



## 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 us.

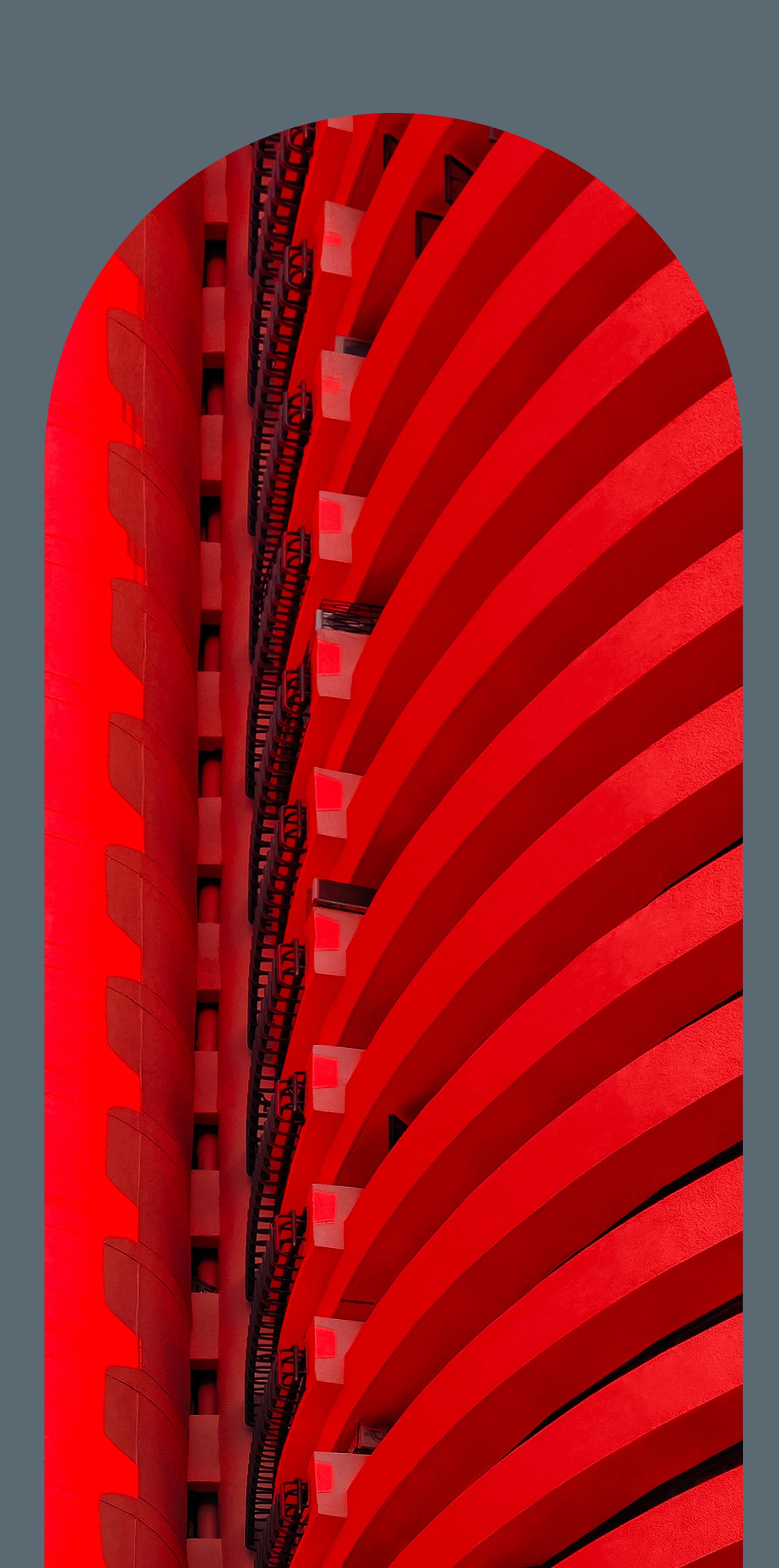
Through well-researched exposition and informed perspective, **Modern Treatise** is the premiere destination for our affluent, discerning readers.

