



# Modern Treatise

The Intellectual Approach to Your Life.

Media Kit 2021–2022

01

# Mission Statement

Modern Treatise is the cultural fiber that connects millennials to the creators, tastemakers, and achievers across multiple arenas, as well as sparking conversation around the cultural themes that impact the world around you.

Through well-researched exposition and informed perspective, Modern Treatise is the premiere destination for our affluent discerning readers.



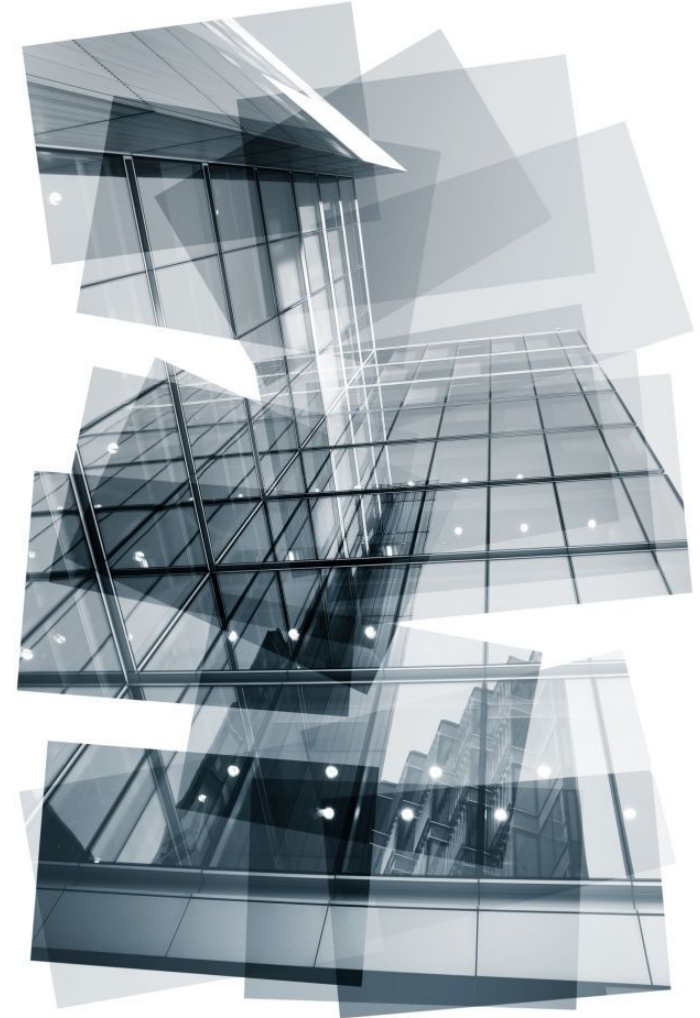


# Editor's Note

Journalism is experiencing a crisis. Too much of journalism, especially in the digital realm, is dedicated to confirming biases and framing narratives. Instead of informing, entertaining, and persuading, we are surrounded by a media landscape that aims to anger, incite, and demonize. This clickbait is not worthy of thought or the written word. Now Millennials, the first digital natives, occupy a world where journalism is synonymous with indignation and trends.

Modern Treatise was created to counter this reality. Modern Treatise seeks to pursue intellectualism not as a fashion statement but as a way of life. We strive to craft journalism that serves as an extension of literature, not as an agent of partisanship. As the Editor-in-Chief, my goal is to facilitate an environment where that is possible by hosting writers that want to satisfy both their curiosity and yours in the areas of politics, international affairs, culture, economics, business, science, and technology. I invite you to join us as we explore the nuances of the human condition; expound upon the ideas that drive history; and pursue the beauty of the written word.

