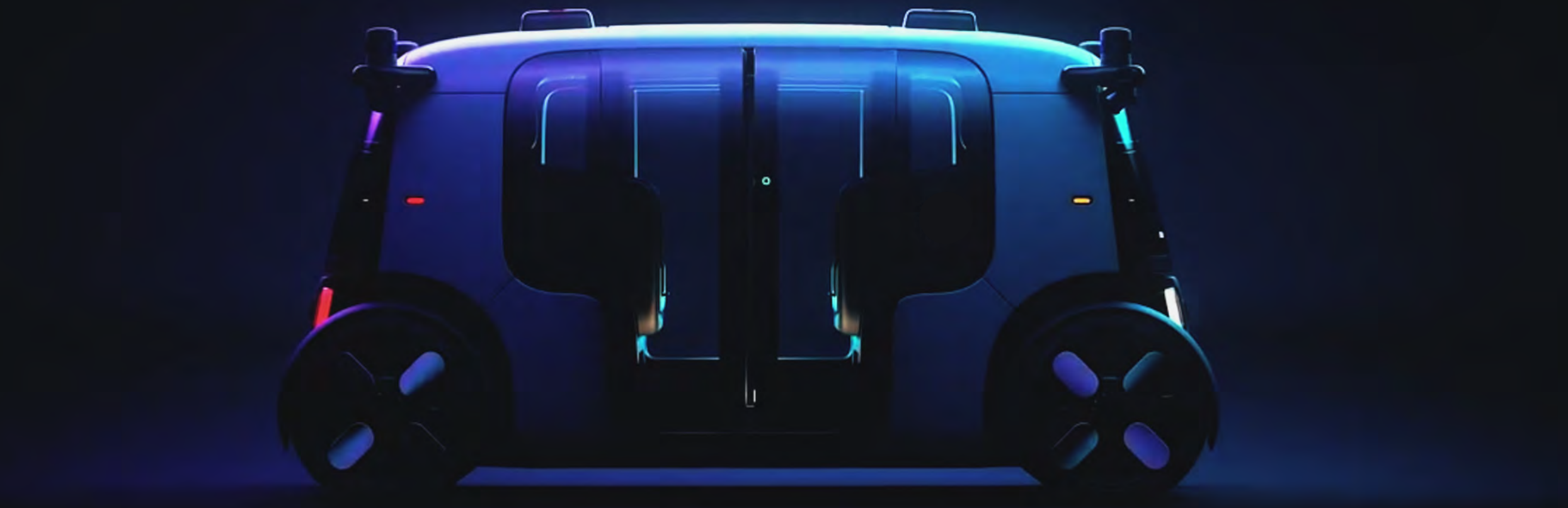


Freethink*

MEDIA



Explorations of the people and ideas creating a better tomorrow.



REIMAGINING ...

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

The News

Freethink*

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

Freethink Media Is Delivered Through a **Broad but Selective Network** That Ensures our Content Authentically Connects With as Large an Audience as Possible