## 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, Age, and Education

Target Demographic: 25-34

Median Age: 31 Male: 72.75% Female: 27.25% Single: 73%

**Employment Status** 

Professional - 72%

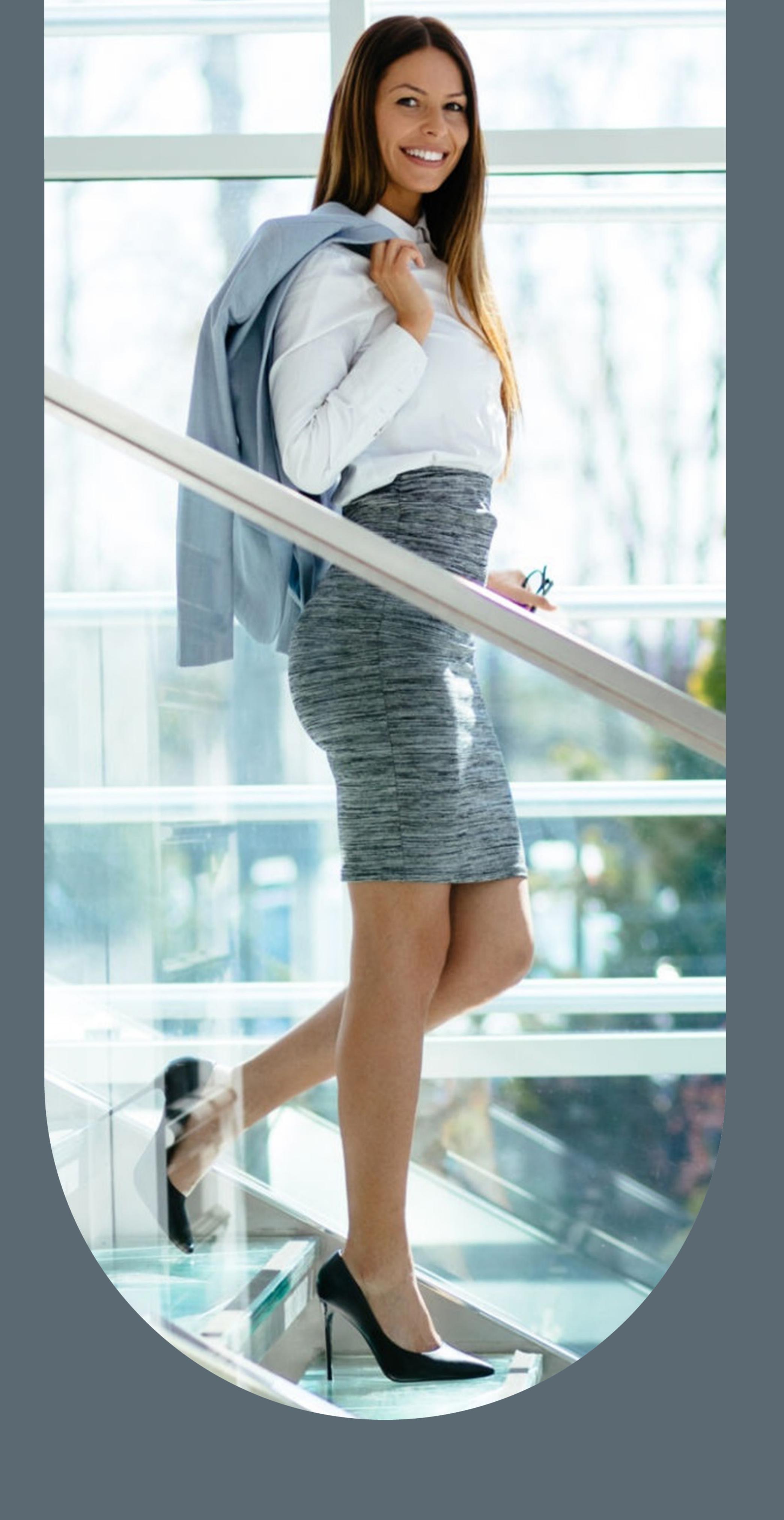
Managerial - 28%

Education

Undergraduate Degree - 86.9% Postgraduate Degree - 13.1%

Ethnicity

Caucasian/White - 27%
African American/Black - 27%
Asian American and Pacific Islander - 25%
Non-White Hispanic/Latino - 18%
Multiracial - 4%





## Income & Assets

Median Income: \$71,400 High Earner Income: \$181,679

### Asset Ownership:

91% of Modern Treatise readers have a checking account.