**Connor Bryant, Editor-in-Chief**



# Audience Statistics

Target Demographic: 25-34  
Median Age: 31

Male to Female: 62:38%  
Single: 73%

## Employment Status

Professional: 72%

Managerial: 28%

## Education

Undergraduate Degree: 86.9%

Postgraduate: 13.1%

## Ethnicity

Caucasian: 30%

African American: 29%

Non-White Latino/Hispanic: 20%

Asian & Pacific Islander: 17%

Multiracial: 4%







# Income

**\$71,400**

Median Income

## High Achiever Millennial Net Worth

Age	Net Worth
25	\$103, 178
26	\$121, 592
27	\$139, 572
28	\$156, 513
29	\$173, 074
30	\$189, 953
31	\$207, 183
32	\$224, 690
33	\$242, 111
34	\$258, 920

## Asset Ownership

95% Checking Account

70% Savings Account

45% Self-Directed Retirement Account

38% Home Ownership

57% Stocks, Bonds & Mutual Funds



# Metro Areas

*Modern Treatise readers are a metropolitan generation, with 52% of our readers currently living in an urban environment vs 48% living in the suburbs.*

## **Domestic**

Charlotte Metropolitan Area  
Chicago Metropolitan Area  
Dallas-Fort Worth Metroplex  
Denver Metropolitan  
Area Greater Austin  
Greater Boston  
Greater Hartford  
Greater Houston  
Greater Los Angeles Area

Greater Portland  
Las Vegas Valley  
Miami Metropolitan Area  
Metro Atlanta  
New York State Metropolitan Area  
Philadelphia Metropolitan Area  
Phoenix Metropolitan Area  
Providence Metropolitan Area  
Salt Lake City Metropolitan Area  
San Diego Metropolitan Area  
San Francisco Bay Area  
Seattle Metropolitan Area  
Tampa Bay Area  
Tucson Metropolitan Area  
Washington Metropolitan Area

