

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Wikipedia	<p>Google was the biggest funder in 2020 along with Wojcicki Foundation (YouTube) Foundation while the largest donor to its endowment is Arcadia, a charitable fund of Lisbet Rausing and Peter Baldwin. Other major donors include Google.org, Amazon, Musk Foundation, George Soros, Craig Newmark, Facebook and the late Jim Pacha.</p> <p>Wikipedia spends \$55M/year on salaries and programs with a total of \$112M in expenses in 2020 while all content is user-generated (free).</p>	Non Profit	Digital Only	In July 2020, there were 5B visitors to Wikipedia. BBC reports , via Wikipedia, that the site had on average in 2020, 1.7 billion unique visitors every month.	1,700,000,000
FOX	<p>Rupert Murdoch has a controlling interest in News Corp.</p> <p>Rupert Murdoch Executive Chairman, News Corp, son Lachlan K. Murdoch, Co-Chairman, News Corp, Executive Chairman & Chief Executive Officer, Fox Corporation, Executive Chairman, NOVA Entertainment Group. Fox News is owned by the Fox Corporation, which is owned in part by the Murdoch Family (39% share). It's also important to point out that the same person with Fox News ownership, Rupert Murdoch, owns News Corp with the same 39% share, and News Corp owns the New York Post, HarperCollins, and the Wall Street Journal. Other top share owners: The Vanguard Group, Inc. (13.05%), Independent Franchise Partners LL..(7.76%), Yacktmn Asset Management LP (5.55%), BlackRock Fund Advisors (4.99%). Grew operating revenue to \$2.9bn in 2020, from \$2.5bn in 2016.</p>	Publicly Traded	TV/digital site	2.6M in Jan. 2021 . 3.6 million households – Average weekday prime time news audience in 2020. Website visits in Dec. 2020: FOX 332M. Source: Adweek and Press Gazette . However, unique monthly views are 113M in Dec. 2020.	833,000,000
CNN	<p>The owner of CNN is AT&T.</p> <p>The CNN parent company is Warner Media LLC, which also owns HBO, Otter Media, Warner Brothers, and Turner Broadcasting System. Warner Media is then owned by parent company AT&T.</p> <p>According to SEC filings, the biggest shareholders include: Randall L. Stephenson, John J. Stephens, John T. Stankey, The Vanguard Group, Inc. (7.43%), BlackRock Fund Advisors (4.85%), and SSgA Funds Management, Inc. (4.13%). CNN's operating revenue jumped to \$1.65bn in 2020, from \$1.4bn in 2016.</p>	Publicly Traded	TV and Digital	2.8 million households Jan 2021 – Average weekday prime time news audience in 2020 was 1.6. add to this, unique visits in Dec. 2020: CNN 162 million in the US. Source: CNN. (838 views a month worldwide according to Press Gazette).	482,000,000

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E.W. Scripps Local TV (160 Local Cable TV)	<p>E.W. Scripps: Warren Buffet funded EW Scripps to buy Ion Media but Comcast owns Scripps' cable provider operation.</p> <p>The E.W. Scripps Company (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As the nation's fourth-largest local TV broadcaster, Scripps serves communities with quality, objective local journalism and operates a portfolio of 61 stations in 41 markets. Scripps' national networks reach nearly every American through the news outlets Court TV and Newsy and popular entertainment brands ION, Bounce, Grit, Laff and Court TV Mystery. Scripps is the nation's largest holder of broadcast spectrum. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of the Scripps National Spelling Bee. Founded in 1878, Scripps has held for decades to the motto, "Give light and the people will find their own way." Recently combining Ion media with Scripps' Katz networks and Newsy, the move created a full-scale national television networks business. ION reaches more than 100 million homes through over-the-air and pay TV platforms.</p> <p>Scripps said the \$2.65 billion deal was financed with \$800 million in terms loans, \$550 million in secured notes, \$500 million of unsecured notes, a \$600 million investment from Warren Buffett's Berkshire Hathaway and cash from Ion's balance sheet.</p>	Publicly Traded	TV/digital site	<p>Claims daily reach of over 11M. Owns 60 TV stations in 41 markets (see map) and reaches 100 million homes. Newsy, one of its news products has an average of 202K unique visitors a month (SimilarWeb 2021) but it's hold of local tv, radio, Stitcher, Cracked, Newsy and more.</p>	330,000,000
ABC NEWS	<p>Robert (Bob) A. Iger is Chairman of Disney and former CEO of ABC and a majority shareholder.</p> <p>The largest shareholder is the Laurene Powell Jobs Trust, which holds stock that she inherited from her husband Steve Jobs. Steve Jobs received the Disney stock when they acquired Pixar. Majority voting shareholders are Robert A. Iger, Christine McCarthy, Disney Senior Executive Vice President and CFO; Alan Braverman, Disney Senior Executive Vice President, General Counsel. ABC News is a branch of ABC, which is a branch of Walt Disney Television, which is a branch of Disney Media Networks, which is part of The Walt Disney Company. The Walt Disney Company who also own ESPN, ABC, Lifetime, History, A&E, and FX, Marvel Studios and Lucasfilm. The Vanguard Group, Inc. (7.66%), BlackRock Fund Advisors (4.36%) and SSgA Funds Management, Inc. (4.11%).</p>	Publicly Traded	TV/digital site	<p>9.9 million — average ABC's "World News Tonight" evening news ratings race Dec. 2020. Nielsen.</p>	300,000,000

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NBC NEWS	<p>The Roberts family's control via super-voting shares of Comcast which owns NBCUniversal News Group who owns CNBC and NBC.</p> <p>The owner of NBC and MSNBC is Comcast. NBC's parent company is NBCUniversal, an umbrella company that also owns Fandango, Hulu, Universal Pictures, and Telemundo. NBCUniversal is then owned by parent company Comcast. Brian L. Roberts is Chairman and CEO of Comcast Corporation. Since 2013, the company has been wholly owned by Comcast, which bought GE's ownership stake. Three biggest shareholders: The Vanguard Group, Inc (8.11%), Capital Research & Management Co. (4.57%), BlackRock Fund Advisors (4.26%).</p>	Publicly Traded	TV/digital site	8.3 million viewers – Average nightly viewers of NBC's "Nightly News" Dec. 2020. Nielsen. ComScore also reports their digital uniques for Feb. 2021 at 194,503,000.	249,000,000
CBS NEWS	<p>Chair is Shari Redstone, daughter of the late Sumner Redstone. The family still has majority voting shareholders of the parent company Viacom CBS Inc.</p> <p>The company's main assets include the Paramount Pictures film and television studio, CBS. Other major owners: The Vanguard Group, Inc.(10.19%), Credit Suisse Securities (USA) (6.25%), BlackRock Fund Advisors, (6.21%), SSgA Funds Management (5.88%). CBS News, owned by the CBS Corporation, is in turn owned by National Amusements. National Amusements has an 80% voting majority and also owns the major company Viacom, the company behind Paramount Pictures, Comedy Central, MTV, Nickelodeon, BET, CMT, and VH1.</p>	Publicly Traded	TV/digital site	6.4 million – Average CBS Evening News" viewers Dec. 2020. Nielsen. ComScore also reports their digital uniques for Feb. 2021 at 181,143,000.	192,000,000
YAHOO News	<p>Owned by Verizon Media, which acquired it in 2017 for \$4.48 billion. Hans Vestberg (Chairman, CEO). The Vanguard Group, Inc. is currently the largest shareholder, with 8.1% of shares outstanding. Verizon announced in early 2021, it will put all of its media properties (Yahoo Finance, Yahoo Fantasy) whereas TechCrunch, AutoBlog and Engadget have not been renamed or rebranded yet.</p>	Publicly Traded	Digital Only	3M paid subscribers across Yahoo media brands. Yet, 175M on average uniques are reported monthly to the site by Comscore.	175,000,000
MSNBC	<p>Comcast is described as a family business. Brian L. Roberts, chairman, president, and CEO of Comcast, is the son of founder Ralph J. Roberts. The Roberts family's control via super-voting shares of Comcast which owns NBCUniversal News Group who owns CNBC and NBC and MSNBC.</p> <p>Roberts owns or controls about 1% of all Comcast shares and all of the Class B supervoting shares, which gives him an "undilutable 33% voting power over the company". Comcast owns NBCUniversal News Group which owns CNBC and NBC. Brian L. Roberts is Chairman and CEO of Comcast Corporation. Since 2013, the company has been wholly owned by Comcast, which bought GE's ownership stake. Three biggest shareholders: The Vanguard Group, Inc (8.11%), Capital Research & Management Co.(4.57%), BlackRock Fund Advisors (4.26%).</p>	Publicly Traded	TV/digital site	2.75M in Jan. 2021. Average weekday prime time news audience in 2020 was 2M. Nielsen. Website visits in Dec. 2020: CNBC 170M. Source: Adweek and Press Gazette.	170,000,000

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NPR	<p>Federal government and donors to 1000 affiliate stations.</p> <p>Affiliate stations all raise their own donor funds and are given a portion of the government funds. Revenue \$258 M. National donors.</p>	Federally funded through Corporation for Public Broadcasting and donors	Radio/digital	165M monthly listeners (Morning Edition, As It Happens, Kai Ryssdal, Hourly national news feed, Terry Gross)	165,000,000
Hearst Communications	<p>Majority owned by Hearst Family.</p> <p>The media company owns 50% of A&E, 20% of ESPN, the History channel, 18 daily newspapers, 25 lifestyle magazines including Esquire and Harper's Bazaar, 27 local TV stations, satellite radio and more.</p>	Private For Profit	Print/digital/TV/Radio	Local-TV reaches 19% of US households. Millions of viewers of A&E, ESPN, and digital sites. Hard to measure as a whole. Comscore Feb. 2021 monthly reports 161,438 uniques	161,438,000
Forbes	<p>Integrated Whale Media Investments and the Forbes family. A Hong Kong-based group of investors holds the majority stake in Forbes Media company.</p> <p>Steve Forbes is the editor-in-chief of Forbes magazine. As of spring 2020, the magazine's audience was about 5.8 million readers. In November 2020, the magazine's website had 69 million monthly U.S. visitors, according to Forbes.</p>	Private For Profit	Print and digital	140 million people across all platforms (2021, self-reported), 661,404 print circulation (2020, Alliance for Audited Media), 101.58M on average monthly uniques (SimilarWeb 2021).	140,000,000