WEBSITES

- freethink.com
- bigthink.com

NEWSLETTERS

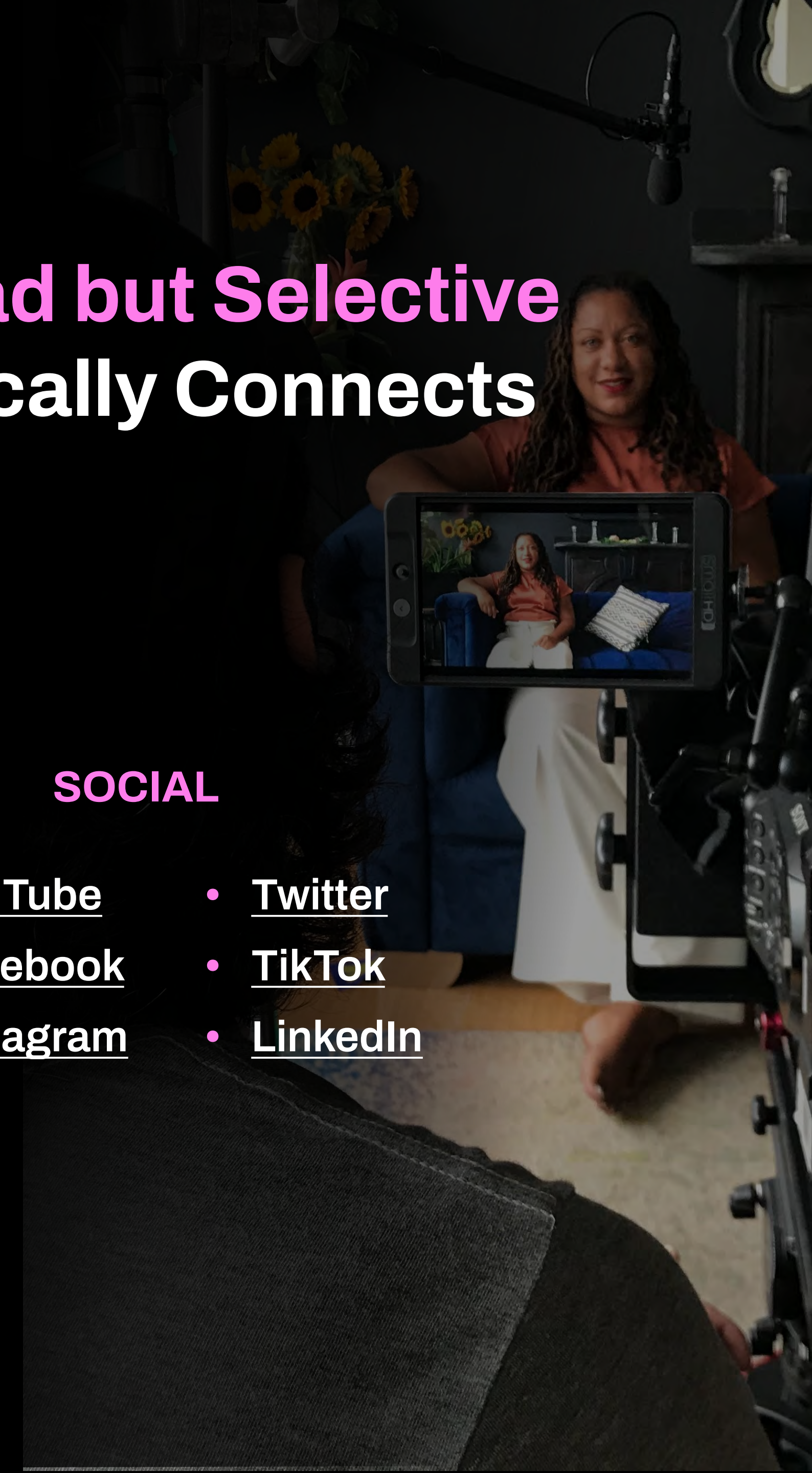
- [Smarter Faster](#)
- [Starts with a Bang](#)
- [Big Think+](#)
- [Freethink Weekly](#)
- [Future Explored](#)

NEWS OUTLETS

- Apple News
- Google News
- Smart News

SOCIAL

- [YouTube](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [TikTok](#)
- [LinkedIn](#)



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

70%
College Educated

60%
Adults 18-44

55%
HHI \$100k+

54/46
Male - Female

14M Cross-Platform Followers

750K Email Subscribers

22M Monthly Video Views

9M Monthly Unique Website Visitors



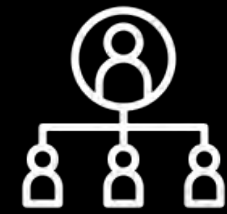
We Attract a Wide Range of Valuable Audience Segments Through Impactful Storytelling

IT DECISION MAKERS



34%

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



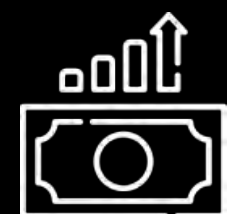
40%

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

INVESTORS



32%

High Investable Assets

Nearly 1 in 3 Freethink Media visitors have investible assets > \$250k



53%

Active Investors

Over 1 in 2 Freethink Media visitors are actively investing in businesses



66%

Smart Investors

2 in 3 Freethink Media visitors are actively making smart, profitable investments



59%

Brokerage Accounts

Nearly 2 in 3 Freethink Media visitors own brokerage accounts for investing



73%

Online Traders

Nearly 3 in 4 Freethink Media visitors have made online investment trades

DONORS



39%

Donors

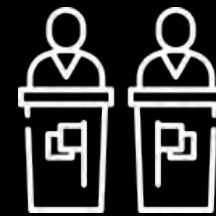
4 in 10 Freethink Media visitors have donated at least \$1k to charity in the past year.