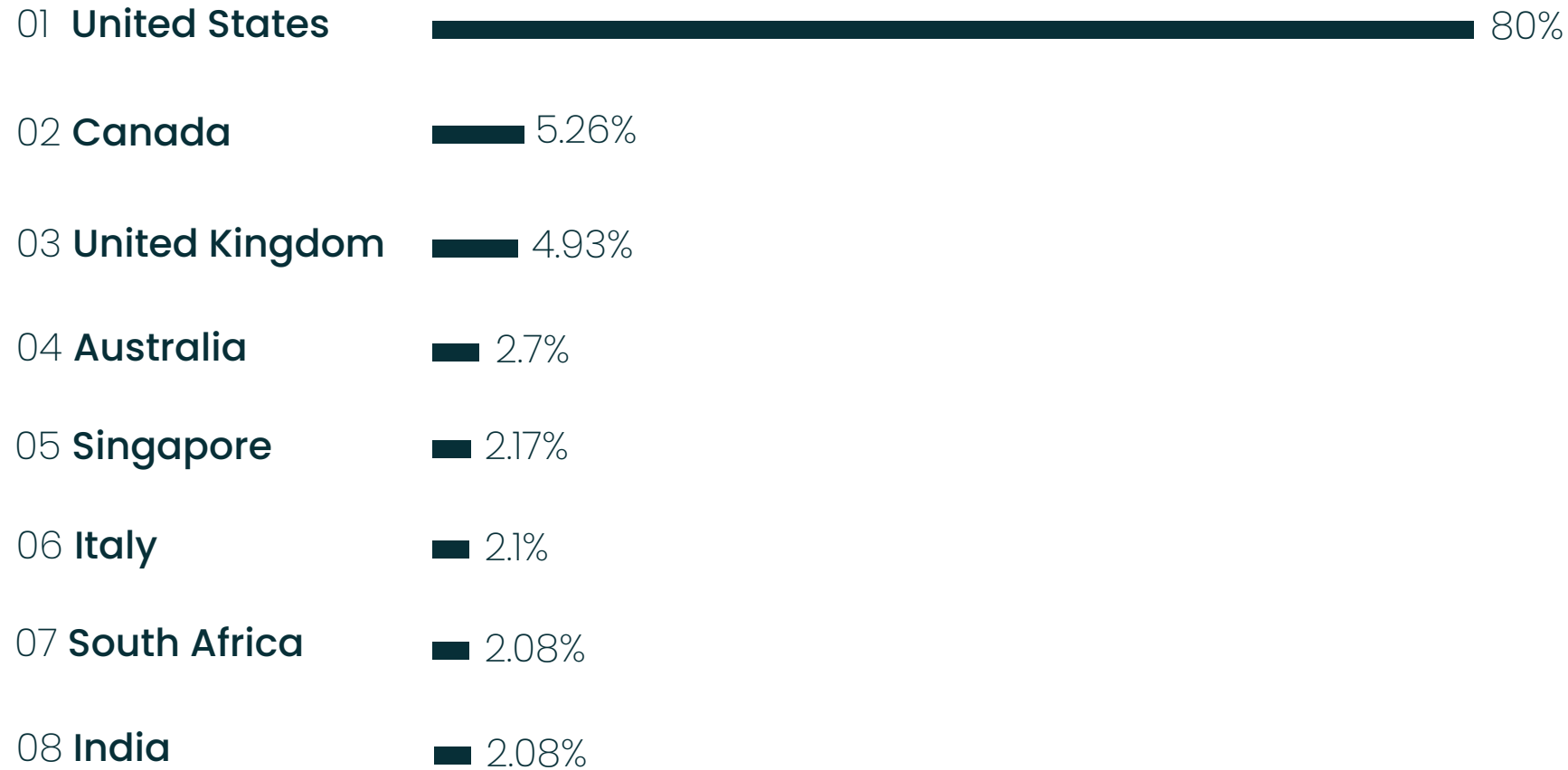
## **International**

Auckland  
Brisbane  
Cape Town  
Johannesburg  
London  
Melbourne  
Singapore  
Toronto  
Vancouver



# Countries

Modern Treatise audience by  
international region.



# Usage



**Desktop** – 44%  
**Mobile** – 54%  
**Tablet** – 2%



# Business

## Venture

The tech world is one of the most rapid-growing industries in society today. Modern Treatise reports on the latest news and current events coming straight out of Silicon Valley.

## Startup

With advancing technology that is constantly changing the way we live our lives; Modern Treatise introduces our readers to the generationally relevant entrepreneurs on the move in the business world. Highlighted through profiles and featured interviews, readers will keep up to date on the upcoming startups revolutionizing the industry.



# Economics

Modern Treatise informs and liberates millennials to reach their own potential through our insightful look at the state of the global economy, financial market data, and by providing financial tips to help nurture the goose that lays the golden egg to achieve long-term economic stability.





# Current Affairs

Modern Treatise engages our readers in thoughtful discussions on a diverse range of political topics by keeping our readers informed of the competing perspectives within public policy debates.



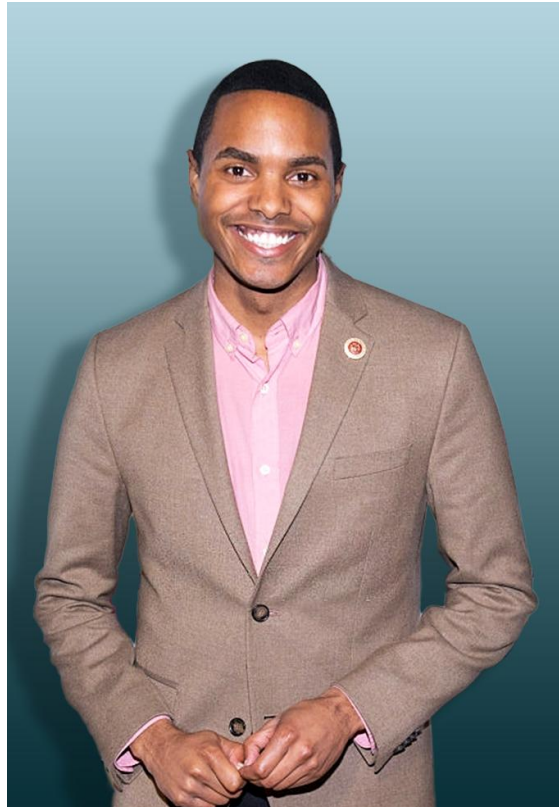
# Opinion

## Political Philosophy

Taking a unique approach to politics, Modern Treatise explores the distinct political philosophies of conservatives, social liberals, libertarians, and social democrats. Our political commentary gets at the heart of the left/right philosophies behind policy positions rather than talking points.