Gannett and USA Today owned by Gatehouse media (see Index for newspapers by state)	<p>GateHouse Media is owned by New Media Investment Group. Owns 260 dailies and over 60 local TV stations.</p> <p>Vanguard and Blackrock are the biggest institutional shareholders around 10-14%. The Virginia-based company also slashed \$654 million from the high-interest debt incurred by predecessor New Media Investment Group to fund Gannett's \$1.2 billion acquisition in November 2019. New Media borrowed the funds from private equity giant Apollo Capital Management through a five-year senior secured term loan facility. They refinanced that Apollo debt to be \$500 million and carries an interest rate of 6% and a maturation date of 2027, replacing debt that was owed to Apollo at a rate of 11.5% and due in 2024. So I suppose you could say Apollo has a pretty big stake in the company as well.</p>	Publicly traded majority owned by hedge fund	Print Daily/Digital	8.7M daily circulation and 863,000 digital subscribers. It is the largest U.S. newspaper company by far, in print circulation. WashPost reports via Comscore USA Today hit 78.2M uniques in Feb. 2021.	136,425,000

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PBS	<p>Federal government and donors to 330 affiliate stations.</p> <p>Affiliate stations all raise their own donor funds and are given a portion of the government funds. Revenue \$600M.</p> <p>National donors: Acton Family Fund Adobe Foundation Alfred P. Sloan Foundation Anne Ray Foundation Arthur Vining Davis Foundations The Atlantic Philanthropies Bill & Melinda Gates Foundation Charles H. Revson Foundation Ford Foundation George Lucas Family Foundation The Grable Foundation The John D. and Catherine T. MacArthur Foundation John S. and James L. Knight Foundation Kern Family Foundation National Endowment for the Arts National Endowment for the Humanities Newman's Own Foundation Oculus Orfalea Foundation Skoll Foundation Verizon W. K. Kellogg Foundation</p>	Federally funded through Corporation for Public Broadcasting and donors	Television/digital	Each month , PBS reaches over 126 million people through television and 26 million people online. PBS reaches 89% of non-internet homes, 82% of lower-income homes, and 78% of rural homes.	126,000,000
New York Post (founded in 1801)	<p>The New York Post is owned by News Corp, owned by Rupert Murdoch who also owns Fox News, the London Times, The Wall Street Journal and many major media properties in Australia.</p>	Publicly Traded	Print Daily/Digital	184,668 Sunday readers (2019, source), 6.5M subscribers of that, 5.7M get the paper digitally (2020, source), 106.85M on average monthly uniques (SimilarWeb 2021).	106,850,000
Bloomberg TV, site, terminals and BusinessWeek	<p>Michael Bloomberg owns 88% of Bloomberg LP.</p>	Private For Profit	Print and digital	Bloomberg LP has around 250,000 paid subscribers to its website (2020, WSJ). It has 104M on average monthly uniques (SimilarWeb 2021).	104,310,000
Advance Publications	<p>Patriarch Donald Newhouse and Newhouse Family.</p> <p>Owns Conde Nast (which owns The New Yorker, Vogue, Wired, Vanity Fair, GQ to name a few). It also owns Reddit and Advance Local.</p>	Private For Profit	Print/Digital	Wired, The New Yorker and Vogue alone each have over 1 million paid subscribers and add to that individual website traffic and we are well into the millions. Condé Nast also introduced The Influence Network , unveiling new content, measurable performance and incremental audiences according to Nielsen. More than 150 digital video pilots in production for the 2020-21 season. Conde Nast content collectively reaches over a billion people a month. They also own Reddit which has 81,000,000 uniques a month.	100,000,000
Vox Media (includes New York, Recode, The Verge, Intelligencer and The Cut)	<p>Vox Media is owned by a number of investors: NBCUniversal, General Atlantic, Providence Equity Partners, Comcast Ventures, Daniel Rosensweig, Jeffrey Weiner, Accel. Vox raised more than \$300 million in funding, including \$200 million from NBCUniversal.</p>	Private/Private Equity	Digital only	ComScore reports Feb. 2021 , unique visits at 95,568,000 that includes all sites.	95,568,000

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Business Insider	<p>Axel Springer SE German Publisher is majority owned by KKR (Henry Kravis, George R. Roberts, Jerome Kohlberg Jr. Private Equity).</p> <p>Axel Springer SE is a German digital publishing house which is the largest in Europe, with numerous multimedia news brands. KKR owns 45% and has a majority control.</p>	Private For Profit	Print and digital	100k subscribers (2020, WSJ), 107.32M on average monthly uniques (SimilarWeb 2021). ComScore reports monthly uniques for Feb. 2021 are 95,340,000.	95,340,000
Investopedia	<p>DotDash is the parent subsidiary, founded originally by Scott Kurnit as About.com and now owned by Barry Diller's digital media conglomerate, IAC and run by CEO Neil Voguel. Huge rise in traffic and calls themselves AI elite.</p> <p>In 2010, Diller exchanged about 4.3 million IAC shares he held for 4.3 million shares of Class B shares in IAC that Liberty had held. These Class B shares hold a higher voting power than IAC's common shares - 10 votes per share. This gives him ownership of about 34 percent of the votes of IAC's shares, the largest voting stake in the company. He also has the option to increase the voting stake to 41 percent in the next nine months.</p>	Publicly Traded	Digital Only	content reaches about 90 million Americans a month.	90,000,000
New York Times	<p>Today, the Ochs-Sulzberger family, through several trusts, notably the Ochs-Sulzberger Trust, controls about 91 percent of the stock that elects 70 percent of the company's board members. A fifth-generation descendant of Ochs-Sulzberger, Arthur Gregg (A.G.) Sulzberger, its CEO is soft-spoken and measured.</p> <p>For a hundred years, for better or worse, no institution has played a larger role in American culture and politics. And no corporation with comparable clout has been continuously controlled by a single family since 1896. Today almost a dozen Sulzberger cousins are at the NYT. The family has long seen itself as the keeper of the public trust. In 2009, Sulzberger Jr had to borrow \$250m from Slim – at 14% interest. In Dec. 2020, the company said it had 6 million paying online readers, and for the first time more revenue from digital than print subscribers. The Times had \$800m on hand, with \$250m available through a revolving credit line. It no longer has any debt, and last year it paid off a loan that allowed it to buy back its Manhattan headquarters. Other majority shareholders: Carlos Slim Helú and Fairpointe Capital (16%), Vanguard (8.11%), Blackrock (7.43%). In 2015, it was reported that the Ochs-Sulzberger trust elects 70 percent of the company's board of directors. https://nymag.com/intelligencer/2015/08/new-york-times-heirs.html</p>	Publicly Traded	Print Daily/Digital	6 million. ComScore reports Feb. 2021 with 89,757,000 monthly uniques.	89,757,000
Nexstar Local Television News (197 Local Cable TV)	<p>Perry Sook is the Founder, Chairman and CEO and has a controlling interest.</p> <p>Nexstar in Irving Texas and reaches 68% of US household TV. Abry Partners also has a seat on the board and Barclays Bank lent them \$900M in 2016. Pitchbook</p>	Publicly Traded	TV/digital site	Owns 197 full power stations (including partner stations) in 115 markets. Comscore Feb. 2021 reports 85,548,000 uniques	85,548,000

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CNET	<p>Red Ventures owns CNET. Ric Elias is Red Ventures CEO and Co-Founder. He bought it from Viacom CBS in 2020.</p> <p>Red Ventures received \$250 million from Silver Lake, an international private technology investor. Its other minority shareholder, General Atlantic, a global growth investor, has been with the company since 2010.</p>	Private For Profit	Digital only	84.34M on average monthly uniques (SimilarWeb 2021).	84,340,000
Washington Post	<p>Jeff Bezos, Amazon and AWS founder, owns Nash Capital that includes the Washington Post, Arc publishing and Zeus technology for media and ad tech.</p>	Private For Profit	Print Daily/Digital	3 million subscribers. WashPost reports 82.5M in Feb. 2021. ComScore reports Feb 2021 monthly uniques 82,492,000	82,500,000
PBS NewsHour	<p>US Government through the Corporation for Public Broadcasting and corporate and private donors:</p> <p>BNSF, Consumer Cellular, Johnson & Johnson, Fidelity, Estate of Arnold Adams, Agua Fund, American Securities Foundation, Paul and Kathy Anderson, Georgette Bennett and Leonard Polonsky, Jim and Nancy Bildner, Cambia Health Foundation, Carnegie Corporation of New York, The Annie E. Casey Foundation, The Chan Zuckerberg Initiative, Arthur D. Collins, Jr. Foundation, The Commonwealth Fund, The Arthur Vining Davis Foundations, Deerbrook Charitable Trust, Doris Duke Charitable Foundation, Ford Foundation, Foundation for Child Development, Kristin Gamble, Google News Initiative, Gruber Family Foundation, Harrods Creek Fund, Heising-Simons Foundation, William and Flora Hewlett Foundation, Jerome Jacobson Foundation, Robert Wood Johnson Foundation. The Kendeda Fund, W.K. Kellogg Foundation, Brigitte Kerpsack and Dave Olsen, John S. and James L. Knight Foundation, Judy and Peter Blum Kovler Foundation, The Lemelson Foundation, Lumina Foundation, John D. and Catherine T. MacArthur Foundation, Jacqueline B. Mars, The Andrew W. Mellon Foundation, Friedrika Merck, Fund for Nonprofit, News at The Miami Foundation, Howard & Abby Milstein Foundation, Gordon and Betty Moore Foundation, National Endowment for the Arts, National Science Foundation, John and Wendy Neu Family Foundation, David and Lucile Packard Foundation, Park Foundation, PEW Charitable Trusts, Public Welfare Foundation, Jay and Sharon Rockefeller, Roger and Victoria Sant Trust, Tom and Laurie Saylak, Science Education Partnership Award (SEPA) – National Institutes of Health, Skoll Foundation, Alfred P. Sloan Foundation, George and Camilla Smith, Sunrise Foundation, Target Foundation, Laurie M. Tisch Illumination Fund, Koo and Patricia Yuen</p>	Federally funded through Corporation for Public Broadcasting and donors	TV/Digital	2.7 million people watch the program each night, and 8 million individuals watch in the course of a week, according to Nielsen ratings at the program's website,	81,000,000

