



## THE PREMIER NEWS DESTINATION

### REACH

60 MILLION MAUs  
 27M USERS EARN \$100K+  
 RANKS 10<sup>TH</sup> FOR MOBILE APP REACH  
 2.3 AVERAGE DAILY SESSIONS PER USER

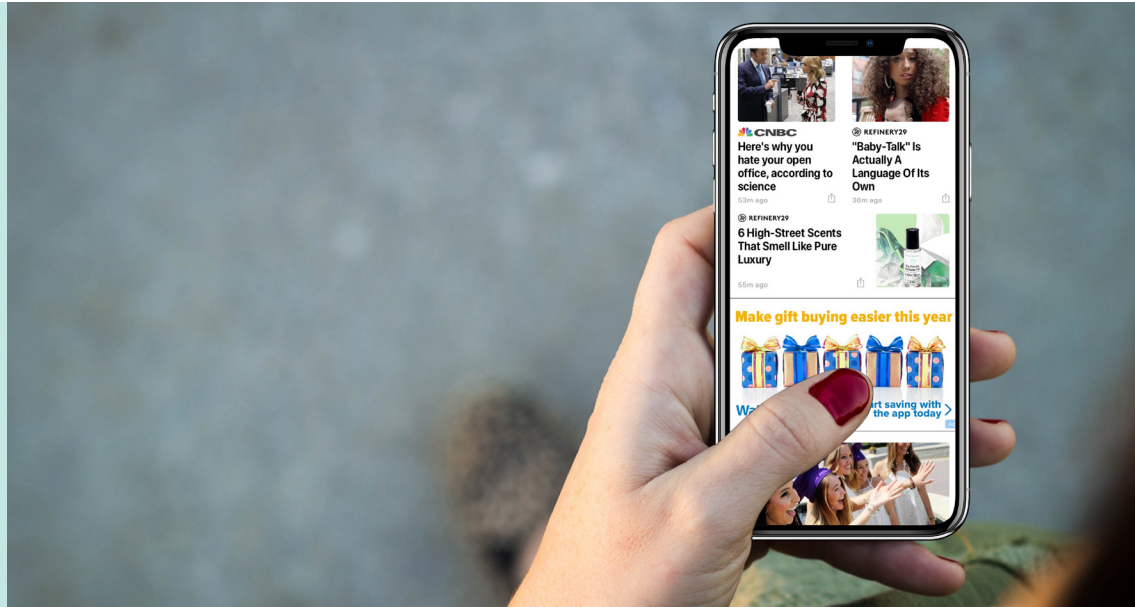
### TARGETING

AGE • GENDER  
 LOCATION • DAYPART\*  
 DEVICES/CARRIERS\*  
 READERS/FOLLOWERS  
 INTERESTS\*

\*Not yet supported in Scope

### AD TYPES

VIDEO • IMAGES  
 INTERSTITIAL • NATIVE  
 TAP-TO EXPERIENCES



With the addition of Apple News as a channel in Scope, advertisers can now reach their audience in another large scale, highly premium and engaging in-feed context. It's a unique and exclusive integration that presents a valuable opportunity for our clients to extend their media plans and reach people in an even more synchronous and meaningful way across platforms.

SEIF HAMID, SVP STRATEGIC OPERATIONS, 4C

## Discover

Uncover new audiences on Apple News with 4C's unique data science and custom audience segments.

*Further resources available:*

**Audience Hub**  
**First-Party Audiences\***

*\*Coming soon*

## Execute

Align your brand with over 300 content partners, all 100% approved and vetted by Apple News editors. Apple News only features high quality content, which guarantees a brand-safe and high quality environment.

## Analyze

View total impressions delivered (updated daily) in Scope, and leverage third-party tracking pixels for robust and granular reporting.



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