## Guest Commentary

We feature an array of intelligent commentary from a diverse field of experts.

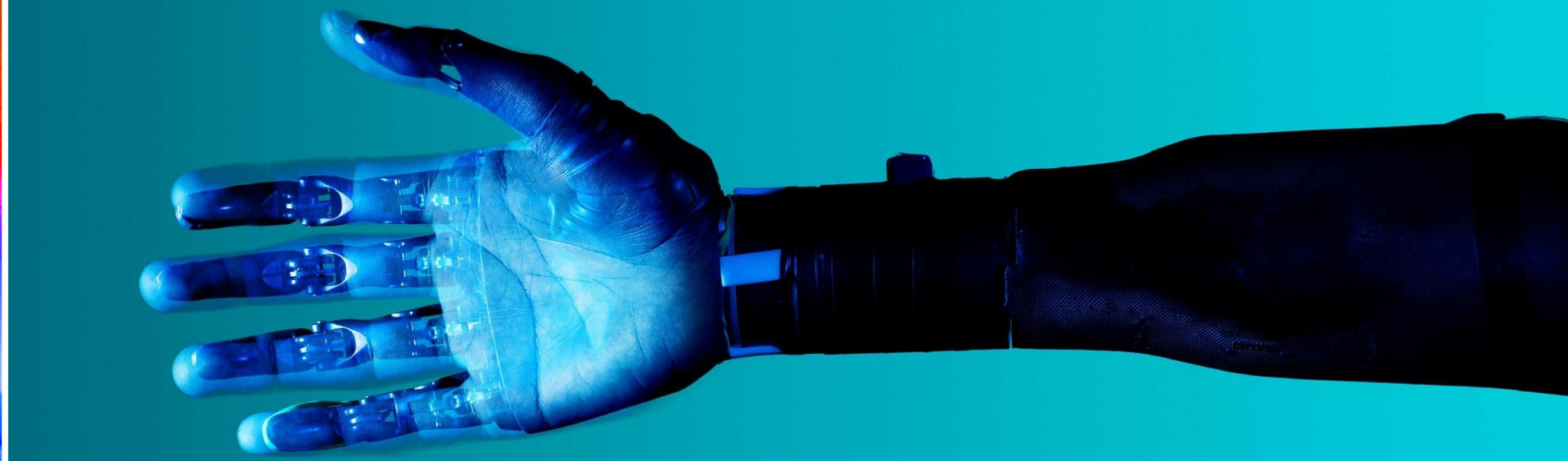
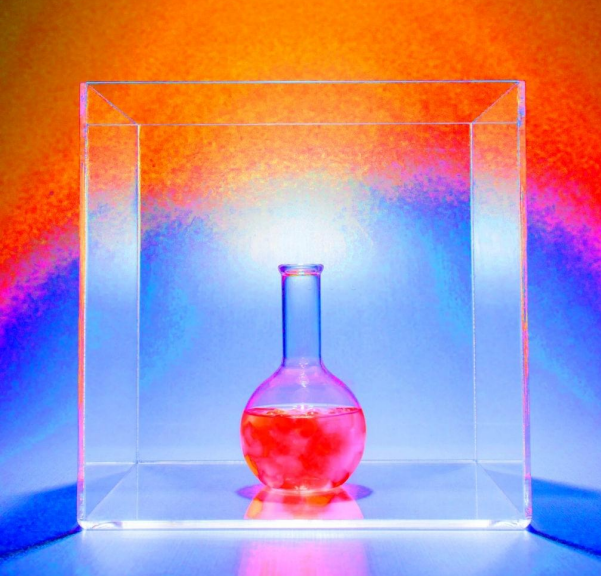






# International

We live in a global society. Modern Treatise covers the stories representative of the wide range of views across the continent of Africa, throughout Latin America, and in the Middle East region. We also publish features that illuminate the developments from the rising superpower China, mainland Europe, and the political debates within the United Kingdom.