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

HEALTHCARE PROFESSIONALS



22%

Healthcare Decision Maker

Nearly 1 in 4 Freethink Media visitors influence healthcare decisions at their companies



15%

Healthcare Professionals

Over 1 in 10 Freethink Media visitors work as doctors, nurses, therapists, etc.



10x

Health Content

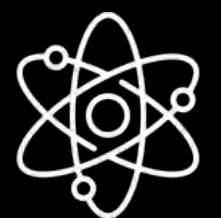
Freethink Media's audience is 10x more likely to engage with health content



6x

Biology

Freethink Media visitors are 6x more likely to engage with biology content



4x

Science

Freethink Media visitors are 4x more likely to engage with science content

EDUCATION INDUSTRY



75%

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



45%

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



16%

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



11%

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

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.**



65+

Journalists & Filmmakers



52

Industry Awards



1

Guinness World Record
Largest Movie Premiere in History

Science ■ Technology ■ Innovation ■ Business ■ Culture ■ Finance ■ Art

Our Original Series and Shows Bring Audiences Access to the **Biggest Thinkers, Brightest Ideas** and **Groundbreaking Technologies** Shaping our Future



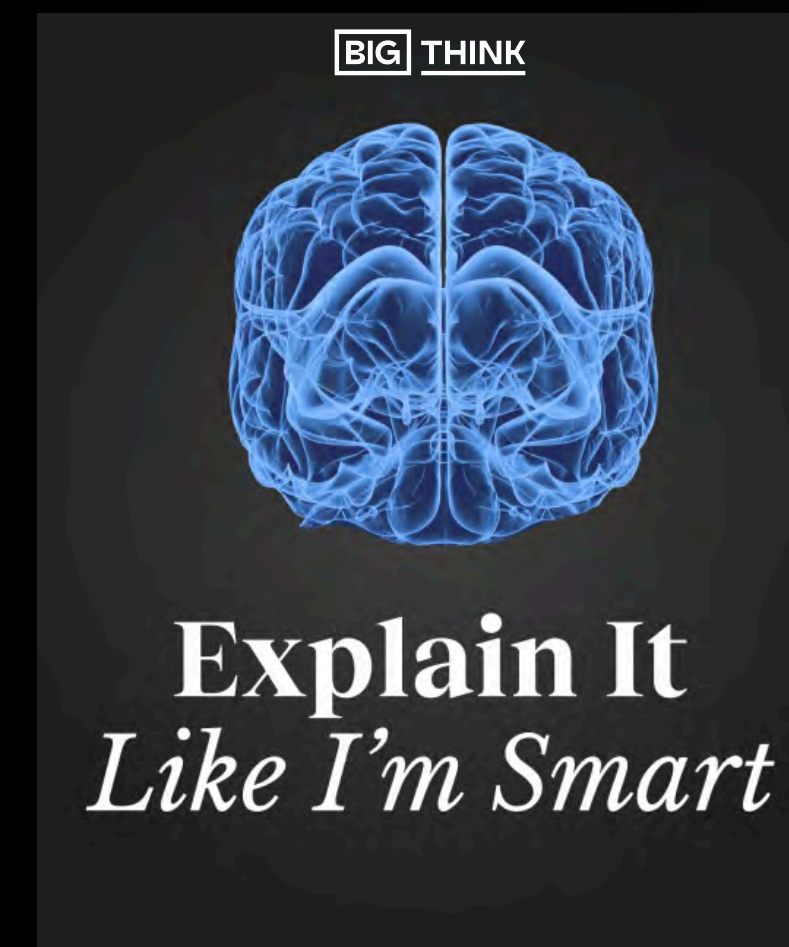
[Explore the Series](#)



[Explore the Series](#)



[Explore the Series](#)



[Explore the Series](#)



[Explore the Series](#)

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 Future of Cancer Research](#)

 WEBBY AWARD: SHORT-FORM VIDEO

VALUED PARTNERS

The World's **Leading Innovators Trust** **Freethink Media** To Tell Their Stories

intel



Microsoft

coinbase

zipline

INTUITIVE

ancestry



TURNTIDE

Palantir

Pfizer

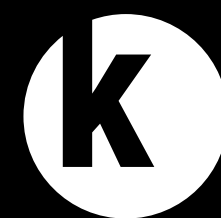


ANDURIL



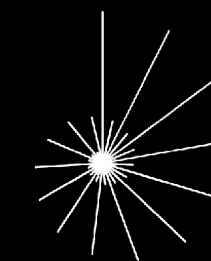
Collective Health

skoll
FOUNDATION



EWING MARION
KAUFFMAN
FOUNDATION

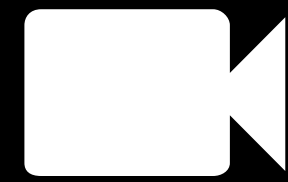
Chan
Zuckerberg
Initiative



JOHN
TEMPLETON
FOUNDATION

Stand
Together

Our Bespoke Content and Product Offerings Seamlessly Integrate our Partners' Messaging Into Freethink Media Content



