

# MODERN TREATISE

The Intellectual Approach to Your Life

Media Kit 2020-2021

# MISSION STATEMENT

Modern Treatise is the cultural fiber that connects millenials to the creators, taste-makers and achievers across multiple arenas, as well as sparking conversation around the cultural themes that impact our world. Through well-researched exposition and informed perspective, Modern Treatise is the premiere destination for our affluent and discerning readers.





# EDITOR'S NOTE

Modern Treatise has set its reputation as the “trusted source for culture, current affairs, entrepreneurship, inspiration and success;” setting itself apart from other millennial news outlets. In today’s media, polarized headlines and clickbait algorithms have failed to provide the upcoming generation with a platform where ideas can be discussed and perspectives enhanced. Modern Treatise seeks to fill this void, especially in our business and political coverage.

The digital media publication provides intellectually stimulating stories geared toward the upwardly mobile millennial who seeks engaging, current, and thought-provoking content that spans across multiple areas - including but not limited to culture, economics, business, politics and science. We’re an upscale magazine for the sophisticated millennial audience that values both aestheticism and intelligence. Our overall mission is to tell relevant stories that are accurate, balanced and informative while providing the reader with an experience that leaves them thinking.

Modern Treatise’s editorial team assures the highest standard of ethics in our reporting and commentary to assist our readers in the intellectual pursuit they need.

# AUDIENCE STATISTICS

**25-34**

Target Demographic

**67:37%**

Male to Female

**31**

Median Age

**73%**

Single

## Employment Status

Professional: 72%

Managerial: 28%

## Education

Undergraduate Degree: 67%

Postgraduate: 33%

## Ethnicity

Caucasian: 32%

African American: 29%

Non-White Latino/Hispanic: 20%

Asian & Pacific Islander: 15%

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

**94%**  
Checking Account

**85%**  
Savings Account

**53%**  
Self-Directed  
Retirement Account

**35%**  
Home Ownership

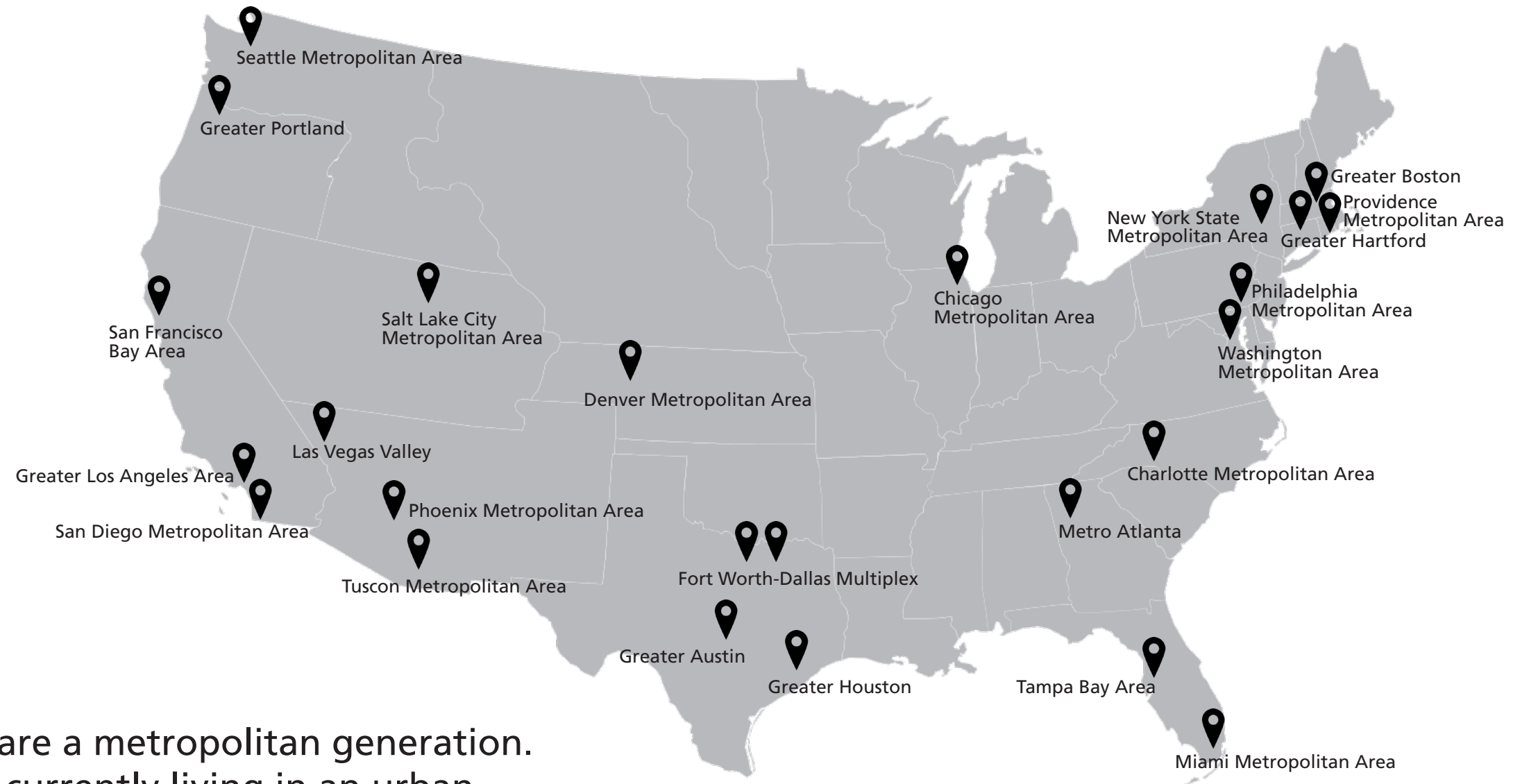
**52%**  
Stocks, Bonds &  
Mutual Funds



