THE INTELLECTUAL APPROACH TO YOUR LIFE

MODERN TREATISE

MODERNTREATISE.COM
Modern Treatise provides in-depth reporting and commentary covering international developments and domestic political affairs from across the wide political spectrum. The Modern Treatise digital platform also serves as a hub for the intellectual reader who values and engages with diverse perspectives.
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. Our goal is to facilitate an environment where that is possible by hosting journalists and commentators that want to satisfy both their curiosity and yours in the areas of domestic politics and international affairs. You are invited 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.

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 and Gen Z occupy a world where journalism is synonymous with indignation and trends.
Audience, Income, and Education

Target Demographic: 25-34
Male: 76.50%
Female: 23.50%
Single: 72%

Employment Status
- Professional: 72%
- Managerial: 28%

Education
- Undergraduate Degree: 60.45%
- Postgraduate Degree: 13.1%

Racial Breakdown

Ethnicity
- Caucasian/White: 22%
- African American/Black: 20%
- Asian American and Pacific Islander: 29%
- Non-White Hispanic/Latino: 21%
- Multiracial: 8%
INCOME AND ASSETS

Median Income: $71,400
High Earner Income: $130,781

Asset Ownership
- 65% of Modern Treatise readers have a checking account.
- 55% of Modern Treatise readers have a savings account.
- 36.5% of Modern Treatise readers have $15,000 or more in savings.
- 13% of Modern Treatise readers have a self-directed retirement account.
- 16% of Modern Treatise readers have invested in stocks, bonds, and mutual funds.
- 27% of Modern Treatise readers have invested in cryptocurrencies.
- 17% of Modern Treatise readers are homeowners.
Modern Treatise readers are a metropolitan generation. 54% of our readers currently live in an urban environment vs. 46% living in the suburbs.

**Domestic**
- Atlanta
- Austin
- Chicago
- Columbus
- Dallas
- Denver
- Greensboro
- Houston
- Los Angeles
- Miami

**International**
- New Orleans
- New York
- Philadelphia
- Pittsburgh
- San Diego
- San Francisco
- San Jose
- Seattle
- Tampa
- Washington D.C.

- Amsterdam
- Beijing
- Hong Kong
- Johannesburg
- Melbourne
- Paris
- Singapore
- Sydney
- Toronto
- Vancouver
COUNTRIES

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>57.7%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>8.36%</td>
</tr>
<tr>
<td>Canada</td>
<td>5.74%</td>
</tr>
<tr>
<td>India</td>
<td>2.55%</td>
</tr>
<tr>
<td>Australia</td>
<td>2.24%</td>
</tr>
<tr>
<td>Singapore</td>
<td>2.19%</td>
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<tr>
<td>Germany</td>
<td>2.17%</td>
</tr>
<tr>
<td>Italy</td>
<td>2.15%</td>
</tr>
<tr>
<td>China</td>
<td>2.13%</td>
</tr>
<tr>
<td>France</td>
<td>2.07%</td>
</tr>
<tr>
<td>South Africa</td>
<td>2.03%</td>
</tr>
<tr>
<td>Philippines</td>
<td>2.01%</td>
</tr>
</tbody>
</table>
DESKTOP, MOBILE, AND TABLET STATISTICS

- Desktop: 62%
- Mobile: 37%
- Tablet: 2%
Modern Treatise readers have diverse content interests across the digital media platform.

Content Interaction
- Current Affairs: 66.37%
- International: 47.31%
- Opinion: 36.87%
- Analysis: 14.29%

Traffic Source
- Organic Search: 69.8%
- Direct: 26.6%
- Referral: 1.78%
- Social: 1.78%

Average Minute Spent Per Visit: 2:13
Political Philosophy:

Taking a unique approach to politics, *Modern Treatise* explores distinct political philosophies that match the growing and more nuanced political identities of Millennials and Gen Z. Our political commentary gets at the heart of the philosophies behind policy positions rather than talking points.

Guest Commentary:

*Modern Treatise* features an array of intelligent commentary from a diverse field of experts.
Modern Treatise takes a contemporary approach to center-right politics by featuring commentary that explores the ideas, concepts, and solutions to impact America’s ever-evolving society while maintaining prosperity through tradition and values.
Taking the discussion beyond just theory and principles, *Modern Treatise* presents commentary from a libertarian perspective that focuses on solving America’s social and economic problems while minimizing government and maximizing freedom for success.
Looking at ways to improve the material conditions for Americans, *Modern Treatise* delves into commentary from the social democratic viewpoint, which centers on providing a blueprint for a better standard of living by giving power to all the people.
Striking the delicate balance between freedom and interventionism, *Modern Treatise* delves into the social liberal outlook on meshing the best of the private and public sectors for the common good of all Americans.
We live in a global society. *Modern Treatise* covers stories representative of the wide range of developments across four world regions. *Modern Treatise* also explores the ever-evolving impact of two of the world's most important superpowers.
Reframing the narrative from focusing on dictatorships, famine, and war-torn nations. *Modern Treatise* expands the conversations about Africa to cover the social, economic, and political developments that are driving Africa’s future.
Modern Treatise investigates the cultural, economic, and political currents across mainland Europe that are reshaping intracontinental relationships and mainland Europe’s role in the world at large.
With Latin America in constant flux, *Modern Treatise* reports on economic and political evolution that diversifies the conversation beyond cartels and monopolistic governments to the social and economic developments driving change in the regions.
Modern Treatise broadens the scope of the conversation about the Middle East from a narrow focus on conflict to reporting on the regional changes that are expanding their social and economic developments while charting new international relationships.
Reporting on the second largest superpower, *Modern Treatise* captures the discussions, debates, and geopolitical occurrences as China navigates the ever-changing terrain in the global society.
United Kingdom

The House of Commons is central to the United Kingdom’s political system. *Modern Treatise* surveys the UK political landscape detailing the domestic debates over how to steer the nation into a more prosperous future. *Modern Treatise* also scrutinizes the UK’s international alliances in a post-Brexit world.
**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.

**Modern Treatise** examines the social and cultural themes that impact our society on a domestic and global scale from diverse perspectives.
If you have an interest in collaborating with 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.