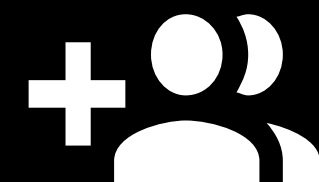
Marquee Documentaries



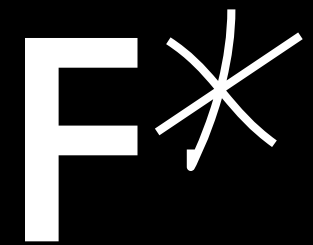
Expert Interviews



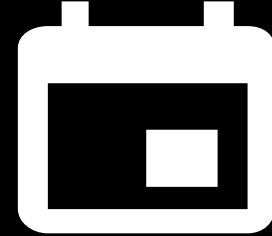
Articles & Infographics



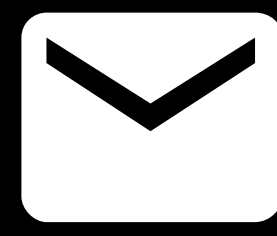
Social Media Content



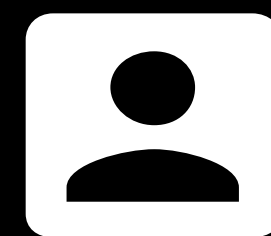
Sponsored Editorial Series



Live & Virtual Events



Newsletters & Media



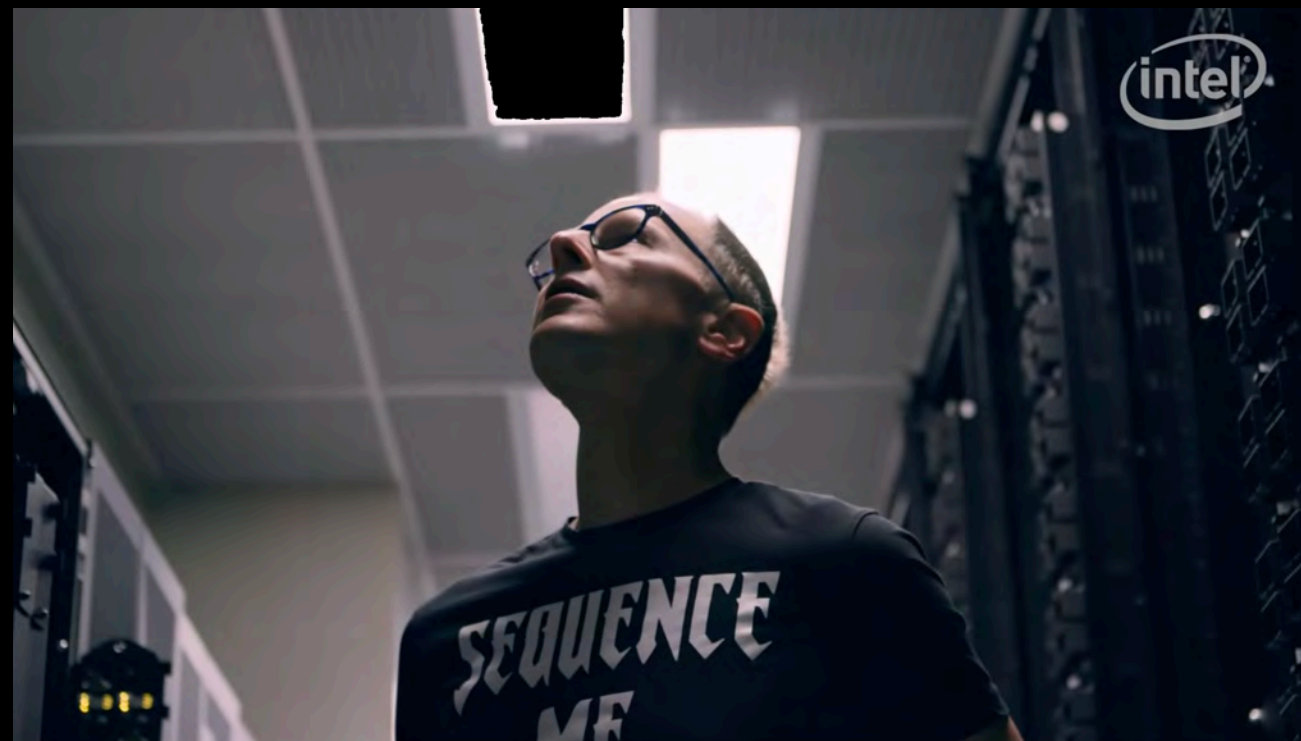
Corporate Training



