MISSION STATEMENT

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.

EDITOR'S NOTE

At **Modern Treatise**, we envision a journalistic landscape that transcends the conventional boundaries of reporting. In a world where blind faith in publications has eroded, where biases are dissected and acknowledged, we stand as vanguards of a new era in journalism. As the editorial staff of this esteemed publication, we are proud to outline our brand ethos that reflects our commitment to professional integrity, open-mindedness, and a dedication to delivering stories that matter.

We believe in a consistent tone for our content, not to stifle personal voice, but to maintain a level of professionalism that our readers expect. While **Modern Treatise** operates online, this platform is not a mere blog for personal ideologies. We encourage journalists to express their unique voices within the bounds of established writing conventions, ensuring a blend of individuality and professionalism.

At **Modern Treatise**, we foster an environment of respect and open-mindedness. Our Current Affairs department features reporting covering all sides of American and UK politics on a diverse array of social, cultural, and political matters representing the public policy debates. Our commitment to inclusivity extends beyond words to encompass meaningful conversations that enrich our understanding of complex issues.

We emphasize the importance of injecting a personal voice into each article, irrespective of the subject matter. Readers crave authenticity and informed perspectives, not regurgitated statistics or biased think-pieces. Our Opinion department features commentators who are handpicked for their unique writing styles and capabilities and encouraged to present well-rounded opinions while respecting the intelligence of the **Modern Treatise** audience.

In an era where global stories are often distilled into sensationalist narratives, **Modern Treatise** aspires to push back against this tide. Our goal is to spotlight goodness amidst adversity and reshape narratives around global development. We aim to tell stories on their own terms, free from the constraints of a singular perspective, and to embrace various viewpoints on every issue, not merely for the sake of a compelling narrative, but for a comprehensive understanding of the complete story.

Modern Treatise values collaboration and open dialogue, fostering an environment where ideas can be discussed and refined. Our editorial team welcomes discussions on proposed article ideas, encouraging a sense of partnership with our journalists. This collaborative spirit extends beyond the newsroom, inviting readers and contributors alike to engage in the evolving dialogue of the journalism of the future.

At **Modern Treatise**, we embark on a journey to redefine journalism by staying true to our ethos of professionalism, inclusivity, authenticity, and collaborative innovation. Join us as we illuminate the path to a future where journalism is a beacon of truth, diversity, and positive change.

- Editorial Staff

AUDIENCE PROFILE

MODERN TREATISE

PROFILE

TARGET DEMOGRAPHIC	25-34
MEDIAN AGE	34
MALE	71.25%
FEMALE	28.75%
SINGLE	67%
MEDIAN INCOME	$71,566
HIGHER EARNER INCOME	$128,151

EMPLOYMENT STATUS

PROFESSIONAL:
86.67%

MANAGERIAL:
13.33%

EDUCATION

UNDERGRADUATE DEGREE:
86.15%

POSTGRADUATE DEGREE:
13.85%

ETHNICITY

CAUCASIAN/ WHITE	53.875%
AFRICAN AMERICAN/ BLACK	55%
ASIAN AMERICAN & PACIFIC ISLANDER	51.25%
WHITE HISPANIC/ LATINO	52.5%

DOMESTIC POLITICAL PROFILE

Modern Treatise readers are highly politically engaged and diverse.

28% of **Modern Treatise** readers identified themselves as Moderate.

21% of **Modern Treatise** readers identified themselves as Center-Left Social Liberal.

20% of **Modern Treatise** readers identified themselves as Center-Right Conservative.

16% of **Modern Treatise** readers identified themselves as Social Democratic.

15% of **Modern Treatise** readers identified themselves as Libertarian.

PARTY AFFILLIATION

50% of **Modern Treatise** readers identify as Independent.

1/3 neutral.
1/3 Democratic-leaning.
1/3 Republican-leaning.

29% of **Modern Treatise** readers identify as Democrat.

21% of **Modern Treatise** readers identify as Republican.

METRO AREAS

Modern Treatise readers are a metropolitan generation. 54% of our readers currently live in an urban environment vs. 46% living in the suburbs.

LARGEST DOMESTIC READERSHIP:

Atlanta

Chicago

Columbus

Dallas

Houston

Los Angeles

Miami

New York

San Francisco,

Washington DC

LARGEST INTERNATIONAL READERSHIP:

Beijing

New Delhi

Frankfurt

London

Malin

Paris

Toronto

Quezon City

St. Petersburg,

Sydney

COUNTRIES

55.4% United States	**4.16%** Canada	**2.15%** Italy	**2.13%** Philippines
11.2% United Kingdom	**2.81%** India	**2.13%** France	**2.12%** Netherlands
2.30% Russia	**2.22%** Australia	**2.09%** Singapore	**2.03%** South Africa
2.23% China	**2.17%** Germany		

ANALYTICS

Modern Treatise readers have diverse content interests across the digital media platform.

AVERGAGE MINUTES SPENT PER VISIT:

2.08%

CONTENT INTERACTION

Current Affairs — 53.68%

International — 33.13%

Opinion — 37.09%

TRAFFIC SOURCE

Organic Search — 65.7%

Direct — 28.4%

Refferal — 3.28%

Social — 2.63%

DESKTOP, MOBILE, TABLET STATISTICS

Desktop

59%

Mobile

40%

Tablet

1%

OPINION

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.