73% of **Modern Treatise** readers have a savings account.

59% of Modern Treatise readers have \$15,000 or more in savings.

12% of **Modern Treatise** readers have a self-directed retirement account.

48% of Modern Treatise readers have invested in stocks, bonds, and mutual funds.

40% of Modern Treatise readers have invested in cryptocurrencies.

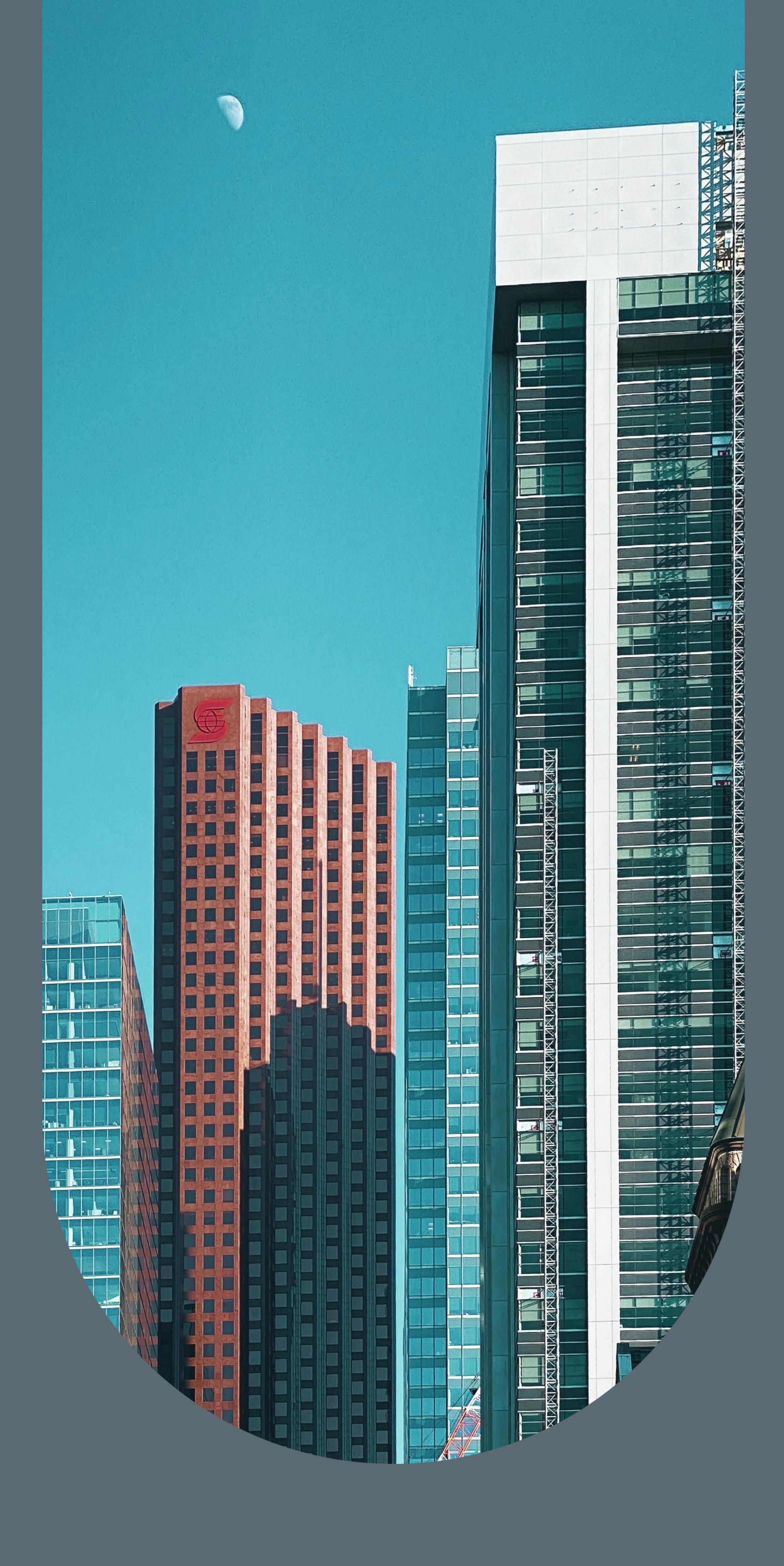
42% of Modern Treatise readers are homeowners.