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Digital First Media/ Alden Global Capital (56 Dailies see in tab below)	<p>Alden Global Capital owns all of Digital First. It was founded in 2007 by Randall D. Smith. Starting in 2009, Smith began quietly buying up newspaper chains around the U.S. Alden's managing President is Heath Freeman.</p> <p>Smith, according to a New York Times profile published more than two decades ago, abhors publicity and avoids cameras. His brother, Russ, founded the Baltimore and Washington, D.C. alt-weekly City Papers, selling the companies for \$4 million before founding the New York Press in 1989. Today, Alden's Digital First owns about 200 publications, including The Mercury News in San Jose, California, the Los Angeles Daily News and the Boston Herald. MNG Enterprises, Inc., doing business as Digital First Media and MediaNews Group, is a Denver, Colorado-based newspaper publisher owned by Alden Global Capital. Past investors in Alden have included the Knight Foundation (a nonprofit that, ironically, funds sustainable journalism projects), pension funds for employees of Coca-Cola, Citigroup and CalPERS (the California public employees' retirement fund), as well as some nonprofit foundations and Swiss financial institutions.</p>	Private Hedge Fund	Print Daily/Digital	2.7M daily circulation	81,000,000
Weather Channel	<p>The Weather Channel is an American pay television channel owned by the Weather Group, LLC, a subsidiary of the Allen Media Group. Byron Allen bought the Weather Channel for \$300 million in 2018 from Comcast, Blackstone and Bain Capital. Allen considers his stewardship of the Weather Channel a live-saving endeavor.</p>	Publicly Traded	Digital and Cable	The Weather Channel reaches 80M US households.	80,000,000
Tribune (Chicago Tribune and 10 other dailies see in tab below)	<p>Alden Global Capital owns 32% vying for more. Stewart Bainum, Chairman of Choice Hotels is now making a bid with Swiss billionaire Hansjorg Wyss. Patrick and Michele Soon Shiong who owns the LA Times owns 24% of Tribune.</p>	Publicly Traded	Print Daily/Digital	2.5M daily circulation in eight states	75,000,000
Sinclair Local Television News (246 Local Cable TV)	<p>The Smith Family controls Sinclair.</p> <p>David Smith, whose father founded the company in the Nixon era, recently ended his 28-year reign as CEO, and along with his brothers maintains what an industry publication called "iron-clad control" of the billion-dollar media empire as well as the company's majority financial interest. Sinclair controls 72% of US household local TV. David Smith, Frederick Smith and Christopher Ripley have the most control along with 3 largest shareholders: HG Vora Capital Management LLC 6.69%, Conifer Management, LLC, 5.62%, Vanguard Group Inc 5.56%, BlackRock Inc 4.54%. Pitchbook and https://www.newyorker.com/magazine/2018/10/22/the-growth-of-sinclair-conservative-media-empire.</p>	Publicly Traded	TV/digital site	Owns 246 owned or operated stations in 100 markets. They have on average 2.5M Prime Time Viewers. https://www.newyorker.com/magazine/2018/10/22/the-growth-of-sinclair-conservative-media-empire	75,000,000
Morning Brew	<p>In 2020, Business Insider paid about 75 million dollars for a majority stake in Morning Brew.</p> <p>Alex Lieberman and co-founder Austin Rief have built Morning Brew from a dorm-room project to a \$75 million media company in less than six years, becoming one of the go-to sources for millennials seeking business news.</p>	Private For Profit	Digital only	2.5 million daily subscribers.	75,000,000

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Univision	<p>Wade Davis and Searchlight Capital Partners. Mexican media company Grupo Televisa retains a 36% stake.</p> <p>According to the WSJ, in 2020, "Univision Communications Inc. agreed to sell a majority stake to a bidding group that includes former Viacom finance chief Wade Davis and private-equity firm Searchlight Capital Partners, ending a long period of uncertainty over the fate of the Spanish-language broadcaster.</p> <p>The bidding group paid about \$526 million for the 64% stake in Univision, implying an equity valuation of about \$821 million, according to people familiar with the matter. Searchlight was founded in 2010 by Erol Uzumeri, Oliver Haarmann and Eric Zinterhofer. The firm has invested in Spanish-language media such as Hemisphere Media and Liberty Latin America, a telecommunications company with operations in Chile and Puerto Rico that is affiliated with media mogul John Malone."</p>	Publicly Traded	Digital and Broadcast	Number 1 Spanish language network, 1.3M approximate viewers (2020, self-reported). Prime Time audience has continued around 1.2M , with 72M on average monthly uniques (SimilarWeb 2021).	72,000,000
Buzzfeed/Huffpost	<p>BuzzFeed acquired HuffPost from Verizon, reuniting CEO Jonah Peretti with website he co-founded. BuzzFeed. Verizon Media now has a minority stake in BuzzFeed as a result of the tie-up.</p> <p>Buzzfeed is fueled by venture capital, originally 50M from Andreessen Horowitz. Comcast Corp.'s NBCUniversal invested \$400 million in the company, valuing it at \$1.7 billion in a 2016 funding round. But growth has slowed considerably in recent years. In 2017, the company began missing its revenue targets. Losses exceeded \$50 million in several recent years. https://www.wsj.com/articles/buzzfeed-to-acquire-huffpost-in-stock-deal-with-verizon-media-11605808800</p>	Private For Profit - Venture Owned	Digital only	Buzzfeed: 64 million unique visitors in February 2020 (self-reported). WashPost via Comscore reports Feb. 2021 uniques 63.6M.	63,600,000
Weather Network	<p>Owned by Canadian Pelmorex, the Weather Network is a Canadian English-language weather information specialty channel.</p> <p>It delivers weather information on television, digital platforms and TV apps. Currently, The Weather Network is available in Canada, the U.S. and the UK. Founded in 1989, "Pelmorex" is a portmanteau derived from the name of the company's chairman and controlling shareholder, Pierre L. Morissette. Pelmorex is a market leader in operating multi-platform TV, Web and Mobile services in weather-related information categories under the leading brands The Weather Network, MétéoMédia, el tiempo.es and Clima. It also operates Canada's National Alert Aggregation and Dissemination System, part of Alert Ready.</p>	Private For Profit	Digital and Cable	The company reaches over 60 million users internationally with a focus on North America, Europe and LATAM.	60,000,000

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Gray Television (145 Local Cable TV stations across the U.S.)	<p>Diversified shareholders. Founded in 1946 by James Harrison Gray as Gray Communications Systems. Gray is currently in agreement to buy Quincy Media in Illinois. The company has #1 ranked stations in 77 of its 102 markets and #2 ranked stations in 16 markets. Gray network affiliations are weighted towards NBC and CBS.</p> <p>Top shareholders are Dimensional Fund Advisors LP (7.69%), The Retirement Systems of Alabama (6.83%), Capital Research & Management Co. (5.52%), The Vanguard Group, Inc. (4.73%), Darsana Capital Partners LP (4.66%), ClearBridge Investments LLC (4.58%), CEO Hilton H. Howell (4.39%) Robin Robinson Howell (4.30%)</p>	Publicly Traded	TV/digital site	Operates 145 television stations and leading digital properties in 93 television markets, including the number-one rated television station in 68 markets and the first or second highest rated television station in 87 markets.	60,000,000
Newsweek	<p>Since Newsweek was spun off from Etienne Uzac's International Business Times Media in September 2018, Newsweek has been owned by Jonathan Davis and Dev Pragad.</p> <p>Etienne Uzac co-founded International Business Times, which in 2013 bought Newsweek. In 2017, the company was rebranded as Newsweek Media Group. In 2018, CNN reported that Uzac and his wife, Marion Kim were resigning from Newsweek Media Group. Pragad serves as CEO overseeing all of Newsweek's operations. Davis has no operational role at Newsweek. Davis, is married to the president of Christian College, Olivet University. In 2020, Uzac pleaded guilty to fraud and money laundering charges by the Manhattan district attorney's office and has been accused of deep ties to a shadowy Christian cult, amid many other scandals. The opinion section is brimming with right-wing columnists: Nigel Farage, Newt Gingrich are regulars, as is Alan Dershowitz.</p>	Private For Profit		55M unique monthly views, 100K US print readers (2020, Media Kit)	55,000,000
Wall Street Journal	Rupert Murdoch through Dow Jones through News Corp	Publicly Traded through News Corp but majority share control by Rupert Murdoch	Print Daily/Digital	2 million digital subscribers (2020, Neiman) Washpost reports via Comscore WSJ hit 54.1 M in Feb. 2021.	54,100,000

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US News and World Report	<p>Mortimer Zuckerman, a Canadian American billionaire media proprietor, magazine editor, and investor.</p> <p>He is the co-founder, executive chairman and former CEO of Boston Properties, one of the largest real estate investment trusts in the US, worth an estimated 2.7 billion. Mortimer Zuckerman donates to both Democrats and Republicans with more donations going to Democrats. U.S. News generates revenue through advertising. Founded in 1933, U.S. News is headquartered in Washington, D.C. with advertising, sales and corporate offices in New York and New Jersey and Brian Kelly has been the chief content officer since April 2007. The company is privately owned by Mortimer B. Zuckerman, with Eric Gertler serving as the Executive Chairman, William Holiber as the President & Chief Executive Officer, Kim Castro as the Editor & Chief Content Officer, Neil Maheshwari as Chief Financial Officer and Chief Operating Officer and Brian Kelly as Editorial Director and Executive Vice President. Other titles include: usnews.com, annual guides of the authoritative Best Colleges and Best Hospitals rankings, as well as U.S. News Live with flagship conferences on important national conversations surrounding the Healthcare of Tomorrow and Workforce of Tomorrow.</p>	Private For Profit	Print and Digital	52.46M on average monthly uniques (SimilarWeb 2021).	52,460,000