# Science

## **Environment**

From the latest medical miracles and global health concerns to environmental concerns and the latest discoveries, Modern Treatise takes an in-depth look.

## **Health**

Modern Treatise highlights the current and emerging medical advancements as well as discussing some of the controversial debates relating to health and fitness.

## **Technology**

Technology changes the world around us. Modern Treatise looks at the technological developments that will shape our future.



# Society

## Social Commentary

Modern Treatise examines the social and cultural themes that impact our society on a domestic and global scale from diverse perspectives.

## Pop Culture

From podcasts and literature to movies and television, Modern Treatise dives into the media and entertainment that significantly impacts the perspectives of society.





# Ethics



Life presents tough situations and conflicts. Modern Treatise delves deep into ethical quandaries exploring the moral implications of real choices and dilemmas that influence a person's life.



# Feature

## Features

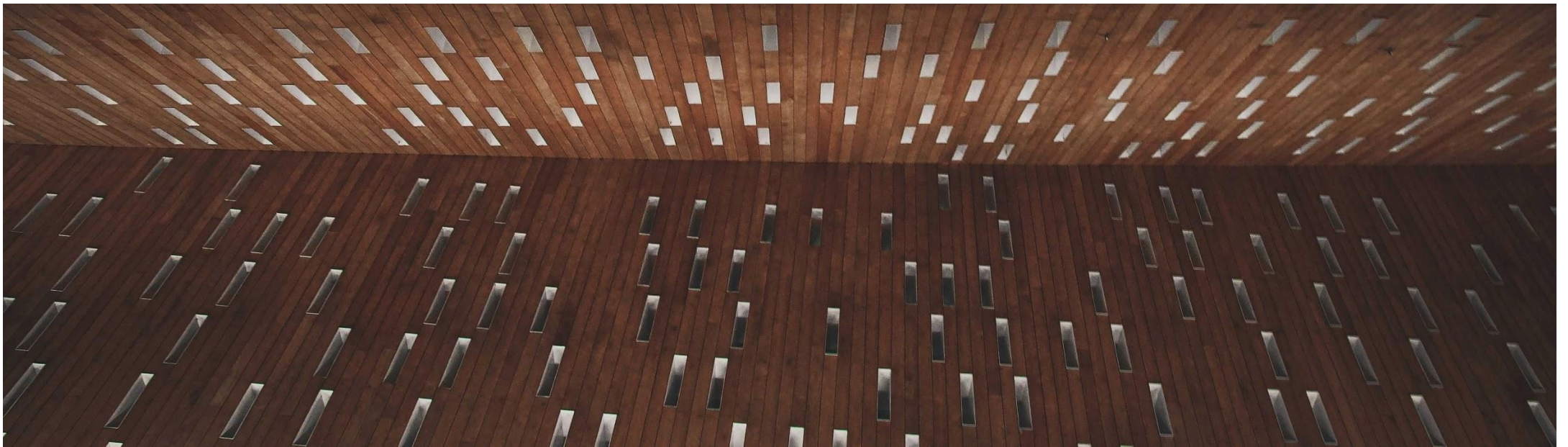
Modern Treatise features cover an array of topics through cultural analysis, personal profiles and in-depth interviews.

## Photo

A picture is worth a thousand words. Modern Treatise features images that document the world around us.

## Prose

Modern Treatise presents the creative works of up-and-coming writers.





# Connect

If you have featured on an interest in being Modern Treatise, then submit a detailed summary of your request along with contact information and we will get back to you once it has been reviewed.

For more information, please contact our Public Relations Representative via our contact form.





# Modern Treatise

ANPUBLISHING.COM