## Metro Areas

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

Domestic		Internationa
Atlanta	Minneapolis	Berlin
Austin	New York	Dublin
Boston	Pittsburgh	Johannesburg
Chicago	Philadelphia	London
Cleveland	Phoenix	Shanghai
Denver	Portland	Singapore
Houston	San Francisco	Sydney
Las Vegas	San Jose	Toronto
Los Angeles	Seattle	Tokyo
Miami	Washington D.C.	Vancouver.





## Countries

The largest shares of the Modern Treatise audience by international region:

United States - 65.8%
United Kingdom - 8.61%
Canada - 4.50%
Australia - 2.9%
India - 2.25%
Singapore - 2.17%
Germany - 2.09%
Ireland - 2.07
Italy - 2.03%



## Statistics

Desktop - 57%

Mobile - 42%

Tablet - 2%

### Markets

#### **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 success.

#### Venture:

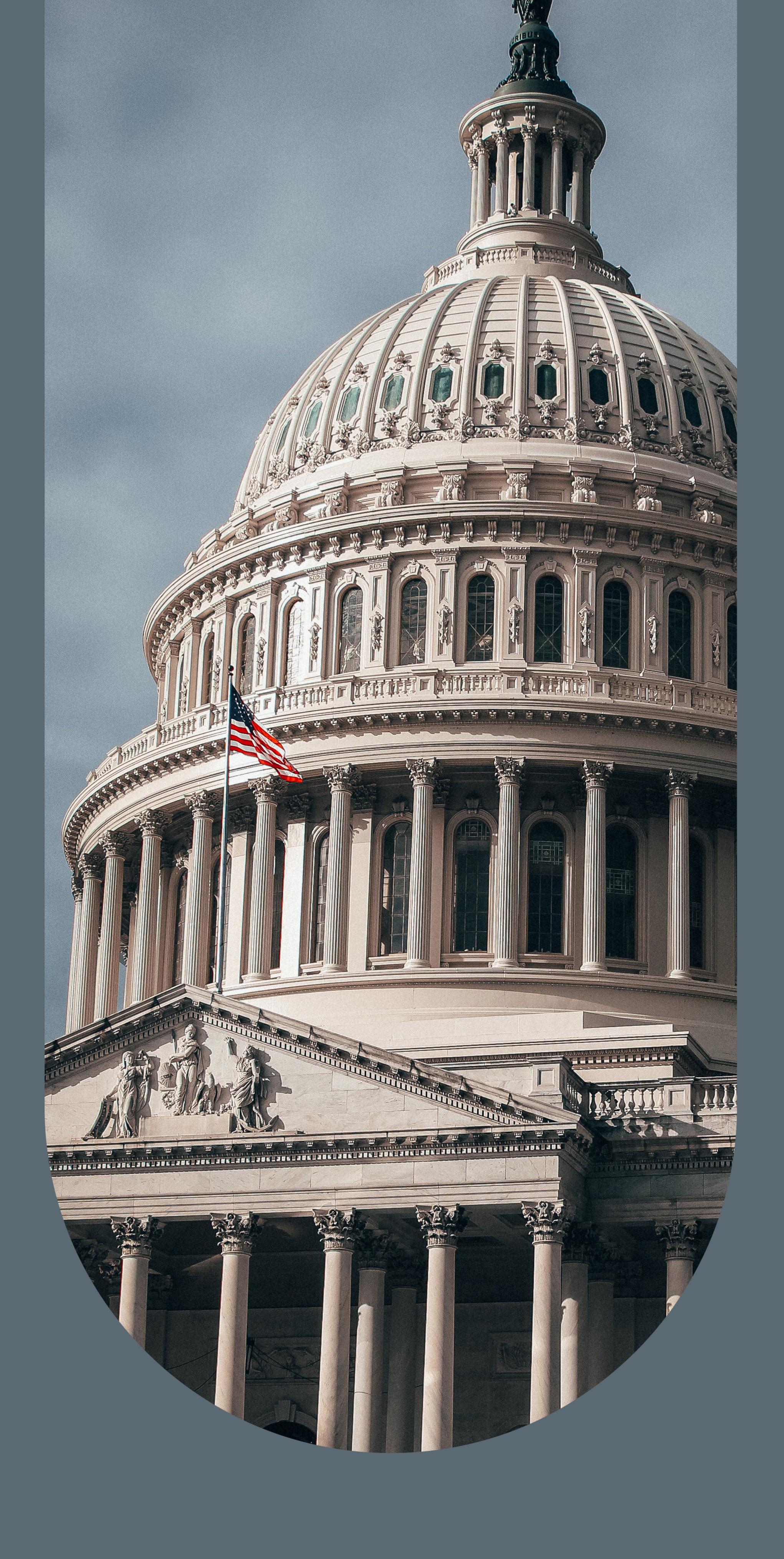
The tech world is one of the most rapid-growing industries in society today.