Advanced Local	<p>Patriarch Donald Newhouse and Newhouse Family.</p> <p>(also owns Conde Nast which owns Vogue, Wired, Vanity Fair, GQ to name a few). Advance Publications is an American media company owned by the descendants of Samuel Irving Newhouse, Sr. A subsidiary, Advance Local, operates 12 local news and information websites affiliated more than 30 newspapers. Its headquarters are at 1 World Trade Center in New York, New York</p>	Private For Profit	Print Daily/Digital	52M monthly uniques on local sites and 11M social media followers for Advance Local	52,000,000
The Hill	<p>Capitol Hill Publishing Corp., a subsidiary of News Communications Inc. The owner, Jimmy Finkelstein is the current CEO of News Communications described as a “Republican and longtime friend who served as a fundraiser for Giuliani’s failed 2008 presidential run.</p> <p>CNN reports, “Finkelstein resides at the nexus of President Trump, Rudy Giuliani, and John Solomon, the now-former executive at The Hill and current Fox News contributor who pushed conspiracy theories about Ukraine into the public conversation.”</p>	Private For Profit	Print and Digital	51.66M on average monthly uniques (SimilarWeb 2021). "print circulation of above 24,000 and is read by opinion leaders, including 100% of Congressional offices, the White House, political pundits, association executives, lobbyists and corporate leaders" (2021, self-reported)	51,660,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
CBS 60 Minutes	<p>Chair is Shari Redstone, daughter of the late Sumner Redstone. The family still has majority voting shareholders of the parent company Viacom CBS Inc.</p> <p>The company's main assets include the Paramount Pictures film and television studio, CBS. Other major owners: The Vanguard Group, Inc.(10.19%), Credit Suisse Securities (USA) (6.25%), BlackRock Fund Advisors, (6.21%), SSGA Funds Management (5.88%).</p>	Publicly Traded	TV/digital site	Averaging 10.3 million per show 2020 season. Marketwatch .	50,000,000
McClatchy (30 major dailies see in tab below)	<p>Chatham Assets Management led by Anthony Melchiorre, a Chicago-area native who has earned a reputation on Wall Street as a tough negotiator.</p> <p>Mr. Melchiorre manages over \$4 billion in assets for clients through various funds, including some listed under a Cayman Islands address, where more favorable tax rates apply. Chatham's media interests are led by two of its partners, Evan Ratner, a longtime Wall Street investor and a former analyst with Goldman Sachs, and Barry Schwartz, who has specialized in debt investments. Prior to buying McClatchy, Chatham Asset Management, acquired two-thirds of Canada's Postmedia, the publisher of The National Post, The Vancouver Sun and several other major Canadian papers, by trading a portion of the money it was owed for the majority ownership stake.</p>	Private Hedge Fund	Print Daily/Digital	1.6M daily circulation, 2.4M Sunday circulation	48,000,000
AP	<p>Founded as an independent news cooperative, whose members are U.S. newspapers and broadcasters.</p> <p>AP announced April 2021 that Google will help fund its expansion of its local news experiment called StoryShare, which helped newsrooms quickly share information around COVID. Currently 130 US newsrooms are using this service. Historically, local US newspapers have reported paying \$1 million for the annual feed. AP reported in 2018, "growing revenue to \$518.4 million in a challenging year for media... finishing our sixth consecutive year debt free." But they have been losing licensing fees from mid-tier newspapers over the past 5 years. Overall revenue was down almost \$100M from 2016. Revenue 2015 to 2016 grew 1 percent to \$604.0 million, up from \$595.7. More than 80% of AP revenue is from licensing fees, 7% is from AP ENS a broadcasting software, 8% came from licensing AP GMS provides global broadcasters with on-the-ground broadcast facilities, producers, reporters and technicians whenever and wherever news breaks, a Google grant funded AP StoryShare, a pilot project aimed at increasing local news coverage and fostering collaboration among our member news organizations in New York state. With support from the Google News Initiative, boost AP's 50-state presence with the addition of 14 statehouse reporters in an unprecedented collaboration with Report for America. https://www.ap.org/about/annual-report/2019/</p>	Non profit cooperative.	Digital only	<p>More than half the world's population sees AP journalism every day. While its own website counts on average 45.67 M unique visitors on average per month (SimilarWeb 2021).</p> <p>The AP Network -248 locations worldwide -9 regional editing hubs -99 countries -Unrivaled 50-state footprint with a reporter in every U.S. state house. -AP News app had 653k downloads in 2019 and 2.2 million users -Over 1 billion page views on the platform -AP's output over: 2,000 stories per day 3,000 photos per day 200 news and sports videos per day 11,000 hours of LIVE video</p> <p>Twitter: 13.7M followers Facebook: 739K followers LinkedIn: 167K followers Instagram: 408K followers YouTube: 1.1M subscribers and nearly 3 billion views. More than half the world's population sees an AP story every day.</p>	45,670,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
The Verge (Vox)	Vox Media, who owns The Verge, is owned by NBCUniversal, General Atlantic, Providence Equity Partners, Comcast Ventures, Daniel Rosensweig, Jeffrey Weiner, Accel.	Private/Private Equity	Digital only	44.40M on average monthly uniques (SimilarWeb 2021).	44,400,000
Lee Enterprises (70 dailies see in tab below)	In January 2020, Warren Buffett's Berkshire Hathaway decided to sell its newspaper business to Lee Enterprises Inc LEE.N for \$140 million in cash. As part of the transaction, Berkshire became Lee's sole lender, refinancing the Davenport, Iowa-based company's existing debt and lending \$576 million at a 9% interest rate. Largest institutional owners include Cannell Capital LLC, Alden Global Capital, Franklin Mutual Advisors, Brent Baird holds about 6.0% of the company stock. CEO Kevin Mowbray is the owner of 1.6% of the company's shares.	Publicly Traded	Print Daily/Digital	1.2 M daily subscriptions and 43 M unique visitors to sites	43,000,000
The Guardian	Guardian Media Group plc (GMG) is a British based mass media company owning various media operations including The Guardian and The Observer. The group is wholly owned by the Scott Trust Limited, which exists to secure the financial and editorial independence of The Guardian in perpetuity. In 2008, it replaced the Scott Trust, which had owned The Guardian since 1936 into a not-for-profit Scott Trust, which has an endowment of £1bn built up over many years through past investments in companies such as AutoTrader. Annette Thomas is chief executive officer of Guardian Media Group, the parent company of The Guardian and The Observer. In her twenty-five-year career, she has overseen some of the leading academic publishing and data analytics companies in the world including CEO of Macmillan Science and Education, where she launched Digital Science and was CEO of Web of Science Group.	Non Profit	Print and digital	107,899 average print circulation per issues (2021, ABC), 53,585 paid print subscribers (2021, ABC), 1M digital subscribers & regular contributors (2020, self-reported), the WashPost via ComScore reported monthly uniques for Feb. 2021 41.5M in the U.S.	41,500,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Reuters	<p>Thomson Reuters, owned by the Thomson Corporation, is controlled by Canada's Thomson family led by David Kenneth Roy Thomson.</p> <p>Reuters News employs around 2,500 journalists and 600 photojournalists in about 200 locations worldwide. Last year, it made \$73 million in pretax profit on \$628 million in revenue. It has an unusual funding structure. In 2018, Blackstone purchased a 55% majority stake in the Financial & Risk (Refinitiv) business to compete against Bloomberg LP. However, as part of the deal, Blackstone agreed to pay Reuters News a minimum of \$325m per year for 30 years, in effect giving the newsroom a nearly \$10 billion endowment. In January, Blackstone sold Refinitiv to the London Stock Exchange Group. Reuters receives at least \$325 million a year for the next 28 years from the entity that operates the British exchange, and nearly 60 percent of the newsroom's costs were funded by the vendor agreement last year, reports NYT.</p> <p>Reuters has also now added a paywall. Longstanding bylaws that govern Reuters make a takeover of the newsroom nearly impossible. A so-called poison pill provision prevents any one entity from owning more than 15 percent of the news operation. Another provision gives the directors of the trust that governs Reuters the power to veto or endorse any takeover.</p>	Publicly Traded	Digital only	Reuters news reported in 2017 that it reaches 1 billion people worldwide through multiple platforms. They have over 750 TV broadcasters in 115 countries, including prominent networks and government-sponsored broadcasters, 1,000 newspaper clients, including 13 of the top 15 newspapers globally, 41 million unique monthly visitors to Reuters.com , 2 million active users of Reuters TV, Hundreds of thousands of professionals using Thomson Reuters premium financial, legal, tax and accounting products.	41,000,000
Telemundo	<p>Comcast owns Telemundo, which includes its Telemundo network, which spans 210 markets through its 16 owned stations and broadcast and cable affiliates, as well as mun2</p>	Publicly Traded	Digital and Broadcast	Passing 10 Million Subscribers, Telemundo Becomes Top US Broadcast Network On YouTube, Regardless Of Language, reports Forbes . Rival Univision has half as many. Through all its YouTube channels, Telemundo has a combined 35 million subscribers across its portfolio. Reaching 94% of U.S. Hispanic TV households in 210 markets through 28 local stations, 51 affiliates and its national feed. Telemundo also owns WKAQ, a television station that serves viewers in Puerto Rico.	35,000,000
