Explorations of the people and ideas creating a better tomorrow.
While clickbait, politics, and negativity fuel most news, Freethink focuses on solutions: the smartest people, the biggest ideas, and the most groundbreaking technology.

- Revolutionary technology
- Innovation and futurology
- Cutting-edge science

Thought Leadership

Big Think is where the brightest minds and boldest ideas of our time intersect to explore new ways to work, live, and understand our ever-changing world.

- Expert-led discussions
- Thoughtful Interviews
- Meaningful questions and ideas
Freethink Media is delivered through a **Broad but Selective Network** that ensures our content authentically connects with as large an audience as possible.

<table>
<thead>
<tr>
<th>WEBSITES</th>
<th>NEWSLETTERS</th>
<th>NEWS OUTLETS</th>
<th>SOCIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>freethink.com</td>
<td>Smarter Faster</td>
<td>Apple News</td>
<td>YouTube</td>
</tr>
<tr>
<td>bigthink.com</td>
<td>Starts with a Bang</td>
<td>Google News</td>
<td>Facebook</td>
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<tr>
<td></td>
<td>Big Think+</td>
<td>Smart News</td>
<td>TikTok</td>
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<tr>
<td></td>
<td>Freethink Weekly</td>
<td></td>
<td>LinkedIn</td>
</tr>
<tr>
<td></td>
<td>Future Explored</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### OUR REACH

We Are One of the Fastest-Growing Destinations for **Next-Generation Leaders** Who Are Drawn To Freethink Media’s Unique Perspective and Award-Winning Content

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Educated</td>
<td>70%</td>
</tr>
<tr>
<td>Adults 18-44</td>
<td>60%</td>
</tr>
<tr>
<td>HHI $100k+</td>
<td>55%</td>
</tr>
<tr>
<td>Male - Female</td>
<td>54/46</td>
</tr>
<tr>
<td>Cross-Platform Followers</td>
<td>14M</td>
</tr>
<tr>
<td>Email Subscribers</td>
<td>750K</td>
</tr>
<tr>
<td>Monthly Video Views</td>
<td>22M</td>
</tr>
<tr>
<td>Monthly Unique Website Visitors</td>
<td>9M</td>
</tr>
</tbody>
</table>

*Source: Quantcast; Comscore; Facebook Analytics; Youtube Analytics; Twitter Analytics - 2023. Picture source: Hack The Dream.*
We Attract a Wide Range of Valuable Audience Segments Through Impactful Storytelling
**OUR AUDIENCE**

### IT DECISION MAKERS

- **34%**  
  **IT Decision Maker**  
  1 in 3 Freethink Media visitors influence IT decision-making at their companies

- **40%**  
  **Management+**  
  Nearly 1 in 2 Freethink Media visitors hold titles of manager, supervisor, and above

- **38%**  
  **High Revenue**  
  More than a third of Freethink Media visitors come from companies with $200M+ in annual revenue

- **28%**  
  **Enterprise Corporations**  
  Nearly 1 in 3 Freethink Media visitors come from companies with 5K+ employees

- **73%**  
  **Data Solutions**  
  3 in 4 Freethink Media visitors come from companies that deploy data-based solutions

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*Source: Quantcast; Comscore; Facebook Analytics; Youtube Analytics; Twitter Analytics - 2023. Picture source: Coded Series.*
**INVESTORS**

- **High Investable Assets**
  Nearly 1 in 3 Freethink Media visitors have investible assets > $250k

- **Active Investors**
  Over 1 in 2 Freethink Media visitors are actively investing in businesses

- **Smart Investors**
  2 in 3 Freethink Media visitors are actively making smart, profitable investments

- **Brokerage Accounts**
  Nearly 2 in 3 Freethink Media visitors own brokerage accounts for investing

- **Online Traders**
  Nearly 3 in 4 Freethink Media visitors have made online investment trades

*Source: Quantcast; Comscore; Facebook Analytics; Youtube Analytics; Twitter Analytics - 2023. Picture source: Hard Reset Series.*
**DONORS**

- **39%**
  Donors
  4 in 10 Freethink Media visitors have donated at least $1k to charity in the past year.