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

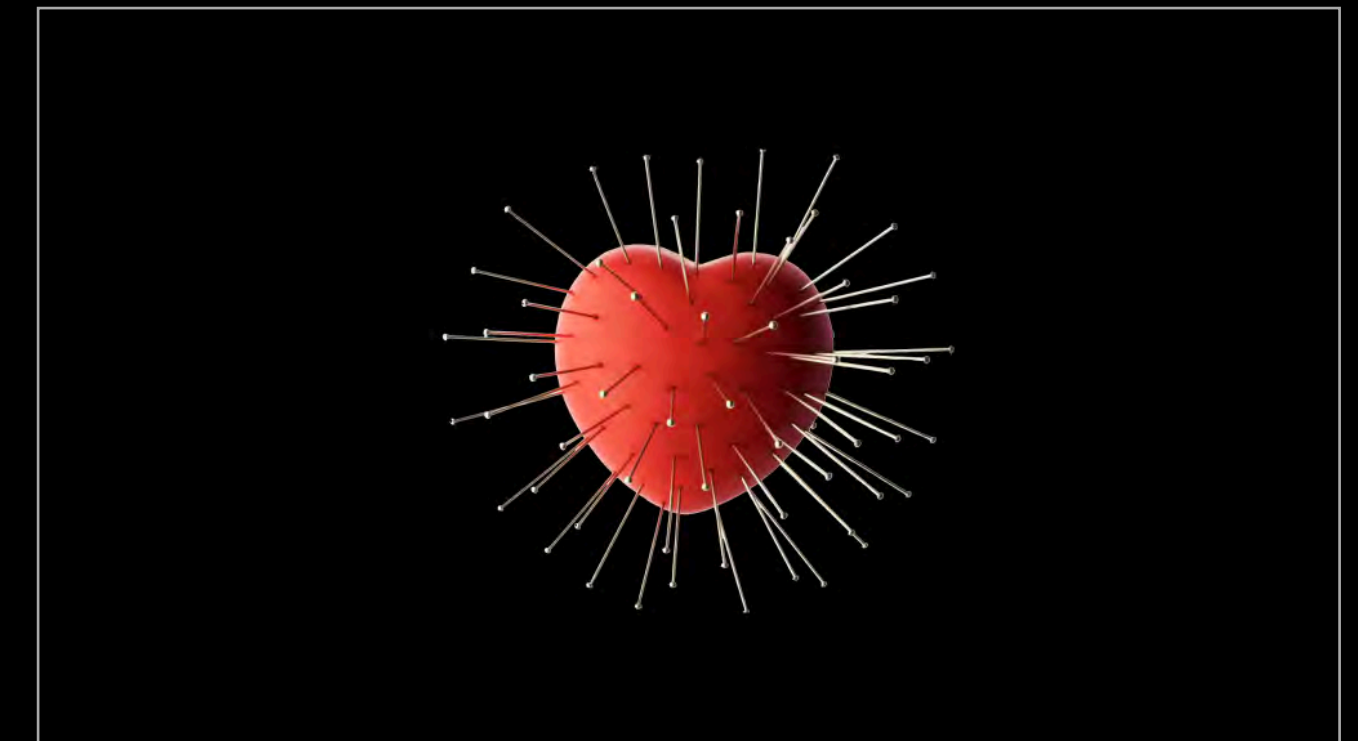


Example: [How to Change the World](#)

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](#)

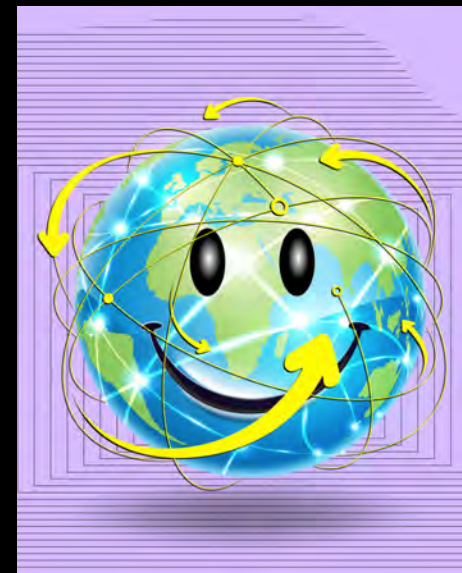
Accompany your Marquee Documentary or Interview with a complementary sidecar video that answers specific questions or highlights important conversations related to the themes of your main video.

