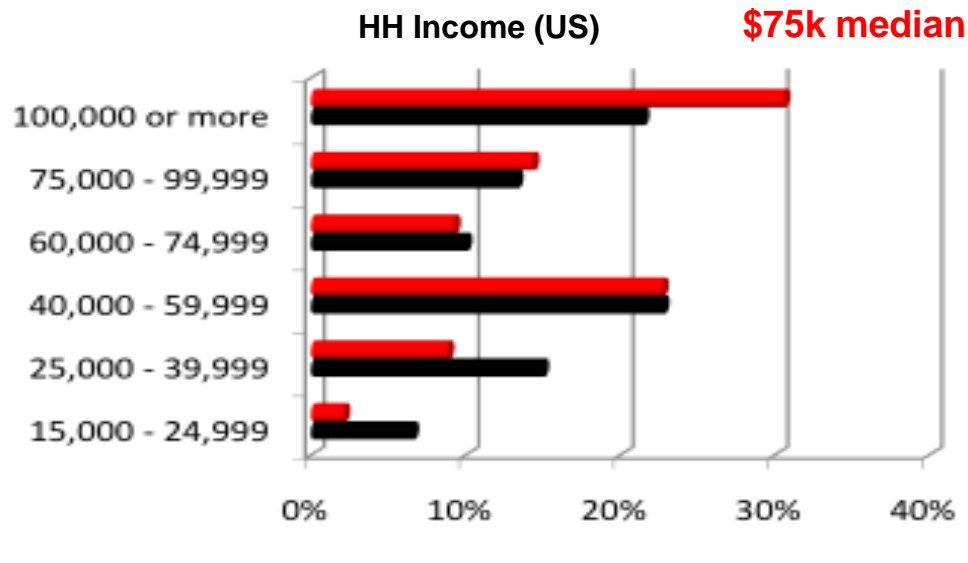
Dec 5, 2011 10:02 AM CST

Giuliana Rancic: I'm Getting a Double Mastectomy

Dec 5, 2011 9:43 AM CST

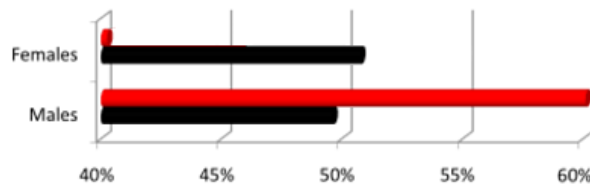
READ LESS KNOW MORE

...with demographics advertisers love



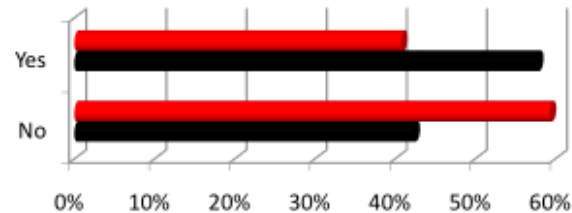
Gender

60% male



Children

Discretionary income



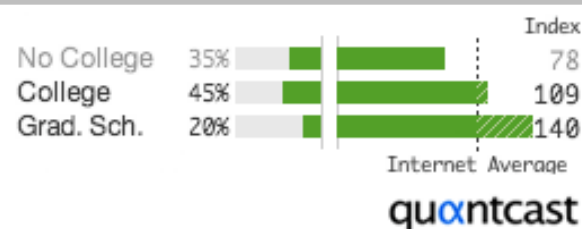
Newser grew to 3MM monthly unique visitors since launch and is still growing strong.
With current trends, we expect to reach approx. 4MM monthly uniques within the year.
Source: Google Analytics Tracking 7/11

Chart Data: Comscore
(July, 2011)

... and well educated & well-rounded users

Graduate and Post Graduates

There is a high index of Graduate and Post Graduates here.