Modern Treatise reports on the latest news and current events coming straight out of Silicon Valley.

#### Startups:

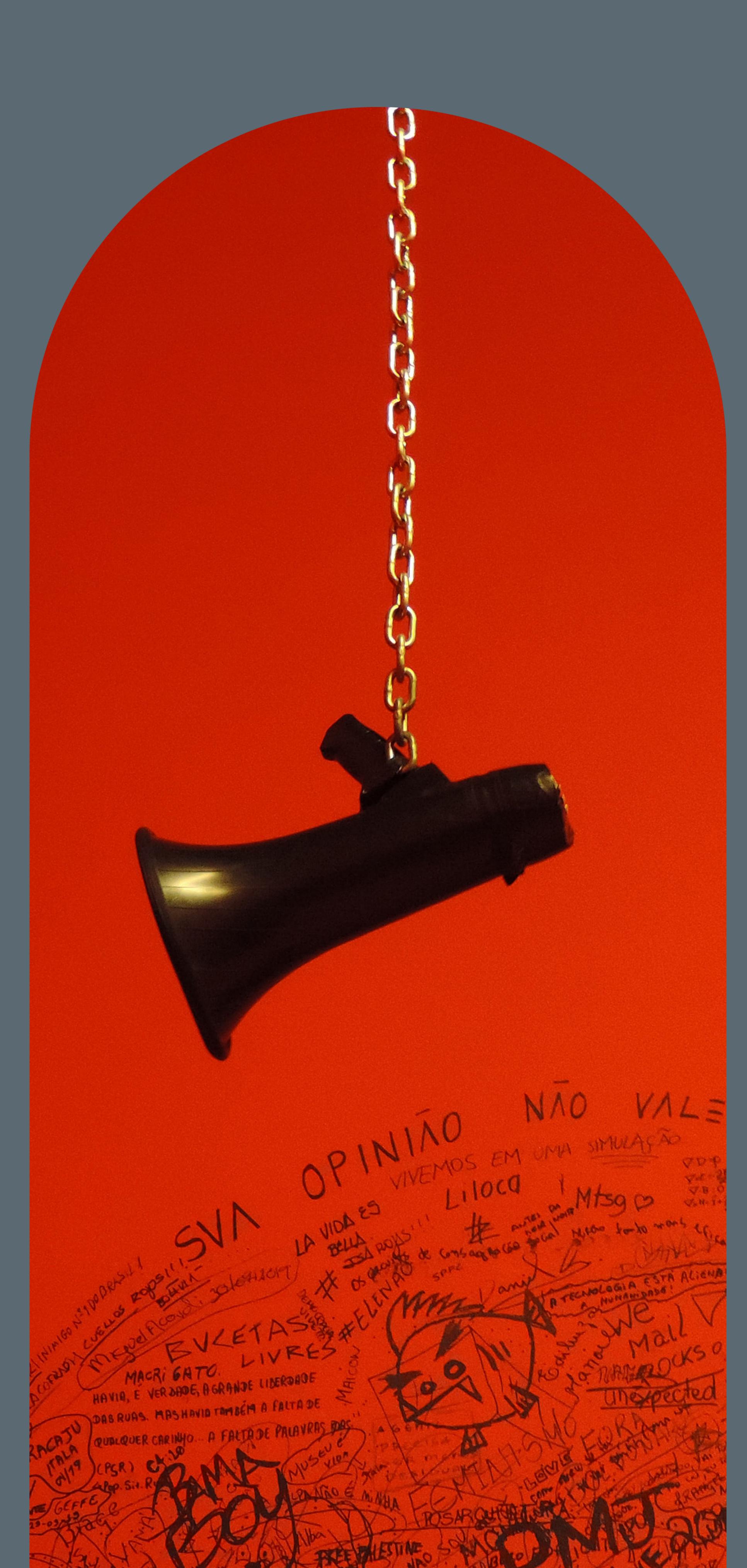
With advancing technology that is constantly changing the way we live our lives, **Modern Treatise** introduces our readers to the generationally relevant entrepreneurs on the move in the business world. Highlighted through profiles and featured interviews, readers will keep up to date on the upcoming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