- **32%**
  High Investable Assets
  Nearly 1 in 3 Freethink Media visitors have investible assets > $250k

- **3x**
  Civic-Minded Citizens
  Freethink Media visitors are 3x more likely to engage with political commentary

- **2x**
  Society
  Freethink Media visitors are 2x more likely to engage with websites that feature societal content

*Source: Quantcast; Comscore; Facebook Analytics; Youtube Analytics; Twitter Analytics - 2023. Picture source: How urban farming saved a Dallas community.*
HEALTHCARE PROFESSIONALS

- **Healthcare Decision Maker**: Nearly 1 in 4 Freethink Media visitors influence healthcare decisions at their companies.

- **Healthcare Professionals**: Over 1 in 10 Freethink Media visitors work as doctors, nurses, therapists, etc.

- **Health Content**: Freethink Media’s audience is 10x more likely to engage with health content.

- **Biology**: Freethink Media visitors are 6x more likely to engage with biology content.

- **Science**: Freethink Media visitors are 4x more likely to engage with science content.

*Source: Quantcast; Comscore; Facebook Analytics; Youtube Analytics; Twitter Analytics - 2023. Picture source: Your Next Surgery Could Be Robotic, and That’s a Good Thing.*
EDUCATION INDUSTRY

Attends Education Programs
3 in 4 Freethink Media visitors attend education programs

Education Spenders
Nearly 1 in 2 Freethink Media visitors spend over $1k on educational services annually

Education Professional
Nearly 1 in 7 Freethink Media visitors work in the education industry

Colleges and Universities
Over 1 in 10 Freethink Media visitors work at colleges and universities

*Source: Quantcast; Comscore; Facebook Analytics; Youtube Analytics; Twitter Analytics - 2023. Picture source: The Tattooed, Skater Principal Making Education Fun Again.
Our Authentic, Award-Winning Editorial Content Brings Audiences Directly to the Frontiers of Innovation and Exploration
You Can’t Make Something **Interesting** Unless You’re **Interested**

That’s why Freethink Media has built an editorial team of super nerds and industry experts whose genuine interest in the topics we cover meaningfully elevates the content we produce. Dedicated Storytellers. Proven Results.
Our Original Series and Shows Bring Audiences Access to the Biggest Thinkers, Brightest Ideas and Groundbreaking Technologies Shaping our Future

Click to explore more series and shows from Freethink and Big Think
We Cultivate Authentic Storytelling Partnerships

At Freethink Media, our mission is to move the world. Today more than ever, brands play a unique role in accomplishing that mission through innovation and support that fosters meaningful progress. That’s why we pair brand partners with our award-winning editorial writers and filmmakers.

No fluff pieces. No clickbait. Just great content.
Our Partnerships Produce Original Content that Brings Meaningful Attention and Engagement at Scale

100+
UNIQUE BRAND PARTNERSHIPS

500+
ORIGINAL CUSTOM CONTENT PROJECTS

1.3M
AVERAGE WATCH TIME MINUTES PER SPONSORED VIDEO

45
DISTINGUISHED BRANDED CONTENT AWARDS
The World’s Leading Innovators Trust Freethink Media to Tell Their Stories

VALUED PARTNERS

intel.  Ford  SAP  Microsoft  coinbase  zipline

ancestry  TURNSTONE  Palantir  Pfizer  ANDURIL  Collective Health

skoll

Kauffman Foundation

Chan Zuckerberg Initiative

John Templeton Foundation

Stand Together
Our Bespoke Content and Product Offerings Seamlessly Integrate our Partners’ Messaging Into Freethink Media Content

- Marquee Documentaries
- Expert Interviews
- Articles & Infographics
- Social Media Content
- Sponsored Editorial Series
- Live & Virtual Events
- Newsletters & Media
- Corporate Training
Showcase *Why Your Work Really Matters* with Our Award-Winning Custom Videos

**Marquee Documentary**  
4-6 minute, Short-Form Documentary

*Example: The Future of Cancer Research*

We’ve optimized the short-form documentary format and will bring your brand story to life in a high-impact, cinematic experience designed for Youtube, Facebook, Instagram, and your content hub.