The Atlantic	<p>Laurene Powell Jobs owns The Atlantic through her for-profit corporation, Emerson Collective.</p>	Private For Profit	Print and digital	714,514 circulation averages for six months ending Dec. 2020 (2020 Alliance for Audited Media). In March 2020, the site had a serious bump of 68 million unique users, 136% more than March 2019, according to Digiday. Similar Web reports 34M on average monthly uniques (SimilarWeb 2021).	34,000,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
The Daily Beast	<p>The Daily Beast is owned by Barry Diller's Internet media company IAC/InteractiveCorp and has received most of its funding from the company.</p> <p>The Daily Beast began without advertising and has gradually introduced ads since early 2009, founded in 2008 by former Vanity Fair and New Yorker editor Tina Brown that primarily aggregates content from across the web.</p>	Publicly Traded	Digital Only	33.83M on average monthly uniques (SimilarWeb 2021).	33,830,000
Financial Times	<p>Japanese financial news giant Nikkei.</p> <p>Based in London, England, the paper has its core editorial offices across Britain, the United States, and continental Europe. In July 2015, Pearson sold the publication to Nikkei for £844 million (US\$1.32 billion) after owning it since 1957.</p>	Private employee-owned, Japan's largest media company.	Print and digital	1.1M subscribers https://www.ft.com/content/2e75b409-1a58-4d9e-b96f-25843810f5ff and 32.95 M on average monthly uniques (SimilarWeb 2021).	32,950,000
Epoch Times	<p>Founded in 2000 by John Tang, an Atlanta-based follower of the Chinese spiritual movement Falun Gong, Epoch Times is funded by Falun Gong, a religious group that has been called a doomsday cult.</p> <p>The Epoch Times in the US is a pro-Trump, nonprofit news outlet owned by members of Falun Gong, a religious group started by a fervently anti-communist Chinese, now American, Li Hongzhi who is its spiritual leader that "believes in a coming judgment day that will send communists to hell and says Trump is helping accelerate that timeline," a recent NBC News investigation found. Epoch Times spent around \$11 million on pro-Trump Facebook ads before being banned from buying Facebook ads that spread conspiracy theories is barred by Facebook after trying to conceal its tracks. Epoch Media Group and Falun Gong's outreach work are done together with Shen Yun, a dance group known for its ubiquitous advertising and unusual performances. Its leaders opposed homosexuality, feminism and popular music, and claimed to be a god who can float and walk on the wall. https://www.nytimes.com/2020/10/24/technology/epoch-times-influence-falun-gong.html.</p>	Non Profit	Digital and Print	Epoch Times sells subscriptions in dozens of countries and makes some content available free on its website. Massive mailings have been reportedly delivered to households across the US and Canada, mostly in majority-white rural areas. Much of its growth was fueled by the \$11M it spent on pro-Trump Facebook ads over 2019. Two Canadian Post workers were suspended in 2021 for refusing to deliver the paper in Saskatchewan, Canada. It gets about 5.7 million readers per month in Canada. It occasionally mails out free, unsolicited sample editions through Canada Post as advertising mail. Its affiliated television network, New Tang Dynasty (NTD), with 30 million Facebook followers. Republican A-listers appeared on its YouTube shows, right-wing pundits in its print pages. Its web traffic spiked. The Epoch Times can currently claim the most popular Apple newspaper app in the country (The New York Times is No. 2). The Atlantic wrote "Inside The Epoch Times" which offers more in depth research. 31.36 M on average monthly uniques (SimilarWeb 2021).	31,360,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Newsmax Media	<p>West Palm Beach based Newsmax media was founded in 1998 by Christopher Ruddy, the network's CEO, who is a friend of Mr. Trump's and speaks to him often.</p> <p>He is a member of Mr. Trump's Mar-a-Lago Club in Palm Beach, Fla. Christopher Ruddy founded Newsmax in 1998 with a \$25,000 investment along with Richard Mellon Scaife, who owned the Pittsburgh Tribune-Review, where Ruddy worked as a national correspondent. As of a 2010 report quoting Forbes, "the duo quickly raised \$15 million from 200 private investors and then bought them out in 2000. According to Folio in 2010, Ruddy owned a 60 percent stake with the rest owned by Scaife. In 2014, they launched Newsmax TV.</p>	Private For Profit	Print, Digital and TV	"Greg Kelly Reports," notching 1.06 million viewers on November 2020 per night	30,000,000
Los Angeles Times	Patrick and Michele Soon Shiong	Private For Profit	Print Daily/Digital	360,000 digital subscribers, 2M Sunday print readers, more than 30M unique latimes.com	30,000,000
Graham Media Group	<p>Graham Holdings Company is a diversified American conglomerate holding company that once owned The Washington Post newspaper and Newsweek magazine. Timothy O' Shaughnessy is president and chief executive officer of Graham Holdings. He oversaw investments and acquisitions and the sale of The Washington Post. Andrew Rosen, Charirman and CEO of Kaplan inc. is the EVP of Graham Holdings. Today, Graham Holdings owns Slate and Foreign Policy Magazine and Graham Media Group.</p> <p>Graham Media Group owns 6 local televisions stations and Social News Desk, headquartered in Atlanta, that provides its 2500+ worldwide newsroom-customers with a single dashboard to publish, measure, curate and monetize local news content on social platforms. Headquartered in Arlington County, Virginia, and incorporated in Delaware. Donald Graham owns 11% with Blackrock and The Vanguard Group as the other largest shareholders. Graham Media Group is headquartered in Chicago with Emily L. Barr as president.</p>	Publicly Traded	Print and Digital	Graham Media local TV stations reach 6.2% of US households. Slate has 21M monthly uniques and Foreign Policy counts 1.2M.	30,000,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
American Journalism Project	<p>Run by VC and Texas Tribune founder John Thornton and giving out over \$50M to digital-only nonprofits with Facebook Journalism Project funding along with:</p> <p>\$1.5 million grant from the Boston-based Abrams Foundation \$500,000 grant from the New York-based Horace W. Goldsmith Foundation, Knight Foundation, Arnold Ventures, Emerson Collective (Laurene Powell Jobs), Craig Newmark Philanthropies, Pierre Omidyar's Democracy Fund, Christopher Buck and Dr. Hara Schwartz, Lumina Foundation, Erin and John Thornton. Thornton calls these new digital media outlets, Community News Organizations (CNO). Our "support is designed for nonprofit news organizations with ambitious plans to grow their revenue and programs that support informed communities, plus targeted early stage investments in leaders and communities that present a unique opportunity to change the local news landscape where they operate." It's CNOs include The Beacon in Kansas City, MO, Centro de Periodismo Investigativo in San Juan, PR, City Bureau in Chicago, IL, Cityside in Oakland, CA and more.</p>	Non Profit	Digital only	They donate to digital news startups as a portfolio so not really a news site onto itself. "We don't track audience across the portfolio. If it's helpful, the total population served is 29M (the people who benefit from the journalism of our grantees because they live in those communities)." - Patty Slutsky, Chief Development Officer via email	29,000,000
Frontline PBS	<p>Corporation for Public Broadcasting. Top Donors: Corporation for Public Broadcasting, John D. and Catherine T. MacArthur Foundation, Ford Foundation, Abrams Foundation, Park Foundation, The John and Helen Gleesner Family Trust, Heising-Simons Foundation, and the FRONTLINE Journalism Fund with major support from Jon and Jo Ann Hagler on behalf of the Jon L. Hagler Foundation. Additional support for the FRONTLINE Journalism Fund is provided by: The Arches Foundation, Joseph Azrack and Abigail Congdon, Millicent and Eugene Bell Foundation, the Clinton Family Fund, Laura DeBonis and Scott Nathan, John Duff, Gene S. Fisch, the Edith M. Greenwood Trust, the Ralph & Marsha Guggenheim Family Foundation, Gale R. Guild, Thomas and Karen Hamilton, Thomas P. Jalkut, Chris and Lisa Kaneb, Ruggles Family Foundation, Tom Stair and Lucy Caldwell-Stair, Corey David Sauer, and Koo and Patricia Yuen through the Yuen Foundation.</p>	Federally funded through Corporation for Public Broadcasting and donors	TV/Digital	870,000 average prime time viewers. https://www.documentarytelevision.com/public-television/the-pbs-series-ranker-for-eleven-strands-average-audience-and-trends-2015-2018/	26,100,000
Politico	<p>Launched in 2007, Politico was entirely funded by Robert Allbritton, an investor and Beltway media scion and Allen was the first reporter hired by Politico's founding editors, John F. Harris and Jim VandeHei.</p> <p>Politico was part of a new wave of digital media brands—The Huffington Post, BuzzFeed, Business Insider, Vice, an early iteration of Vox Media. In 2015, the company endured a dramatic split with a coterie of top personnel, including Jim VandeHei, Mike Allen, and Roy Schwartz, who would go on to create a highly influential competing news start-up, Axios.</p>	Private Equity	Digital only	26M unique visitor visits per month (2021, self-reported)	26,000,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Houston Chronicle	Owned by Hearst Communications which	Private For Profit	Print Daily/Digital	825,000 daily readers, 1.4M Sunday readership, 95 million website page views (2019, Hearst Communications), 25.2M on average monthly uniques (SimilarWeb 2021).	25,200,000
Time	Marc and Lynne Benioff. Marc Benioff is the founder of Salesforce who now owns Slack.	Private For Profit	Print and digital	24.71M monthly uniques on average according to SimilarWeb 2021.	24,710,000