# METRO AREAS

## International

Auckland  
Brisbane  
Cape Town  
Johannesburg  
London  
Melbourne  
Singapore  
Toronto  
Vancouver



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

# COUNTRIES



Modern Treatise audience by  
international region



# USAGE

44%  
Desktop

53%  
Mobile

3%  
Tablet



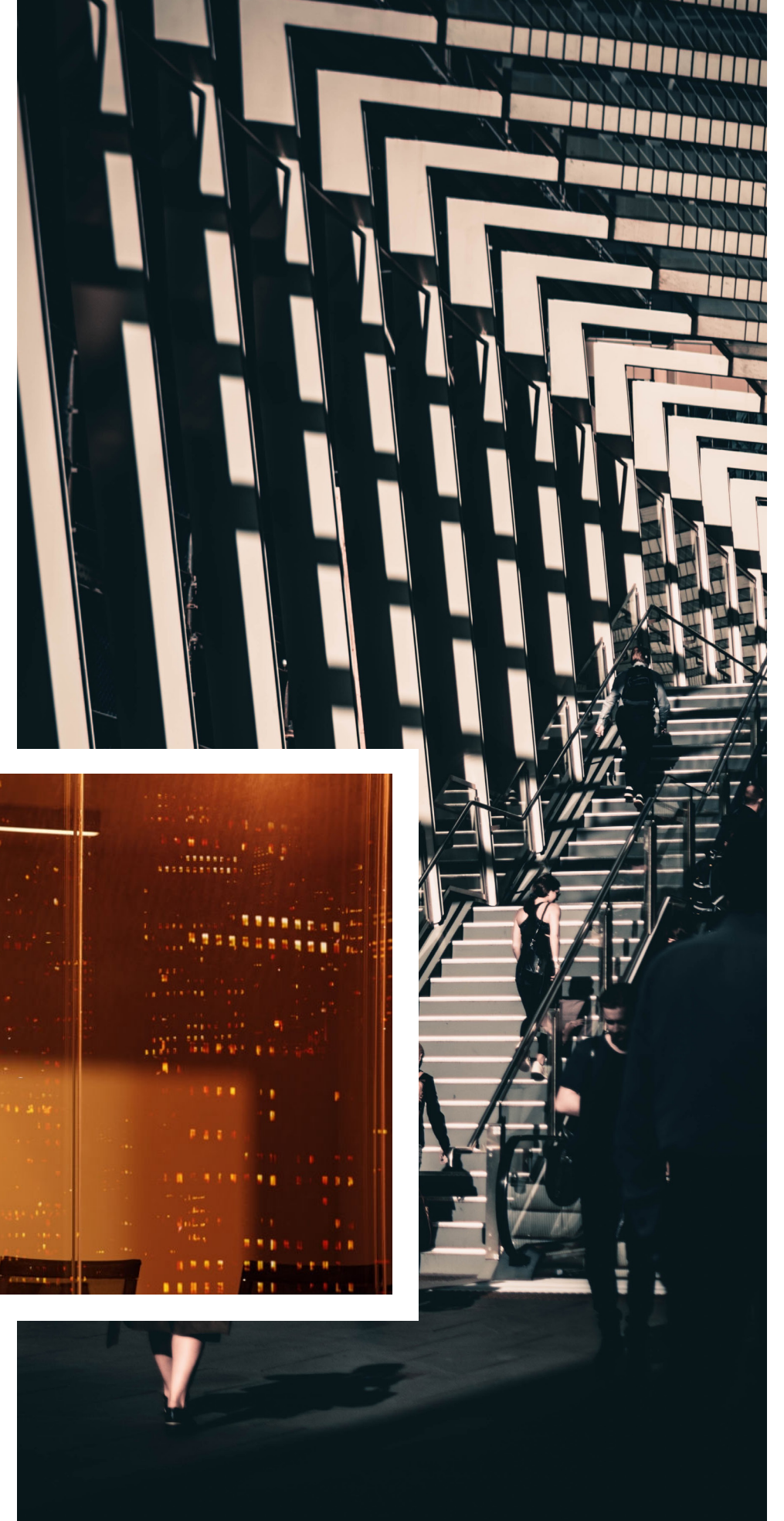
# BUSINESS

## 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.

## Venture

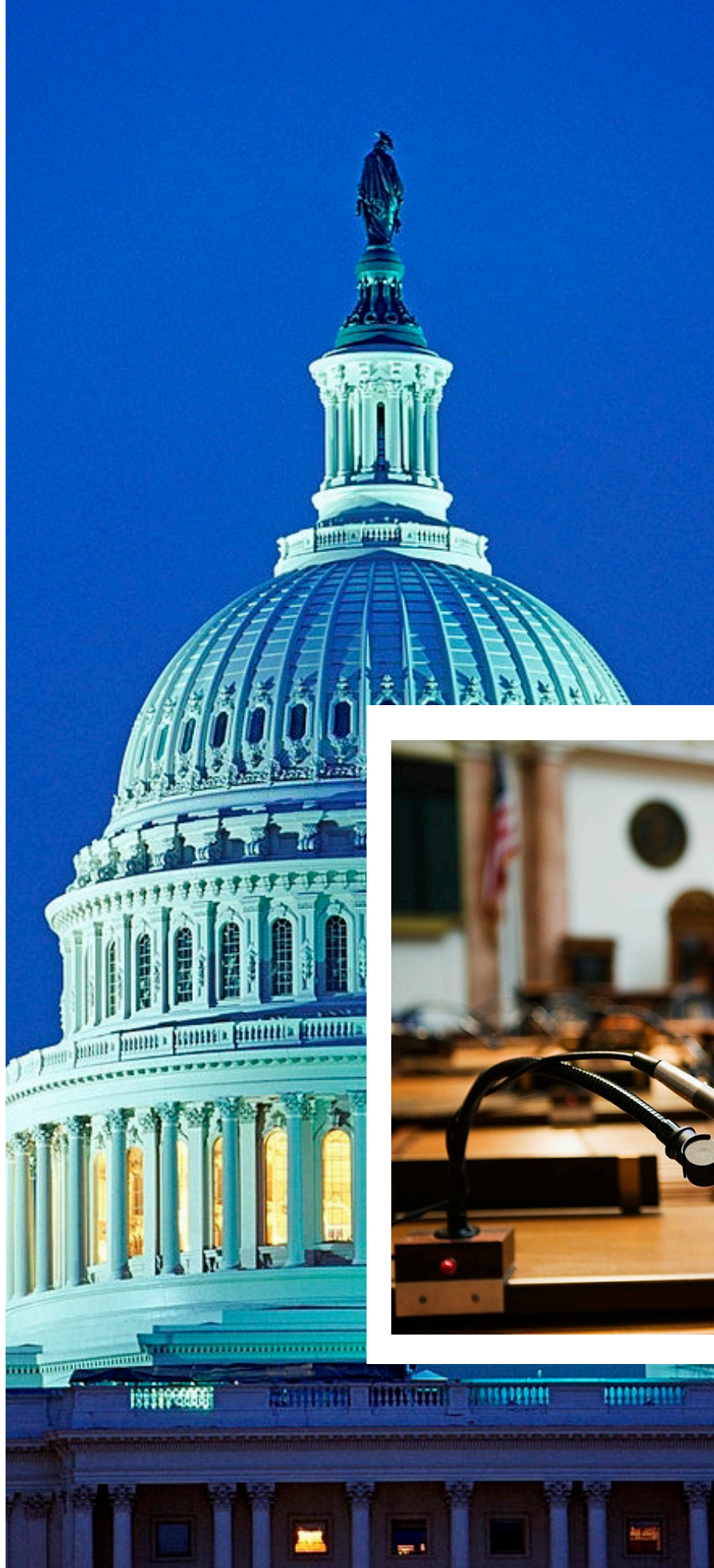
The tech world is one of the most rapid-growing industries in society today. Modern Treatise reports the latest news and current events coming straight out of Silicon Valley.