POLITICAL PHILOSOPHY

Center-Right Conservative:
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.

Center-Left Social Liberal:
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 American.

POLITICAL PHILOSOPHY

Libertarian:
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.

Social Democratic:
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.

INTERNATIONAL

We live in a global society. **Modern Treatise** covers stories representative of the wide range of developments across four world regions and also explores the ever-evolvingimpact of two of the world's most important superpowers.

INTERNATIONAL

Africa:
Reframing the narrative from focusing on dictatorships, famine, and war-torn nations, *Modern Treatise* expands the conversations about Africa to cover the social, economic, technological, and political developments that are driving Africa's future.

Mainland Europe:
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.

INTERNATIONAL

Latin America:

With Latin America's governments swinging between left and right-leaning leadership, *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 region.

Middle East:

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..

INTERNATIONAL

China:
Reporting on the second largest superpower, *Modern Treatise* captures the discussions, debates, and geopolitical developments China navigates in their ever-changing place in global society.

India:
As India expands its scope and space on the world stage as an emerging economy with the largest population of any country on Earth, *Modern Treatise* reports on the domestic and global affairs of the South Asian nation. We track its governmental successes and failures, its relationship with other superpowers, and its social, economic, and cultural movements.
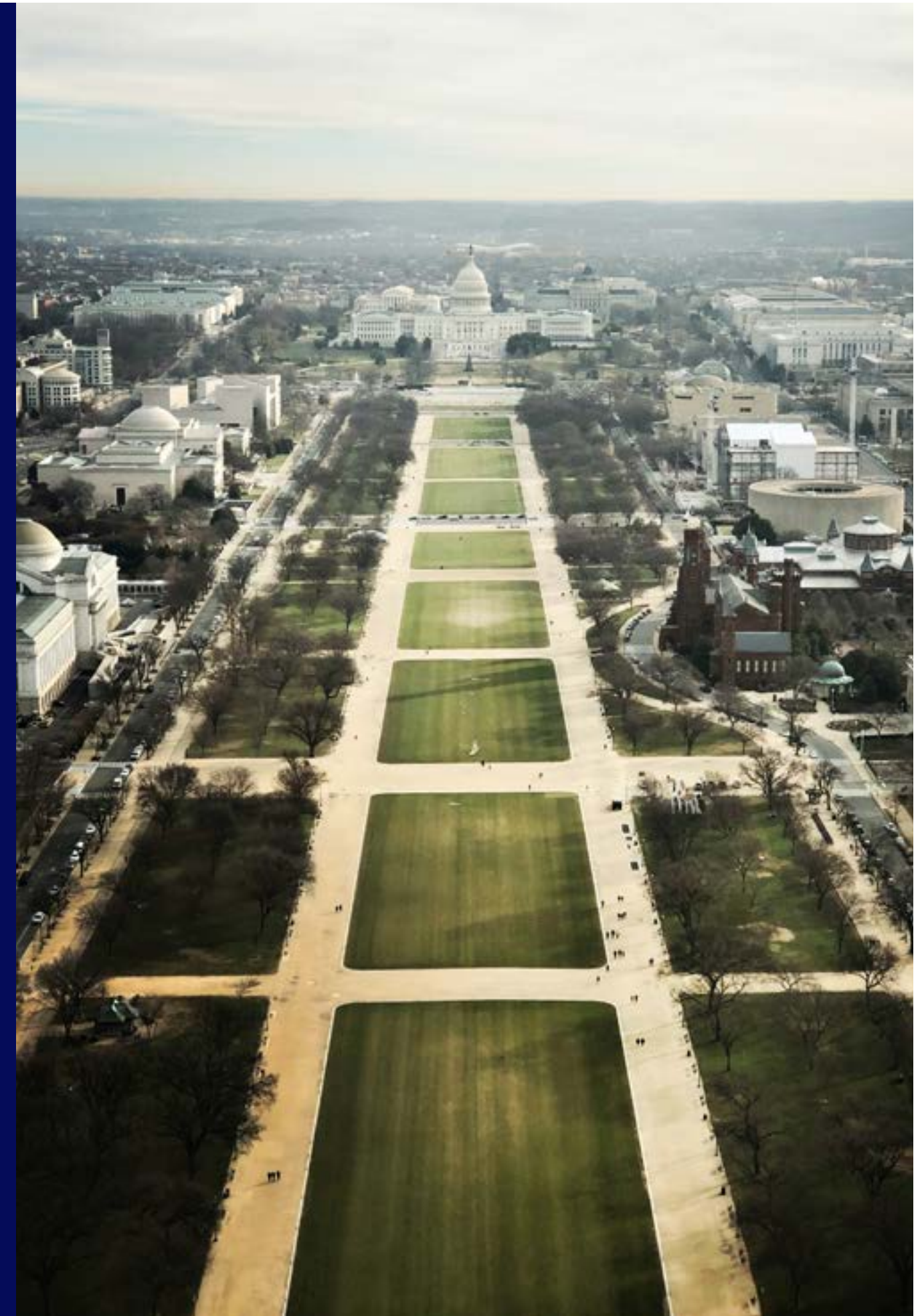
CURRENT AFFAIRS

United States:
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.

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.

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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