Audience Also Likes

Data Source: United States Monthly
Updated Jul 2011

Instant Messenger	10.2x
Fashion/Cosmetics	9.7x
Politics & Commentary	9.4x
News/Information	6.8x
Science/Nature	6.5x
Nonprofit	6.3x
Humor	5.6x
Science & Technology	5.3x
Home Decor & Design	4.8x
Regional/Local News	4.2x
Magazines	4.0x
Business News & Info	3.9x
Technology	3.9x
News	3.6x

Example of an integrated home page sponsorship

Skinned site w/ OPA Pushdown, Integrated Video

The screenshot shows the Newser website interface. At the top, the 'newser' logo is on the left, followed by a navigation bar with links like 'NEWSEY BY USERS', social media icons, a search bar, and a 'GO' button. Below this, a banner for 'SPRING'S BEST EVENT' by Cadillac is displayed, featuring a silver Cadillac CTS Sport Wagon. The main content area is titled '2011 CTS SPORT WAGON' and includes a description: 'AN ELEGANT BLEND OF STYLING AND UTILITY.' Below this, the MSRP is listed as '\$38,265' starting at, with a range from '\$38,625 to \$52,940'. There are links for 'Calculate Monthly Payment', 'View Current Offers', 'Request a Quote', 'Get a Trade-in Appraisal', 'Download Brochure', and 'Sign-up for e-mail updates'. To the right of the text is a large image of the Cadillac CTS Sport Wagon driving on a road. Below the main advertisement, there is a 'CHANNELS' section with 'THE GRID' and 'POPULAR' tabs. Under 'THE GRID', there are several video thumbnails with titles: 'SPRING'S BEST EVENT', 'Chris Brown Goes Nuts After GMA Interview', 'Disability Fund Is Running Out of Money—Fast', 'Brain Problems Killed Knut', and 'NYT PROFILE'. Each video thumbnail includes a play button icon and a timestamp.

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NEWSEY BY USERS

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SPRING'S BEST EVENT

CELEBRATE SPRING WITH LIMITED TIME OFFERS FROM CADILLAC.

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TOP STORIES POLITICS GREAT FINDS OPINION TABLOIDS MONEY MEDIA SCIENCE TECH HEALTH ENTERTAINMENT SPORTS MORE

2011 CTS SPORT WAGON

AN ELEGANT BLEND OF STYLING AND UTILITY.

MSRP: Starting at \$38,265

From: \$38,625 to \$52,940

Calculate Monthly Payment

View Current Offers

Request a Quote

Get a Trade-in Appraisal

Download Brochure

Sign-up for e-mail updates

Cadillac

CHANNELS THE GRID POPULAR

CONTRIBUTE NEWS

ADVERTISEMENT

SPRING'S BEST EVENT

Chris Brown Goes Nuts After GMA Interview





Disability Fund Is Running Out of Money—Fast

Brain Problems Killed Knut

NYT PROFILE

Another integrated home page sponsorship example

Skinned site, video movie trailer & movie-specific graphics



WEDNESDAY, JUNE 2, 2010 | SUBSCRIBE:     Welcome [My Account](#) [What's New](#) [Sign Out](#) [Google™ Custom Search](#) [GO](#)

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HBO | Real Time with Bill Maher

HBO's Real Time Fridays 10PM ET/PT

HOME **SARAH PALIN** GULF OIL SPILL PESTICIDES  USER GRID NEWSER GRIDS  **MICHAEL WOLFF** **BILL MAHER**

72 NEWS BRIEFS IN THE LAST 24H VIEW: **[LATEST]** POPULAR PICK A DATE LESS GOSSIP CUSTOMIZE GRID



HBO's Real Time Fridays 10PM ET/PT
[WATCH CLIP](#) [MORE INFO](#)

FINES, BABY, FINES


BP Execs in Slammer? Unlikely

24 minutes ago

MICHAEL WOLFF

Is the Flotilla Attack a Game Changer?

44 minutes ago




The Strange Odyssey of Einstein's Stolen Brain

51 minutes ago

BP's Diamond Saw Is Stuck in Pipe

57 minutes ago



Government Wants James Cameron's Help With Oil Spill

Well, he did once make a movie about a boat...

1 hour, 18 minutes ago

Inside Andrew Koppel's Troubled Life

1 hour, 42 minutes ago

LIABILITY CAPS

David Vitter Wants to Be BP's Best Friend


1 hour, 50 minutes ago

Stewart, Colbert Join Conan in Epic Danceoff

1 hour, 56 minutes ago

Israel to Deport All Flotilla Activists by Day's End

1 hour, 57 minutes ago




AT&T Drops One-Price-Fits-All Plan for Smartphones


2 hours, 8 minutes ago


Gores' Divorce: Blame Bush?