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:

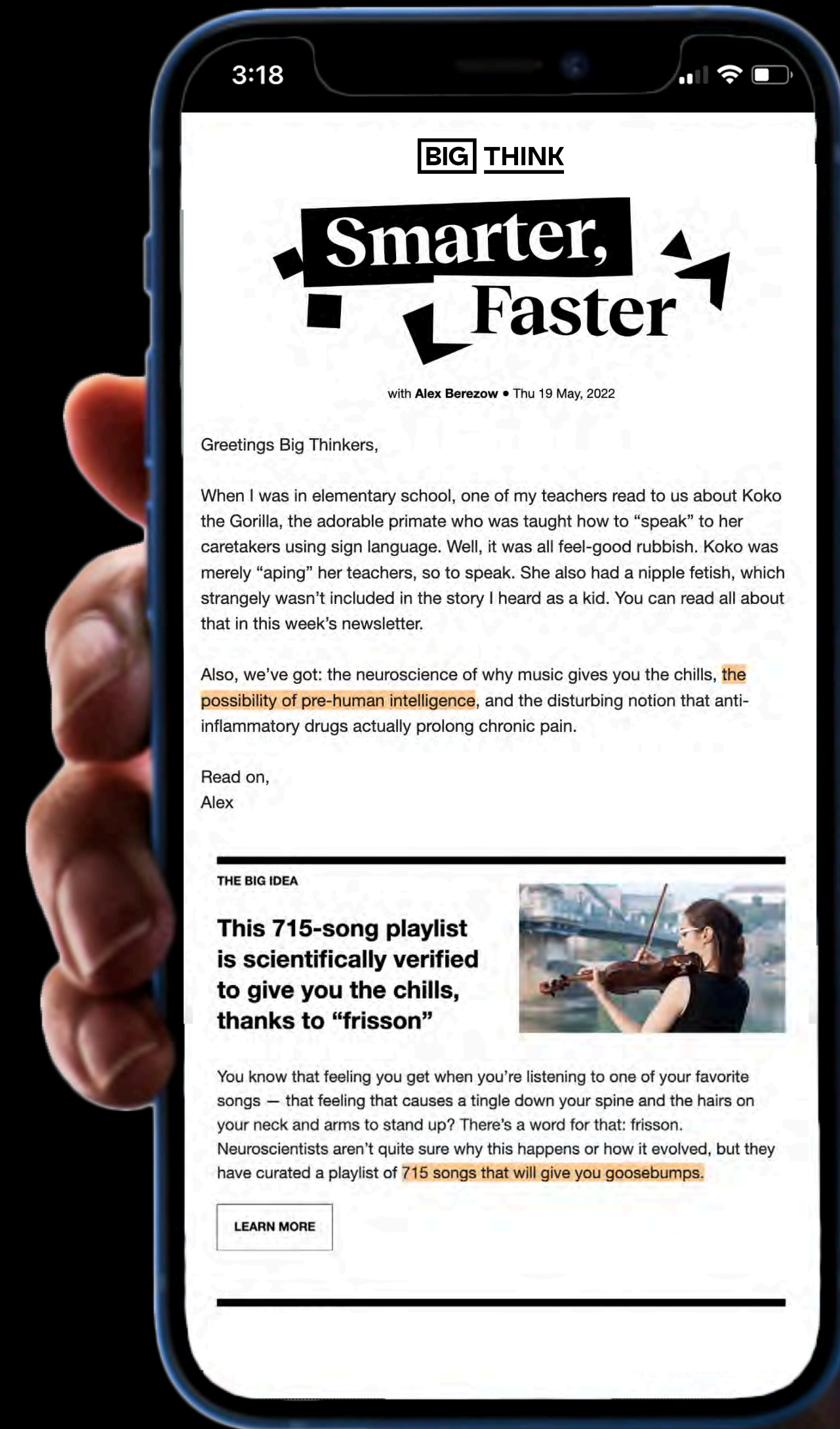
- Smarter Faster
- 300K Total Subscribers