The Washington Examiner (absorbed the Weekly Standard)	<p>It is owned by MediaDC, a subsidiary of Clarity Media Group, which is owned by Philip Anschutz who owns The Anschutz Entertainment Group (AEG). AEG is an American worldwide sporting and music entertainment presenter and a subsidiary of The Anschutz Corporation. It is the world's largest owner of sports teams and sports events. Under the AEG Presents brand, it is the world's second largest presenter of live music and entertainment events after Live Nation.</p> <p>The Washington Examiner is an American conservative news website and weekly magazine based in Washington, D.C. Famously reclusive, Philip Anschutz who also owns the Washington Examiner and AEG entertainment — he has given only two interviews in the past 30 years — the 69-year-old has never discussed how he ended up owning two money-losing publications or what he wants to do with them, but his intentions seem clear. Anschutz's company is privately held, and longtime aide Jim Monaghan declined to comment on whether the newspapers are profitable and if there is a business plan in place for that to happen.</p> <p>Founded in 1995, the Standard, which he absorbed into the Examiner, provided its first owner, Rupert Murdoch, with a Washington platform that bashed the White House during the Clinton years and enjoyed a privileged position during the presidency of George W. Bush, when it became one of the most aggressive champions of the war in Iraq. Anschutz acquired it last spring, reportedly for the bargain price of \$1 million.</p>	Private For Profit	Former newspaper and now magazine and digital site	22 Million Monthly Unique Visitors, 90K print readers (2021, Media Kit), 12.10M on average monthly uniques (SimilarWeb 2021).	22,000,000
Rolling Stone	<p>Jay Penske, heir to the Penske Truck Leasing Company, bought Rolling Stone and recently became 50% owner in SXSW event business.</p> <p>"Quietly established himself as a major media player by acquiring flagging print titles and painstakingly resuscitating them. In 2012, Penske Media Corporation bought Variety. Two years later, W.W.D. Most recently, at the end of last year, the company snatched up Peter Brant's art-world publishing empire. In December 2017, Penske bought up Jann Wenner's remaining stake in Rolling Stone, his biggest trophy. Now, Penske has gone in for the rest."</p>	Private For Profit	Print, digital and events	21.36M on average monthly uniques (SimilarWeb 2021)., 4K print subscribers, 9.5K digital subscribers, 50K circulation (2018, Media Kit)	21,360,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Slate	<p>Graham Holdings Company owns Slate.</p> <p>This American conglomerate holding company once owned The Washington Post newspaper and Newsweek magazine. Headquartered in Arlington County, Virginia, and incorporated in Delaware, Donald Graham owns 11% with Blackrock and The Vanguard Group as the other largest shareholders. Graham Media Group is headquartered in Chicago with Emily L. Barr as president. Graham Media Group seven local TV stations in Texas, Florida and other markets.</p>	Publicly Traded	Digital	20.66M website a month (2021, SimilarWeb), 60,000 paying members of Slate Plus (2020, NiemanLab)	20,660,000
Drudge Report	<p>The Drudge Report is a U.S. based news aggregation website founded by Matt Drudge, and run with the help of Charles Hurt and Daniel Halper.</p> <p>In his 25-year career, Mr. Drudge has proved himself an expert aggregator, a digital journalist who links to articles plucked from the web. And he has done it with style, packaging his links with tabloid-poetry headlines that make readers click. He originally charged newsletter subscribers \$10/month. In 2019, Drudge left its advertising rep of 20 years, Intermarkets, and "in favor of the nascent Granite Cubed, according to NY Post and BuzzFeed News, which said the fledgling company is owned by Margaret Otto, whose family has an association with the Drudge family going back years."</p>	Privately owned limited liability company called Digital, LLC	Digital Only	According to Lysiak , the site drew in a billion page views a month in its heyday but more recently has been pulling in 20 million views. TheRighting told The NY Post that the Drudge Report had 1,291,000 unique visitors in September, according to data supplied by comScore, down from 2,340,000 in the same month a year ago. While SimilarWeb is showing 44M monthly uniques in March 2021.	20,000,000
Daily Wire	<p>Wholly-owned by Bentley Ventures, LLC (formerly Forward Publishing, LLC) which is itself owned by Jeremy Boreing, Ben Shapiro, Caleb Robinson, and Farris Wilks.</p> <p>In 2020, the company is profitable and grossed \$65 million in revenue. Shapiro is now moving into entertainment. Caleb Robinson and Ben Shapiro launched The Daily Wire in 2015 with an initial investment by Farris Wilks. As of July 2020, Shapiro npr Boreing claim they have ever met Dan Wilks or received any money from Wilks Brothers, LLC. The company says it reached self-funding in month 14 and has powered its own growth from revenue since that time.</p>	Private For Profit	Digital Only	19.91M on average monthly uniques (SimilarWeb 2021).	19,910,000
Dallas Morning News	<p>Robert W. Decherd has majority control of the A. H. Belo Corporation, is Texas' oldest continually operating company.</p> <p>In February 2020, Robert W. Decherd, the Company's chairman, president and Chief Executive Officer, has acquired 125,844 shares of the Company's Series B stock and 2,000 shares of Series A stock in private transactions with members of the Moroney family. With these purchases, Decherd and The Decherd Foundation own 91.6 percent of the Company's Series B shares and his total voting power is approximately 52.6 percent.</p>	Publicly traded	Print Daily/Digital	46,723 digital subscribers (September 2020, source Dallas Morning News) 19.86M on average monthly uniques (2021, source SimilarWeb)	19,860,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Wired	Patriarch Donald Newhouse and Newhouse Family owns Conde Nast (which owns <i>The New Yorker</i> , <i>Vogue</i> , <i>Wired</i> , <i>Vanity Fair</i> , <i>GQ</i> , to name a few). It also owns Reddit and Advance Local.	Publicly Traded	Print and Digital	1M see Preserving America's Thought Leader Magazines , Heidi Legg . Total paid and verified circulation in the past six months ending 12/31/20: 892,887 according to the Alliance for Audited Media . SimilarWeb reports on average monthly unique visits of 18.36M.	18,360,000
National Geographic	National Geographic Partners, LLC is a joint venture between The Walt Disney Company and the namesake non-profit scientific organization National Geographic Society. The company oversees all commercial activities related to the Society, including magazine publications and television channels	Joint NonProfit/For Profit	Print and digital	17.16M on average monthly uniques (SimilarWeb 2021), 500,000 national circulation (2019, media kit) Total paid and verified circulation in the past six months ending 12/31/20: 2,040,072 according to the Alliance for Audited Media .	17,160,000
The New Yorker	Patriarch Donald Newhouse and Newhouse Family own Conde Nast (which owns <i>The New Yorker</i> , <i>Vogue</i> , <i>Wired</i> , <i>Vanity Fair</i> , <i>GQ</i> to name a few). It also owns Reddit and Advance Local.	Private For Profit	Print and digital	5.3M monthly print readers, 17.6M average monthly digital unique views (2021, MediaKit), 16.51M on average monthly uniques (SimilarWeb 2021). Total paid and verified circulation in the past six months ending 12/31/20: 1,259,074 according to the Alliance for Audited Media .	16,500,000
Vanity Fair	Patriarch Donald Newhouse and Newhouse Family own Conde Nast (which owns <i>The New Yorker</i> , <i>Vogue</i> , <i>Wired</i> , <i>Vanity Fair</i> , <i>GQ</i> , to name a few). It also owns Reddit and Advance Local.	Publicly Traded	Print and digital	7.5M Monthly Readers (2021, Conde Nast), 14.74M on average monthly uniques (SimilarWeb 2021).	14,740,000
Townhall Media	Previously published by the Heritage Foundation, it is now owned and operated by Salem Communications. Townhall Media is a conservative media company including HotAir.com, Townhall.com, PJMedia.com, BearingArms.com, RedState.com, Twitchy.com, and Townhall Finance. THM is a Salem Media Group company run by Jonathan Garthwaite, Vice President and General Manager. Salem Media Group, Inc. is an American radio broadcaster, Internet content provider, and magazine and book publisher based in Camarillo, California, targeting audiences interested in Christian values and what it describes as "family-themed content and conservative values." Stuart W. Epperson is co-founder and chairman of Salem Communications, and a member of the conservative Council for National Policy. In 1984 and 1986, Epperson was the Republican nominee for the fifth Congressional district of North Carolina.	Publicly traded on the NASDAQ.	Digital, radio, print	Salem owns and operates 99 radio stations, with 56 stations in the nation's top 25 top markets – and 28 stations in the top 10 markets. Through its rapidly-growing network of Christian and conservative opinion websites—driving over 200 million monthly page views. Townhall.com has traffic of 14.33M unique visitors per month according to SimilarWeb.	14,330,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
TechCrunch	<p>Verizon Media.</p> <p>TechCrunch was founded in June 2005 by Archimedes Ventures, led by partners Michael Arrington and Keith Teare. In 2010, AOL acquired the company for approximately \$25 million. Then Verizon Media acquired Yahoo and AOL and their brands, including TechCrunch, in 2017 for \$4.48 billion. Hans Vestberg (Chairman, CEO). The Vanguard Group, Inc. is currently the largest shareholder, with 8.1% of shares outstanding. Verizon announced in early 2021, it will put all of its media properties (Yahoo Finance, Yahoo Fantasy) whereas TechCrunch, AutoBlog and Engadget have not been renamed or rebranded yet. Since the acquisition of AOL and Yahoo by Verizon, the site has been owned by Verizon Media.</p>	Private For Profit		14.09M on average monthly uniques (SimilarWeb 2021).	14,090,000
New York Magazine	<p>Vox Media is owned by NBCUniversal, General Atlantic, Providence Equity Partners, Comcast Ventures, Daniel Rosensweig, Jeffrey Weiner, Accel.</p> <p>Vox Media bought New York Magazine and New York Media, home of the websites The Cut (style, culture), Grub Street (food), Intelligencer (politics), The Strategist (shopping) and Vulture (pop culture).</p>	Private/Private Equity For Profit	Print and digital	325K print circulation, 13.7M monthly unique visitors digital audience (2021, MediaKit). Total paid and verified circulation in the past six months ending 12/31/20: 212,419 according to the Alliance for Audited Media.	13,700,000