**Expert Interview**  
3-5 minute, Interview-Style Video

*Example: How to Change the World*

We’ve created and published thousands of thought leader interviews across Freethink properties. Create visibility for your own leaders and convey key messages in this highly engaging format.

**Sidecar Video**  
2-5 minute, Companion Video

*Example: How to Know What You Really Want*

Accompany your Marquee Documentary or Interview with a complementary sidecar video that answers specific questions or highlights important conversations related to the themes of your main video.

*Additional video formats and lengths are available per custom request. Please contact partners@freethink.com for more information.*
Unpack Complex Technologies or Engage Audiences in Alternative Storytelling Formats With Custom Articles, Infographics and Interactives

**Custom Articles**
Collaborate with Freethink Media’s staff writers to engage audiences with expertly crafted custom articles that showcase your brand stories in our unique and trusted voice and style.

**Custom Infographics**
Unpack complex technologies or data-driven messaging with engaging infographics that convey your brand’s value proposition and elevate key takeaways.

**Custom Interactives**
Combine brand video and text-rich storytelling with premium interactive pages that leverage multiple Freethink Media storytelling formats to highlight your big picture.
Engage Audiences With Channel-Specific Creative Through Thumb-Stopping Social Content

Instagram Reels
Reach Freethink Media’s highly engaged Instagram audience with custom reels that highlight your brand story or complement larger video pieces for added engagement and distribution.

TikTok Videos
Tap into Freethink Media’s fastest-growing social audience with custom TikTok videos that elevate your brand story or complement larger video pieces for added engagement and distribution.

LinkedIn Explainers
Unpack complex technologies or break down meaningful narratives with targeted LinkedIn explainer videos that leverage Freethink Media’s network to put your work directly in front of potential clients.
Reach our Responsive Audience Directly in Their Inbox With Newsletter Sponsorships

How it Works

Promote your products, services, or content across Freethink and Big Think’s weekly newsletter subscriber base

What’s Included

• “Presented by” logo in the header of Smarter Faster, Freethink Weekly, and Future Explored newsletters
• Custom native content slot embedded within the body of the newsletter
• Clickable brand logos and mentions
• Custom calls to action with clickable messaging
• Clickable image or banner ad embedded into native content slot

Subscriber Breakdown

Big Think Newsletters:
• Smarter Faster
• 300K Total Subscribers

Freethink Newsletters:
• Freethink Weekly
• 121K Total Subscribers
• Future Explored
• 126K Total Subscribers

Total Newsletter Subscribers
• 547k
At Big Think, we introduce the brightest minds and boldest ideas of our time and invite viewers to explore new ways to work, live, and understand our ever-changing world. It's thought leadership, reimagined.

**OUR AUDIENCE**

- **10M** Cross-Platform Followers
- **450K** Email Subscribers
- **15M** Monthly Video Views
- **7M** Monthly Website Visitors

**OUR PRODUCTS**

- Expert Interviews
- Sidecar Videos
- Custom Written Content
- Custom Social Content
- Newsletters & On-Site Media
At Freethink, we believe the daily news should inspire people to build a better world. While most media is fueled by toxic politics and negativity, we focus on solutions: the smartest people, the biggest ideas, and the most groundbreaking technology shaping our future. It's the news, reimagined.

**OUR AUDIENCE**

- **4M** Cross-Platform Followers
- **300K** Active Email Subscribers
- **7M** Monthly Video Views
- **2M** Monthly Website Visitors

**OUR PRODUCTS**

- Expert Interviews
- Sidecar Videos
- Custom Written Content
- Custom Social Content
- Newsletters & On-Site Media
Thank you

For additional information, please contact partners@freethink.com
or visit www.Freethink.com/about/for-brands