### 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.

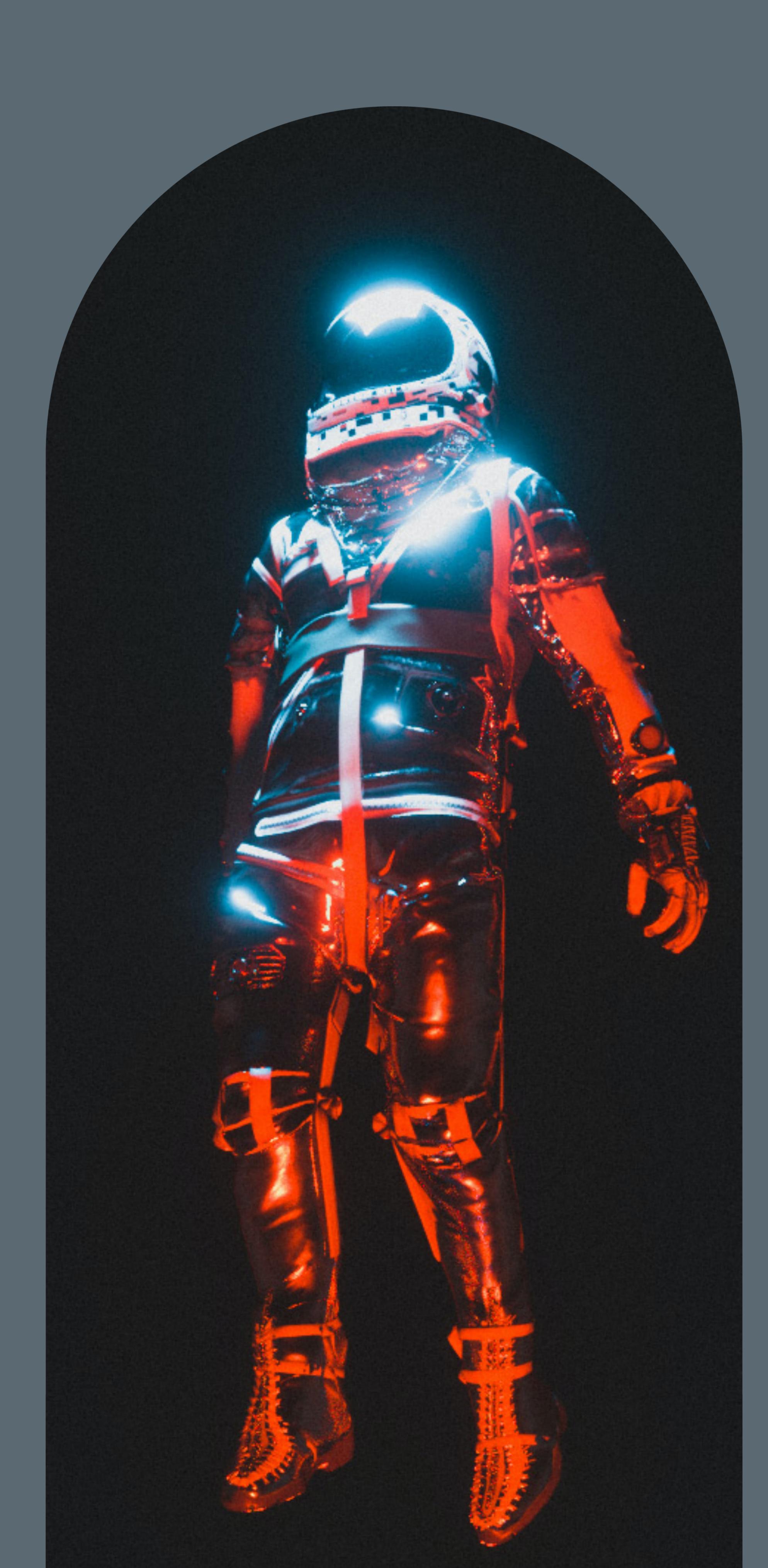
### Guest Commentary:

**Modern Treatise** features 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

### Astronomy:

Modern Treatise highlights the latest astronomical discoveries.