Inc.	<p>Inc. is owned by Mansueto Ventures. Joe Mansueto, CEO of Morningstar, bought Fast Company and Inc in 2005 because he loves both brands and relied on them to build his own company, Morningstar. He is also owner of Major League Soccer club Chicago Fire FC.</p>	Private For Profit	Digital and Print	13.64M on average monthly uniques (SimilarWeb 2021).	13,640,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Blaze Media	<p>Mark Levin's CRTV and Glenn Beck's The Blaze have merged to form a right-wing media and opinion giant.</p> <p>The CEO is Tyler Cardon and the president is Gaston Mooney. Based in Irving, Texas, where it has studios and offices, as well as in Washington, D.C. Blaze Media — which was created as a result of the 2018 merger between The Blaze, a pay-TV network founded by Glenn Beck, and CRTV, an online subscription network that owns Conservative Review — now has 450,000 paid subscribers to BlazeTV, paying on average \$102 a year. Axios reports.</p>	Private For Profit	BlazeTV, the OTT channel, is the cornerstone of the business. But the company also runs a sizable podcast platform, the Blaze Podcast Network, which caters to personalities that already have massive radio and social media followings, like Mark Levin and Glenn Beck, Dave Rubin, and Phil and Jase Robertson from "Duck Dynasty." The company also has a 24/7 digital TV channel called Live, which is available to BlazeTV subscribers and is also available on Viacom CBS' free streaming channel Pluto TV.. Its digital linear radio stream, Blaze Radio, is available on its website and on the iHeartRadio app.	450,000 paid subscribers and claim to reach 175M Americans but Similarweb shows 13.3M unique visitors per month in April 2021.	13,300,000
Minneapolis Star Tribune	<p>Glen Taylor, former GOP Senator, self-made printing entrepreneur with an estimated net worth of \$1.8 billion.</p> <p>Taylor is also the majority owner of the NBA's Minnesota Timberwolves; WNBA team, the Lynx; and the United FC soccer team. https://www.forbes.com/profile/glen-taylor/?sh=3dd16a5b719b</p>	Private For Profit	Print Daily/Digital	100,000 digital and over 260,000 Sunday print subscribers. 13.3 on average monthly uniques (SimilarWeb 2021).	13,300,000
Science Magazine	<p>Science was founded in 1880 with seed money from Thomas Edison. The nonprofit AAAS serves 10 million people through primary memberships and affiliations with some 262 scientific societies and academies.</p> <p>Today, Science continues to publish the very best in research across the sciences, with articles that consistently rank among the most cited in the world. The Science family of journals is published by the American Association for the Advancement of Science (AAAS), the world's oldest and largest general science organization.</p>	Non Profit	Print and Digital	12.22M on average monthly uniques (SimilarWeb 2021).	12,220,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Mashable	<p>Owned by Ziff Davis, acquired by cloud computing services company J2 Global of Hollywood, California, U.S.A. for \$167 million cash in 2012.</p> <p>J2 Global also owns IGN, Humble Bundle, Speedtest, PCMag, RetailMeNot, Offers.com, Spiceworks, Everyday Health, BabyCenter and What To Expect in its Digital Media business and eFax, eVoice, iContact, Campaigner, VIPRE, and IPvanish in its Cloud Services business. J2 Global reaches over 240 million people per month across its brands.</p>	Publicly traded	Digital	12.01M on average monthly uniques (SimilarWeb 2021), 45M monthly unique visitors (2021, self-reported)	12,010,000
Fortune	<p>Fortune Media Group Holdings, owned by Thai businessman Chatchaval Jiaravanon. The publication was founded by Henry Luce in 1929.</p>	For Profit	Print and digital	12M global digital unique visits (excluding China--13.6M including China) (2021, Self-reported) 3.6 M global print audience (2020, self-reported), 6.25M website visits within last 6 months (2021, SimilarWeb). Total paid and verified circulation in the past six months ending 12/31/20: 702,979 according to the Alliance for Audited Media.	12,000,000
The Economist US	<p>The Economist Newspaper Limited, the parent company of The Economist Group, is a private company and none of its shares are listed. EXOR SA (Company began when Giovanni Agnelli founded Fabbrica Italiana Automobili Torino, or FIAT.) owns 43.4% of its shares with the rest owned by a group of independent shareholders, including many members of the staff.</p> <p>The editor's independence is guaranteed by the existence of a board of trustees; it formally appoints the editor, who can only be removed with its permission. It is private and none of the shares are listed. Its Articles of Association also state that no individual or company can own or control more than 50% of its total share capital, and that no single shareholder may exercise more than 20% of voting rights exercised at a General Meeting of the company. The "A" special shares are held by individual shareholders including the Cadbury, Layton, Rothschild, Schroder and other family interests as well as a number of staff and former staff.</p> <p>The "B" special shares are all held by Exor which holds 43.4% of the total share capital of the company excluding the trust shares. Exor purchased the majority of its shareholding from Pearson plc in October 2015.</p>	Private For Profit	Print and digital	For most of its existence The Economist has been content with a small circulation. When Bagehot gave up as editor, it stood at 3,700, and by 1920 had climbed to only 6,000. After the second world war, it rose rapidly, but from a base of barely 18,000, and when Crowther left it stood at only 55,000, not reaching 100,000 until 1970. Today circulation is over 1.4M, more than four-fifths of it outside Britain. The American circulation accounts for over half of the total. On average, there are 11.79 M unique visitors monthly to its site (SimilarWeb 2021).	11,790,000
Seattle Times	<p>Fourth generation at the helm, Frank Blethen.</p> <p>The Seattle Times is an anomaly. It is one of about five (among the top 50 metro dailies) to be locally owned and family-run, a pattern that used to be the norm in America. Once-mighty McClatchy chain of newspapers, has a 49.5% owner of The Seattle Times is now owned by the hedge fund Chatham Asset Management in NJ.</p>	Private For Profit	Print Daily/Digital	566,900 daily readers, 717,700 Sunday readers, 32M monthly visits (self-reported), 11.19M on average monthly uniques (SimilarWeb 2021).	11,190,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Scientific American	Scientific American is published by academic publisher, Springer Nature. Springer Nature is home to other trusted brands including Springer, Nature Research, BMC and Palgrave Macmillan. The main shareholders of Springer Nature are Holtzbrinck Publishing Group and BC Partners. Holtzbrinck, a family-owned company based in Stuttgart, holds a majority share of 53 per cent.	Private For Profit	Digital, Print, Podcast	10.38M on average monthly uniques (SimilarWeb 2021), 300K print rate base (2021, Media Kit). Total paid and verified circulation in the past six months ending 12/31/20: 274,000 according to the Alliance for Audited Media.	10,380,000
Harvard Business Review	Harvard Business Review (HBR) is a general management magazine published by Harvard Business Publishing, a wholly owned subsidiary of Harvard University. HBR is published six times a year and is headquartered in Brighton, Massachusetts.	Non Profit	Digital and Print	340,000 paid circulation (2019, self-reported), 10.03M on average monthly uniques (SimilarWeb 2021) and 330,094 circulation averages for six months ending Dec. 2020 (Alliance for Audited Media)	10,030,000
Heavy	Known for its signature news format, "5 Fast Facts You Need to Know, Heavy.com was founded by media entrepreneurs Simon Assaad and David Carson in 1999, at the height of the dot-com boom as a video-focused entertainment site aimed primarily at young men. It quietly rebooted in 2012 as a news site, and by mid-2014 it was reaching 4 million readers a month. It has more than doubled in size since then. in 1999 as a video-focused entertainment destination. Heavy rebooted in 2012 as a real-time reporting platform for the most sought-after news and information, and now generates millions of visitors per month. Heavy claims to be an independent media organization unaffiliated with any strategic or financial partner. The site is owned by Heavy Inc., which also owns the Spanish-language news site Ahoramismo.com. Over the past decade Heavy has experienced exponential reader growth and sustained profitability. Heavy's writers and editors may do some reporting of their own, but mostly they aggregate information from other sources	Private For Profit	Digital only	10M visitors a month	10,000,000