Freethink Newsletters:

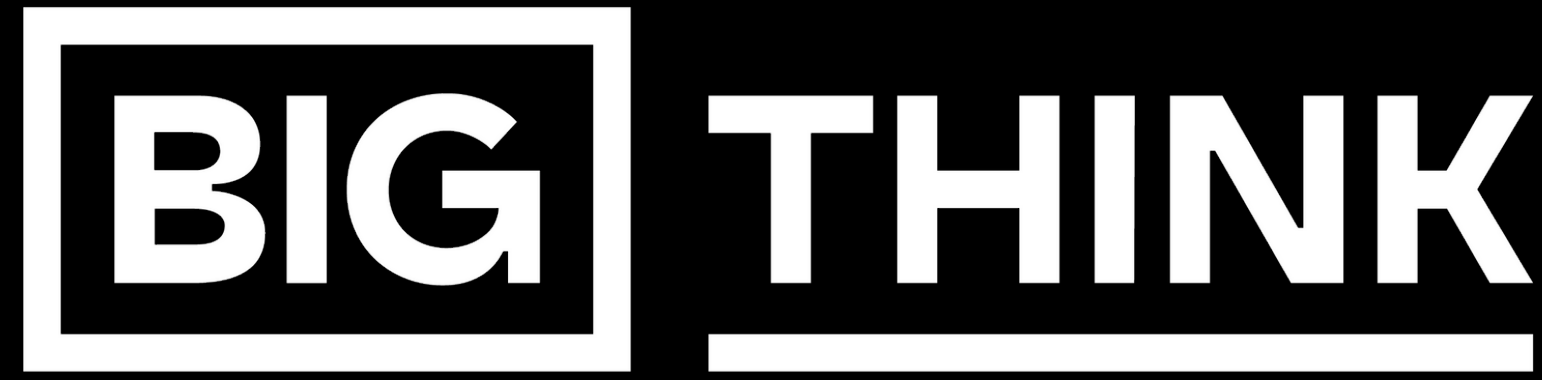
- Freethink Weekly
 - 121K Total Subscribers
- Future Explored
 - 126K Total Subscribers

Total Newsletter Subscribers

- 547k



ABOUT BIG THINK



Smarter. Faster.