2 hours, 32 minutes ago



Sarah Palin: Let Israel Know We Stand With Them







Custom content for entertainment advertisers: “STARS OF...” feature

The screenshot shows the Newser website interface. At the top, the Newser logo is on the left, followed by a navigation bar with links like 'NEWSER BY USERS', '19K people', and a search bar. Below this, a banner for the movie 'CONTAGION' (A STEVEN SODERBERGH FILM) is displayed with the text 'COMING SOON'. The main content area is titled 'Stars of Contagion' and features a grid of 12 articles. Each article includes a thumbnail image, a headline, and a timestamp. The articles are categorized by 'THE GRID', 'CHANNELS', and 'POPULAR'. The grid includes articles about Gwyneth Paltrow's record deal, Matt Damon playing RFK in a biopic, Oscar Winner Is 9/11 Doubter, Kate Winslet winning \$40K in 'Body Image' libel suit, Adjustment Bureau a Sci-Fi Sizzler, Fishburne Joins CS/ Cast, Seinfeld, 'Pacino' Upstage Law's Rule on SNL, It's Girl No. 4 for Matt Damon, Vogue's 10 Best Dressed, Kate, Sam Give It One More Go, Jude Law's Hamlet Slays Critics, and No 'Forgetting' Gwyneth Paltrow on SNL. At the bottom, there is another 'CONTAGION' banner and a small graphic of a person reading a newspaper with the text 'See stories people like you are posting to the USER GRID »'.

newser

NEWSER BY USERS

19K people

GO

What's New?

Hot Topics

My Account

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READ LESS KNOW MORE

A STEVEN SODERBERGH FILM

CONTAGION

COMING SOON

TOP STORIES

POLITICS

GREAT FINDS

OPINION

TABLOIDS

US

WORLD

MONEY

SCIENCE

TECH

HEALTH

ENTERTAINMENT

LIVING

MORE

Stars of Contagion

CONTRIBUTE NEWS »

THE GRID

CHANNELS

POPULAR

All

Today

Yesterday

Pick a Date

INEVITABILITY DEPT.

Gwyneth's Record Deal Is Worth How Much?

Mar 9, 2011 9:29 AM CST

Matt Damon to Play RFK in Biopic

Feb 24, 2010 9:42 AM CST

Oscar Winner Is 9/11 Doubter

Mar 1, 2008 9:33 PM CST

Kate Winslet Wins \$40K in 'Body Image' Libel Suit

Nov 3, 2009 9:34 AM CST

MOVIE REVIEW

Adjustment Bureau a Sci-Fi Sizzler

Mar 4, 2011 12:10 PM CST

Fishburne Joins CS/ Cast

Aug 18, 2008 5:17 PM CDT

Seinfeld, 'Pacino' Upstage Law's Rule on SNL

Mar 14, 2010 12:02 PM CDT

It's Girl No. 4 for Matt Damon

Oct 24, 2010 11:15 AM CDT

Vogue's 10 Best Dressed

Nov 17, 2010 10:05 AM CST

Kate, Sam Give It One More Go

Jul 12, 2010 12:35 PM CDT

Jude Law's Hamlet Slays Critics

Jun 4, 2009 11:03 AM CDT

No 'Forgetting' Gwyneth Paltrow on SNL

Jan 16, 2011 10:04 AM CST

A STEVEN SODERBERGH FILM

CONTAGION

COMING SOON

See stories people like you are posting to the USER GRID »

Story page sponsorship example

newser NEWSER BY USERS 16K people Google Custom Search GO What's New? Hot Topics My Account

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Sponsored by **BUICK**

2011 REGAL
MODERN,
AERODYNAMIC LINES

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MORE TECH STORIES

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AT&T
AT&T, T-Mobile Merger
Bad News for Consumers
Mar 21, 2011 9:29 AM CDT

SURVEY SAYS!
38% of Small
Companies
Would Die
Without
Mobile Apps
Mar 21, 2011 6:00 PM CDT