### **Environment:**

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

### 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.

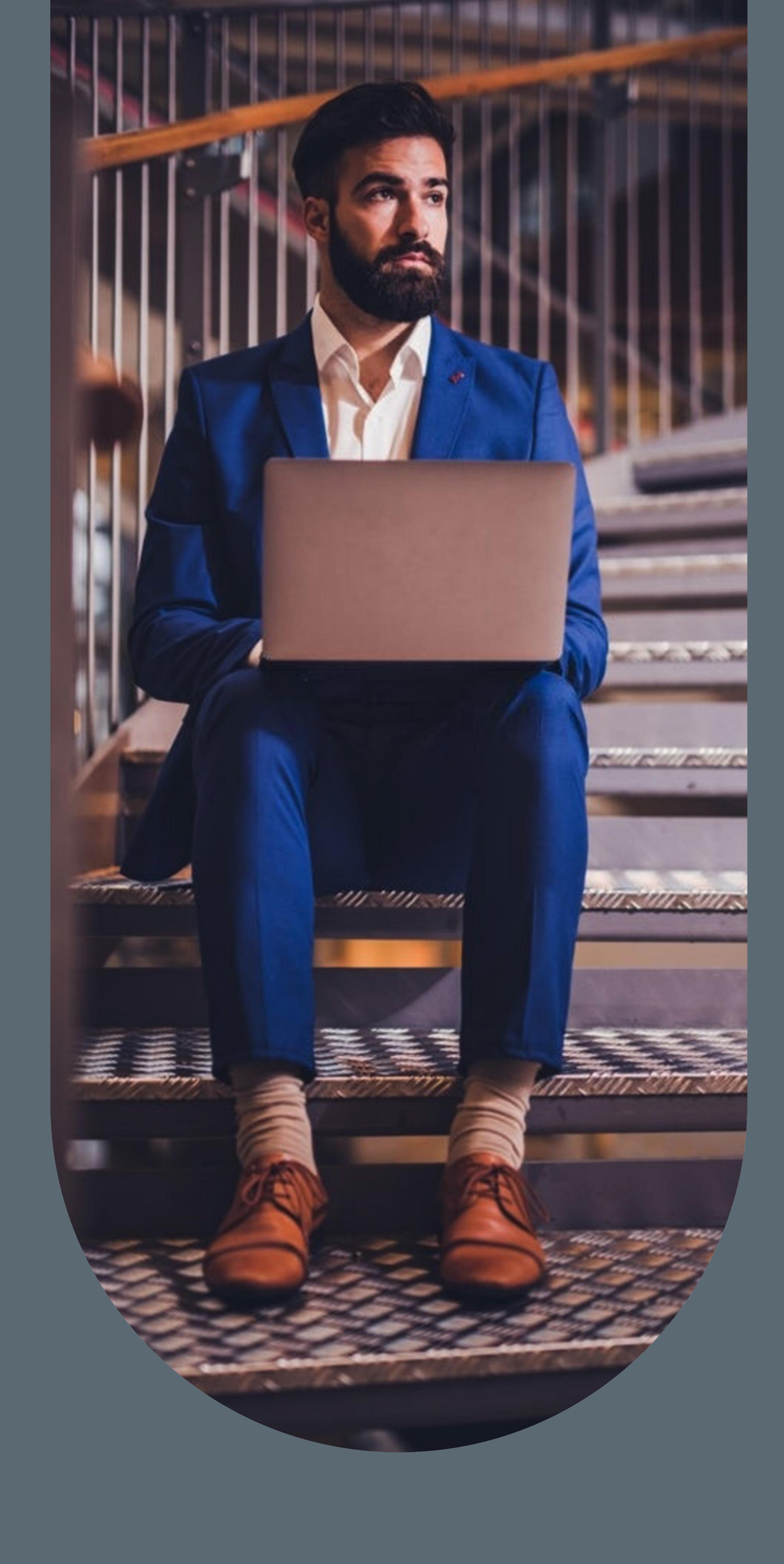
### Pop Culture:

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 our lives.





## Connect

If you have an interest in being a feature story in **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.



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