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

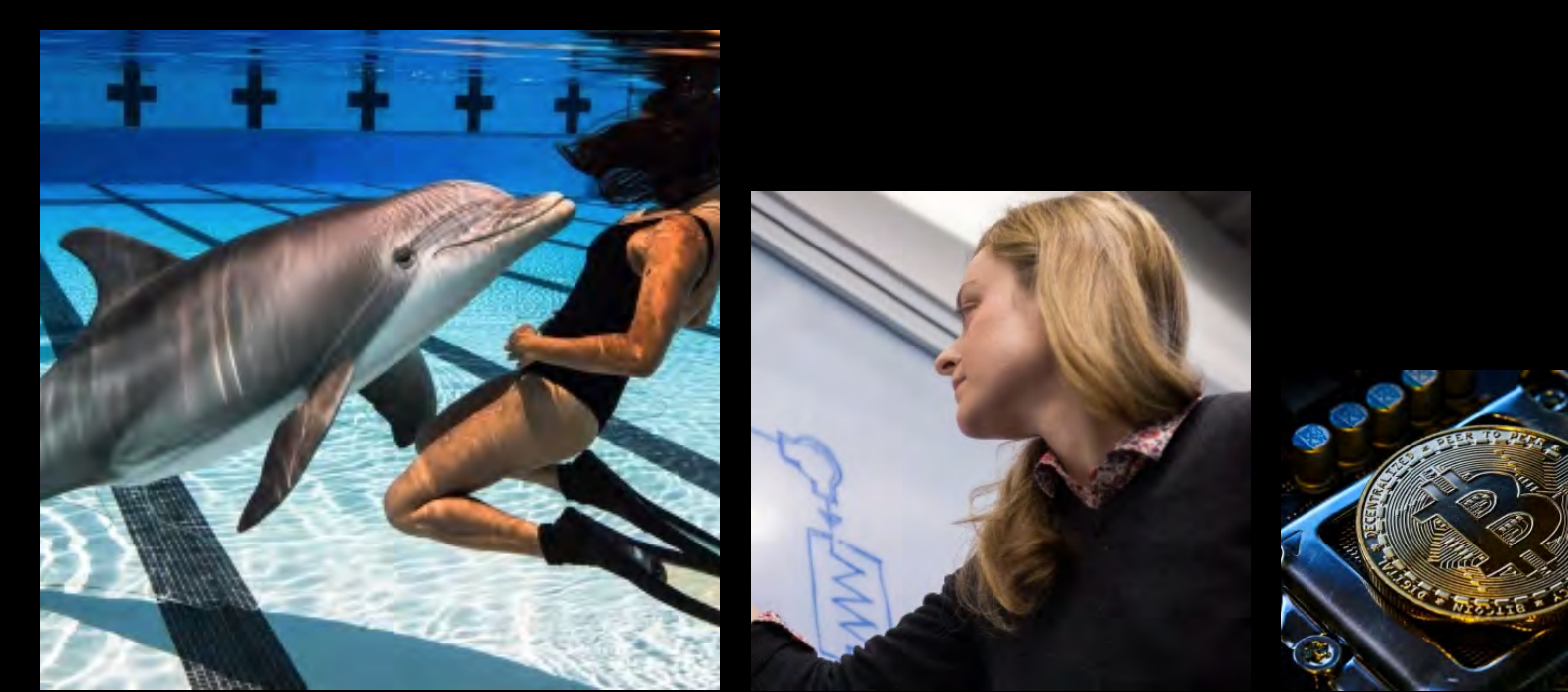
 Custom Social Content

 Newsletters & On-Site Media



Freethink* MOVE THE WORLD.

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

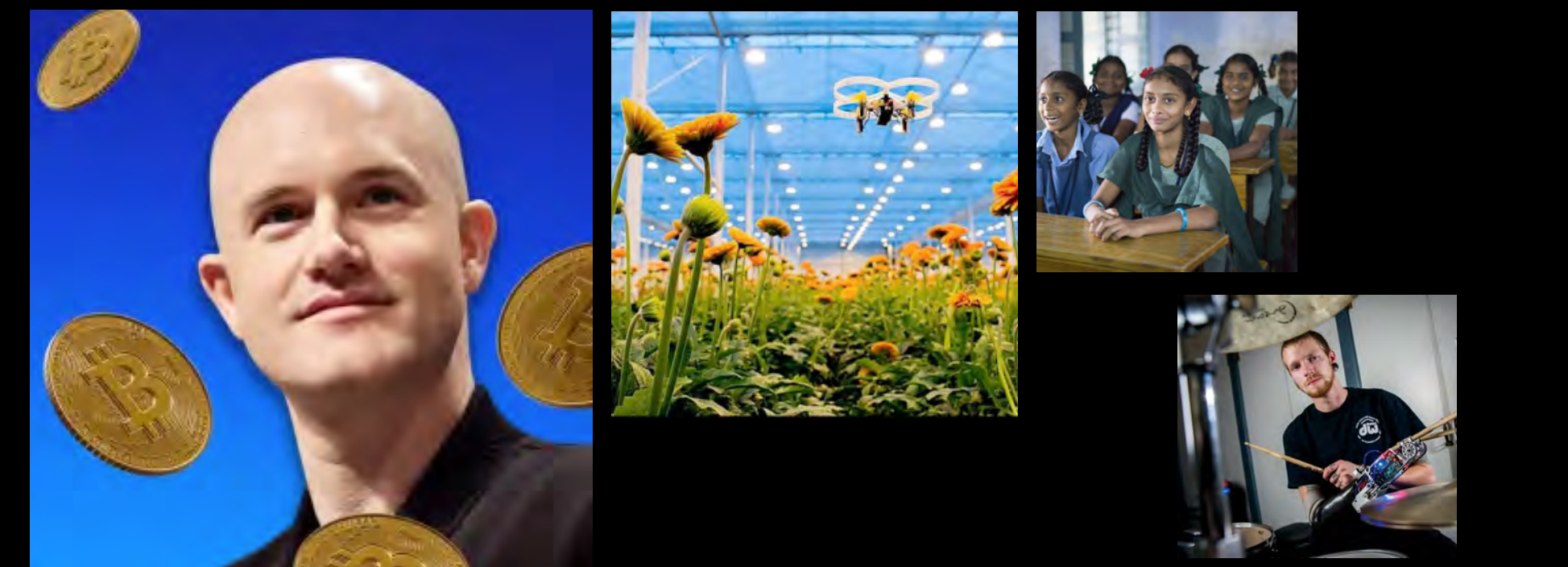
 Expert Interviews

 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

Freethink*
MEDIA