**Treasury to Sell Off \$142B in
Toxic Assets, Make Billions**
Mar 21, 2011 3:41 PM CDT

**25% of Young Professionals
Want to Work for Google**
Mar 21, 2011 7:15 AM CDT

AT&T to Buy T-Mobile for \$39B
DEAL WILL COMBINE THE NO. 2 AND NO. 4 WIRELESS CARRIERS IN US

By Kate Schwartz, Newser Staff
Posted Mar 20, 2011 2:37 PM CDT

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STORY COMMENTS (10) Do you like this story? Like 120 Go to Grid

T-Mobile

View larger images >>

The T-Mobile logo is seen during a press conference. (Getty Images)

MY TAKE ON THIS STORY: CLICK BELOW TO VOTE

1% ☐ HILARIOUS 60% ☐ DEPRESSING 7% ☐ SCARY

(NEWSER) – AT&T says it will buy T-Mobile USA from Deutsche Telekom in a cash-and-stock deal valued at \$39 billion. The deal will combine the second-largest wireless carrier in the US with the fourth, notes the *Wall Street Journal*, which adds that it comes on the heels of AT&T's loss of its exclusive hold on the iPhone. The companies said that by combining, some spectrum shortage issues would be alleviated. The *Journal* reports that it's not yet clear whether or not regulators would OK a move that would reduce the number of US wireless carriers from four to three. The new entity would have about a third more subscribers than Verizon, and twice as many as Sprint.

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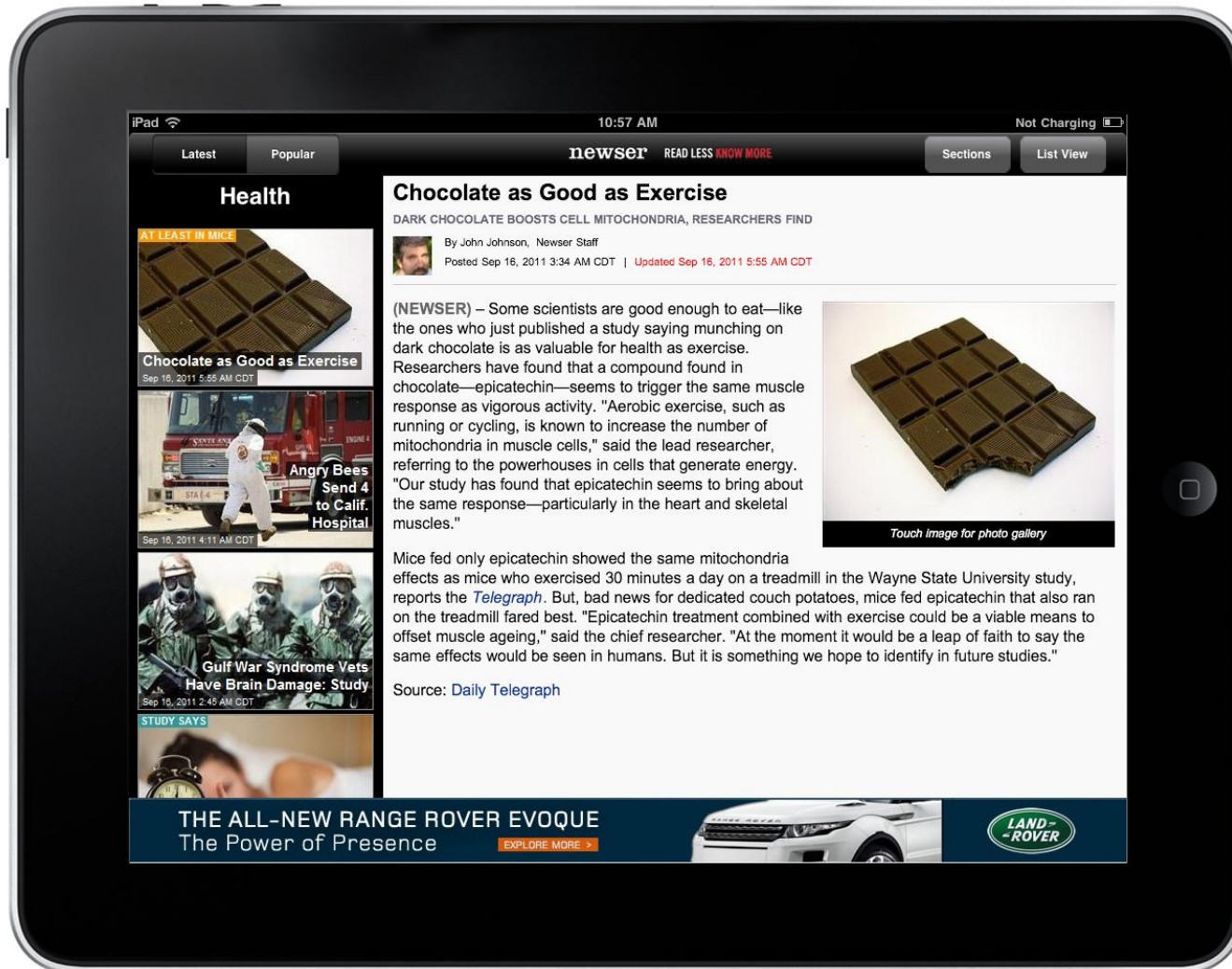
\$0 DOWN PAYMENT | \$0 SECURITY DEPOSIT REQUIRED | \$0 DUE AT LEASE SIGNING AFTER ALL CHARGES