# 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.



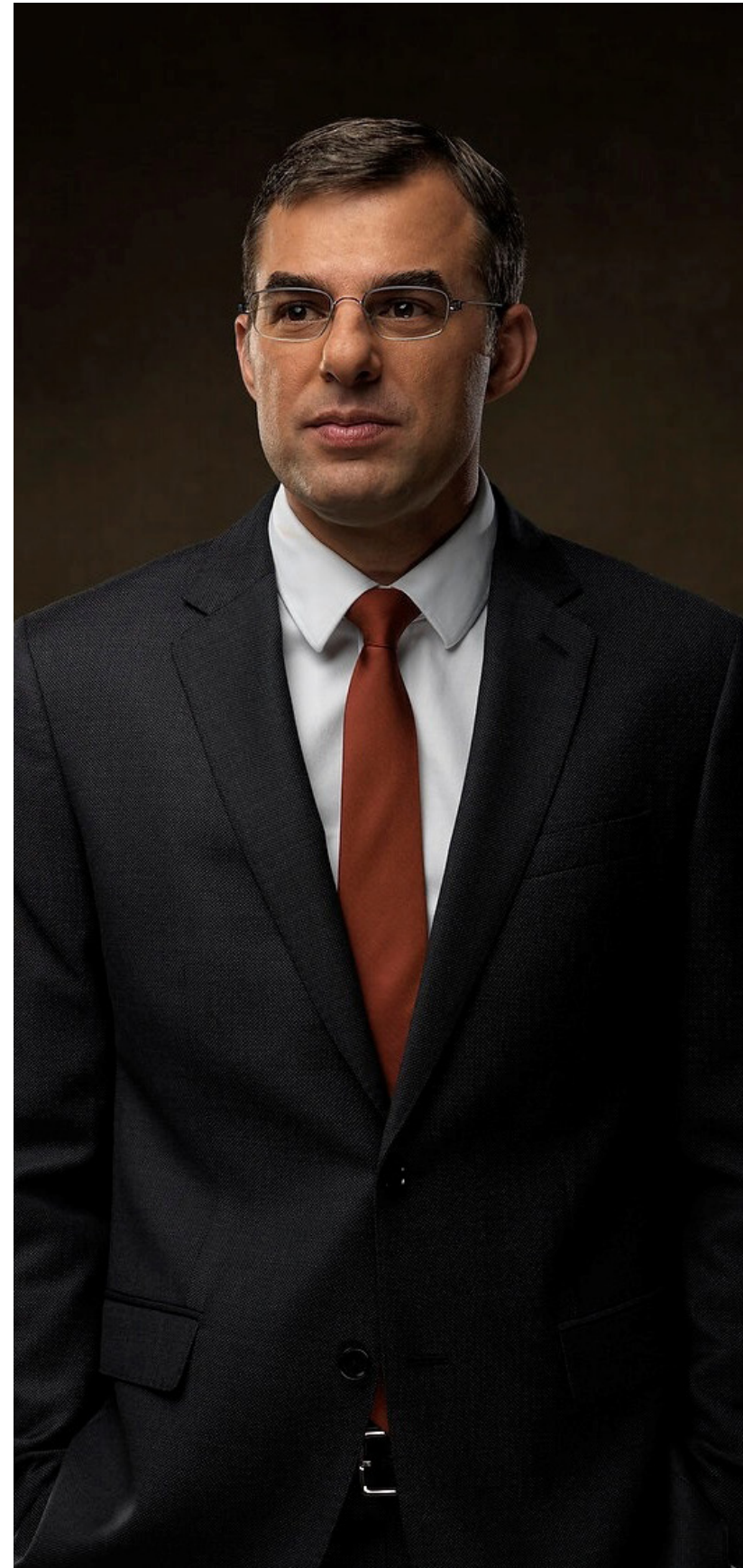
# OPINION

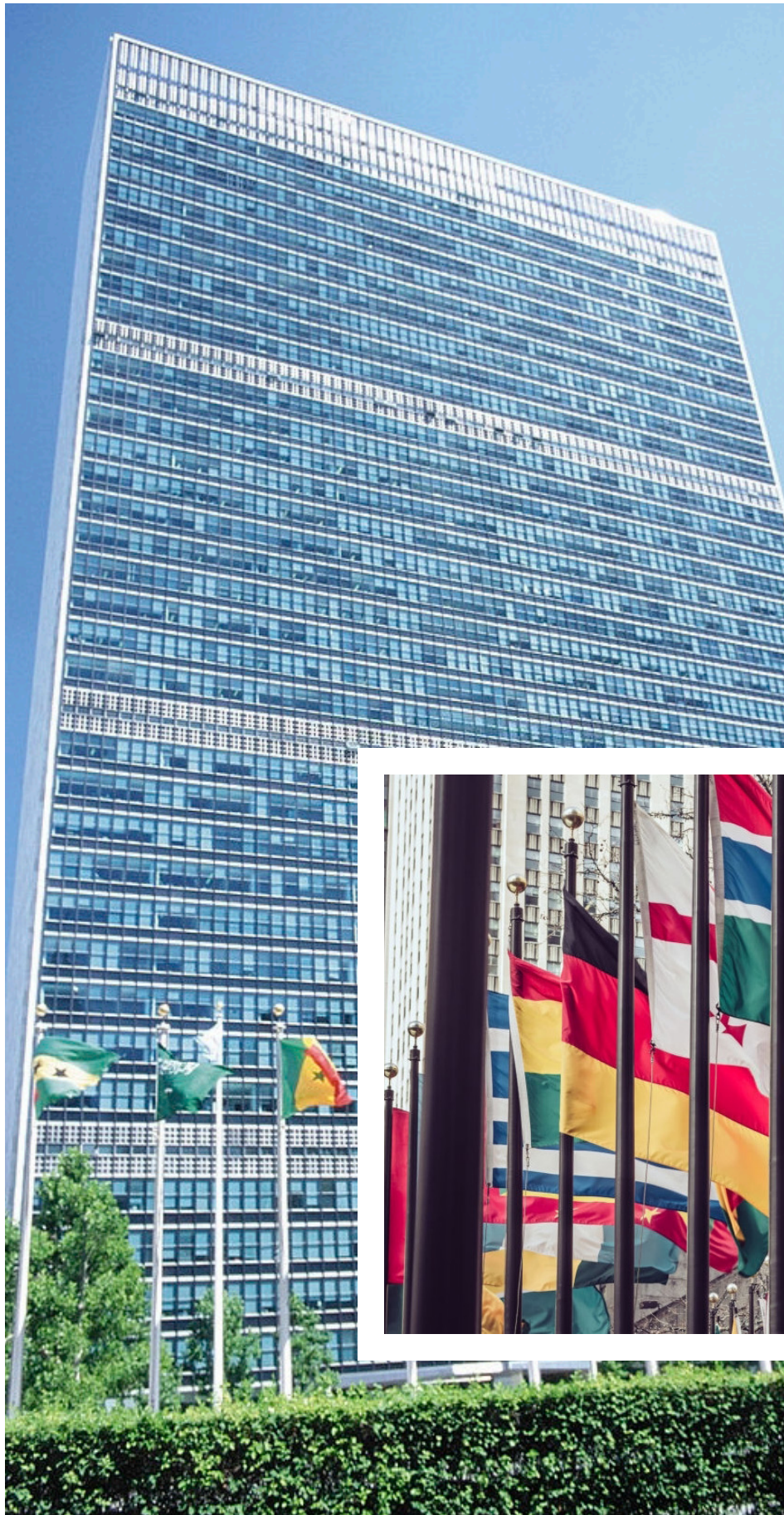
## **Political Philosophy**

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

## **Guest Commentary**

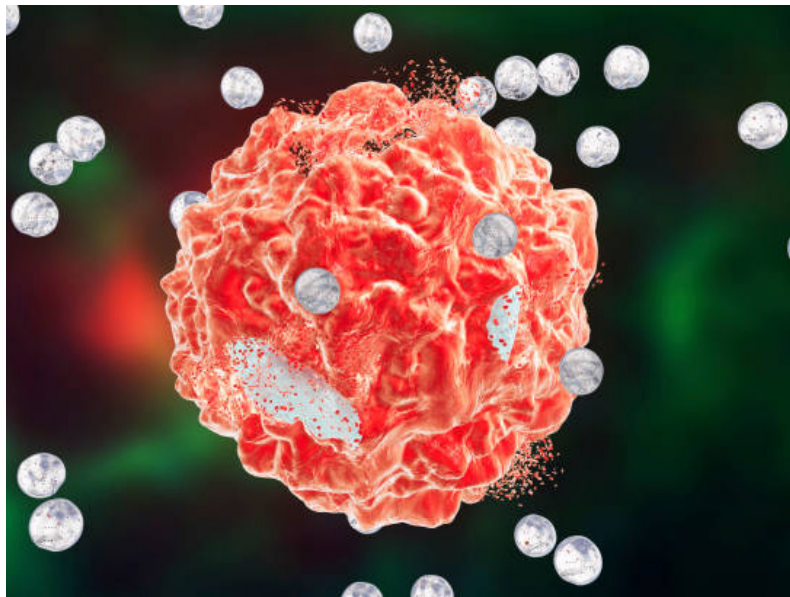
We feature an array of intelligent commentary from a diverse field of experts.





# 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 and the former European Union member state, the United Kingdom.



# SCIENCE

## Environment

From the latest medical miracles and global health 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.



# FEATURE

## Features

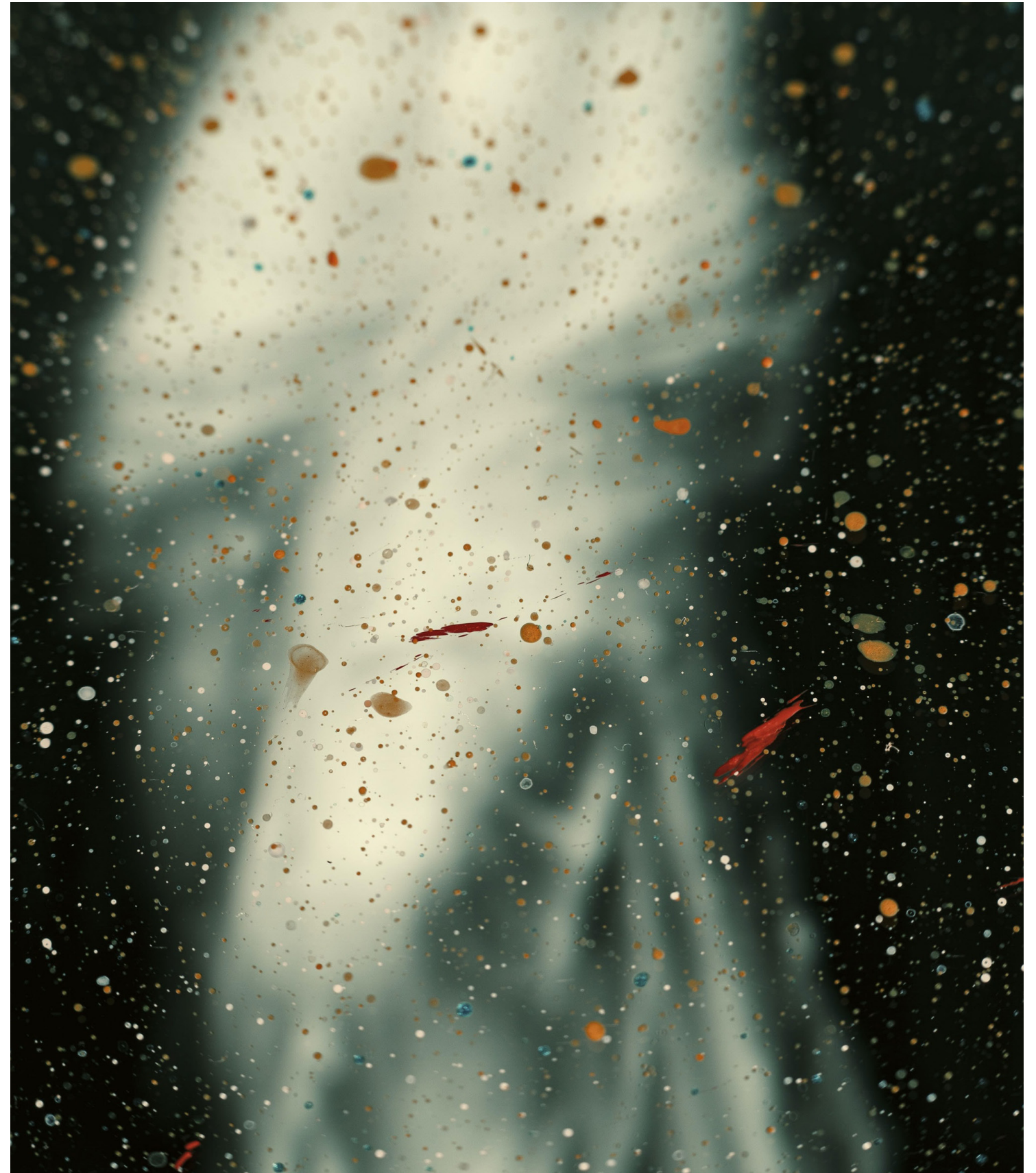
Modern Treatise features cover an array of topics through cultural analysis, personal profiles and in-depth interviews.

## 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 an interest in being featured in wwModern 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 Representatives via our contact form.



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