\$294 PER MONTH FOR 39 MONTHS*

Tax, Title, license and dealer fees extra. Mileage charge of \$0.20/mile over 39,000 miles.

BUICK
LOCATE DEALER

Newser on iPad & Mobile – exclusive first to market opportunities



Newser has excellent social media capabilities

Newser has tens of thousands of Facebook and Twitter followers -
Let us put them to work for you!

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- Newser's editorial staff will send tweets to promote your brand
- Integrate your brand with site tools and community features



Facebook sponsorship

facebook 

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News/Media



Wall **Newser** · Everyone (Most Recent)

Share:  **Post**  **Photo**  **Video**

Write something...


Newser
The labor union fight continues in Wisconsin:


August 2011 10:30 PM EDT

Wisconsin Town Kicks GOP Out of Labor Day Parade
www.newser.com
The recall elections are over, but the labor union fight continues in Wisconsin: One community has barred Republican lawmakers from its annual Labor Day parade, the Milwaukee Journal Sentinel reports....

 Like ·  Comment ·  Share · about an hour ago

 25 people like this.

 View all 11 comments


Mark Abbott Sore losers, haha!
19 minutes ago ·  Like ·  1 person


John Rossi Good for them! The GOP has done nothing for the working people of this country, so they don't belong in that type of parade! The parade they should be allowed to march in should be "Lets Screw America Parade"!!!! God knows they have been doing it for over 40 years!

Advertiser tweets



Newser

Genghis Kahn: Tree-hugger? <http://newser.me/hfUto0>

6 minutes ago via HootSuite

Special leasing on 2011 Range Rover Evoque <http://newser.me/jkdl89>

37 minutes ago via Hootsuite

Rahm Emanuel: "We will prevail" <http://newser.me/ejkiBJ>

about 1 hour ago via HootSuite

A new Olsen sister hits Sundance <http://newser.me/fo89IF>

about 2 hours ago via HootSuite

Oscar nominations 2011: <http://newser.me/fX6747>

about 2 hours ago via HootSuite

Thanks for the Shorty Award nominations! @MatthewACasey
@yohandry8787_ @Stella467! Vote now at
<http://shortyawards.com/newser>

about 14 hours ago via HootSuite

Roger Ebert: 3D movies are worthless <http://newser.me/ihKwtw>

about 15 hours ago via HootSuite

Pot soda bubbles into the mainstream <http://newser.me/gzLupv>

about 16 hours ago via HootSuite

The right mix of content & engaged audience

- Entertainment
- Green
- Health
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- Opinion
- Politics
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- Tech
- Travel
- US
- World

Newser is ... smart, entertaining, the new new, succinct, sharp, bold, witty, thought-provoking, visual, popular, community-centric, custom-made, **and so much more...**

We offer: a mix of the latest technology, social media, integration, applications and innovations...**and readers are responding.**

Newser's traffic has almost tripled in the last two years.

Viola Riabo
Director of Business Operations
312.284.2300
vriabo@newser.com