Axios	James VandeHei and Mike Allen are co-founder of Axios. Investors include Glade Brook Capital Partners, e.ventures, Gregory Penner, NBC Universal, WindrCo, David Bradley, Emerson Collective, Greycroft, Lerer Hippeau (Lerer Hippeau Ventures previously invested in both BuzzFeed and HuffPost). Three biggest advertisers: Koch Industries, Wells Fargo, Comcast, Facebook now funding local launch. Vanderhei is CEO of Axios and the former executive editor and co-founder of Politico. Allen is executive editor of Axios and former chief political reporter for Politico.	Private/Hedge Funds and Media Holdings	Digital only	10M monthly uniques and 1.9M newsletter subscribers	10,000,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Smithsonian Magazine	<p>The Smithsonian Institution is a trust instrumentality of the United States, lawfully created by Congress in 1846, to exercise the authority of the United States in carrying out the responsibilities Congress undertook when it accepted the bequest of James Smithson.</p> <p>His goal was "to found at Washington, under the name of the Smithsonian Institution, an establishment for the increase and diffusion of knowledge among men." Congress delegated the authority and responsibilities of the United States to the Smithsonian Board of Regents, initially comprised of fifteen members. The Board of Regents now has seventeen members: the Chief Justice, the Vice President, three members of the Senate, three members of the House of Representatives, and nine citizen members appointed by Joint Resolution of Congress. The Smithsonian has two sources of funding - federal appropriations and income generated from gifts, revenue-generating activities, and investments (referred to as Smithsonian "trust funds"). The Smithsonian also has two different categories of employees, "federal" and "trust," as determined by the source of funds used to pay an employee's salary. However, the Smithsonian is one legal entity.</p> <p>Smithson was an English chemist and mineralogist. He published numerous scientific papers for the Royal Society during the late 1700s as well as assisting in the development of calamine, which would eventually be renamed after him as "smithsonite". Smithson and his half brother Henry Louis Dickinson inherited a considerable estate from their mother's family. He left \$508,318 to the people of the United States to found such an institution.</p>	Non Profit Trust	Print and Digital	9.87M on average monthly uniques (SimilarWeb 2021), 6M print (2021, Media Kit). 1,588,256 print circulation (2020. Alliance for Audited Media).	9,870,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Five Thirty Eight	<p>Now owned by Disney, 538 covers opinion poll analysis, politics, economics, sports blog. It was created by Nate Silver in 2008 and now run under the subsidiary, Walt Disney Direct-to-Consumer & International (The Walt Disney Company). Disney also owns ABC, listed above. Robert (Bob) A. Iger is Chairman of Disney and former CEO of ABC and a majority shareholder.</p> <p>The largest shareholder is the Laurene Powell Jobs Trust, which holds stock that she inherited from her husband Steve Jobs. Steve Jobs received the Disney stock when they acquired Pixar. Majority voting shareholders are Robert A. Iger, Christine McCarthy, Disney Senior Executive Vice President and CFO; Alan Braverman, Disney Senior Executive Vice President, General Counsel. ABC News is a branch of ABC, which is a branch of Walt Disney Television, which is a branch of Disney Media Networks, which is part of The Walt Disney Company. The Walt Disney Company who also own ESPN, ABC, Lifetime, History, A&E, and FX, Marvel Studios and Lucasfilm. The Vanguard Group, Inc. (7.66%), BlackRock Fund Advisors (4.36%) and SSgA Funds Management, Inc. (4.11%).</p>	Publicly Traded	Digital Only	9.69M on average monthly uniques (SimilarWeb 2021).	9,690,000
One America News Network (OANN)	<p>Founded in 2013, OANN is a far-right cable channel founded by Robert Herring Sr. and owned by Herring Networks, Inc. Herring Sr. made his fortune in broadcast and printing circuit boards.</p> <p>In 2000, he sold the family's business, Herco Technology, for \$122 million. He retired and met a woman in Russia who became his third wife. An insomniac, Herring spent much of his nights watching TV. After a while, he decided to dive into the business himself. In 2004, he launched Wealth TV, a cable channel now known as AWE (A Wealth of Entertainment), featuring shows such as "Dream Cruises," "Private Islands" and "Marijuana Miracle Cure." Charles Herring called Wealth TV "a vicarious living channel," and the bulk of its fare focuses on luxury travel. But Robert Herring also used his channel as something of a soapbox. Charles Herring, OAN's president and Robert Herring's son, says that the network's news shows are unbiased. However, in December 2019, OAN ran a three-hour special in which Rion and Rudy Giuliani collaborated to "debunk the impeachment hoax." (Russian state television later rebroadcast part of the special.)</p>	Private For Profit	TV and digital	8.97M on average monthly uniques (SimilarWeb 2021). However, they have self reported that "it is impossible to speak precisely about ratings since it does not subscribe to Nielsen Media research" (2021, reported in the Baltimore Sun)	8,970,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Philadelphia Inquirer	<p>Lenfest Institute was created by the late cable mogul, Gerry Lenfest in 2016. "Lenfest gifted to the Institute an initial endowment of \$20 million, which has since been supplemented by other donors, for investment in innovative news initiatives, new technology, and new models for sustainable journalism. Lenfest also gifted his ownership of The Philadelphia Inquirer to the Institute."</p> <p>Lenfest left more than \$40 million to the Institute and newspaper to shepherd the newspaper and future of local journalism. Lenfest Institute has now accepted more funds from Facebook, Knight Foundation and others.</p>	Non Profit	Print Daily/Digital	193,497 daily readers, 265,181 Sunday (2020, source Alliance for Audited Media), 32,000 110,000 print subscribers, digital subscribers (2019, niemanlab.org). SimilarWeb reports 8.76 M for monthly uniques in 2021.	8,760,000
The Cut	<p>Owned by Vox who bought New York Magazine. Vox Media is owned by NBCUniversal, General Atlantic, Providence Equity Partners, Comcast Ventures, Daniel Rosensweig, Jeffrey Weiner, Accel.</p>	Private/Private Equity	Digital only	8.51M on average monthly uniques (SimilarWeb 2021).	8,510,000
Fast Company	<p>Fast Company is owned by Mansueto Ventures. Joe Mansueto, CEO of Morningstar, bought Fast Company and Inc in 2005 because he loves both brands and relied on them to build his own company, Morningstar.</p>	Private For Profit	Digital Only	8.24M on average monthly uniques (SimilarWeb 2021) also, self-reported numbers . Total paid and verified circulation in the past six months ending 12/31/20: 562,266 according to the Alliance for Audited Media .	8,240,000
Quartz	<p>In late 2020, Japanese company Uzabase sold Quartz back to its co-founder and Chief Executive Zach Seward and editor-in-chief Katherine Bell in a management buyout to operate the publication as a private company, nearly two and a half years buying the digital site for a deal valued at up to \$110 million.</p> <p>Terms of the sale were not disclosed. Uzabase's filings show that Quartz reported a loss of nearly \$20 million in 2019. Uzabase CEO Yusuke Umeda made a personal loan to support the site. Quartz was founded in 2012 by Atlantic Media, then acquired by Uzabase (a Japanese financial data and media company) for \$86 million in 2018.agreed, in a personal capacity,</p>	Private For Profit	Digital	25K website subscribers (2020, WSJ) and 7.97M on average monthly uniques (SimilarWeb 2021).	7,970,000
Miami Herald	<p>Chatham Asset Management (see McClatchy)</p>	Hedge Fund private	Print Daily/Digital	75,300 daily print readers, 111,770 Sunday readers (2019, source Statista) 7.49M on average monthly uniques (2021, source SimilarWeb)	7,490,000
San Francisco Chronicle	<p>Owned by Hearst Communications which is majority owned by the Hearst Family.</p>	Private For Profit	Print Daily/Digital	173,514 daily, 210,468 sunday, 306,535 digital (2020, Hearst Communications), 7.2M on average monthly uniques (SimilarWeb 2021).	7,200,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Daily Caller	<p>Co-founded by Tucker Carlson and Neil Patel. After raising \$3 million in funding from businessman Foster Friess, the website was launched on January 11, 2010. According to Vox through a report published by PRWatch, the Charles Koch Foundation accounted for 83 percent of the Daily Caller News Foundation's revenues in 2016.</p> <p>The Daily Caller is a for-profit company, but The Daily Caller News Foundation is a nonprofit which receives donations from many sources. According to Source Watch:</p> <p>Charles Koch Institute: \$30,200 (2015-2016) Diana Davis Spencer Foundation: \$150,000 (2015)[14] Donors Trust: \$130,000 (2014-2015) Foster Friess: \$3,000,000 (2010) [15] Independence Institute: \$10,000 (2012) Koch Family Foundations: \$2,683,243 (2012-2017) Lynde and Harry Bradley Foundation: \$100,000 (2014) Searle Freedom Trust: \$260,000 (2014-2015)</p>	For Profit but the Daily Caller News Foundation in a nonprofit.	Digital Only	7.14M on average monthly uniques (SimilarWeb 2021), drew about 5 million monthly unique visitors in April 2020, according to Comscore via WSJ	7,140,000
The Washington Times	<p>It is currently owned by Operations Holdings, which is a part of the Unification religious movement.</p> <p>Founded in 1982, and owned by the Rev. Sun Myung Moon's Unification Church, the Times has never turned a profit, and the Post in 2002 estimated that the church had pumped \$1.7 billion into its paper. On its website, the Washington Times says it began in 1982 and has been rated as one of the most trusted news sites by Simmons surveys. In 1982 the New York Times described News World as "the newspaper unit of the Unification Church.</p>	Non Profit	Print and Digital	<p>52,059 print daily (2019, ANR), 30M monthly page views (2020, Media Kit), 6.99M on average monthly uniques (SimilarWeb 2021).</p> <p>"The Washington Times Daily Print Circulation is - 33K The Washington Times Daily Readership – 73K The Washington Times National Weekly Circulation – 7K The Washington Times National Weekly Readership – 15K The Washington Times Site Monthly Traffic – Page Views 40 M The Washington Times Site Monthly Unique Visitors – 10+ M The Washington Times Digital Subscriptions - 14,814 Note: In 2019 we implemented paywalls and are seeing growth year over year - as we work to expand our digital subscriptions. " - Jill Taylor via email correspondence</p>	7,000,000
The Skimm	<p>Danielle Weisberg and Carly Zakin founded theSkimm in 2012 after leaving their jobs as news producers for NBC. Just four years later, the company raised \$8 million in Series B funds in order to launch a video component called Skimm Studios, per Bloomberg. They also raised \$12 million is 2018, funding round led by Google Ventures, along with Spanx founder Sara Blakely.</p>	Private For Profit	Digital Only	7M subscribers to its newsletter yet only 1.1M on average monthly uniques (SimilarWeb 2021).	7,000,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
National Review	<p>In 2015, the magazine and website — corporately National Review, Inc. — became a wholly owned subsidiary of National Review Institute (NRI), which was founded by William F. Buckley Jr. as a nonprofit, 501(c)(3) charitable organization in 1991.</p> <p>The magazine stays afloat from subscription fees, donations, and black-tie fundraisers around the country. The magazine also sponsors cruises featuring National Review editors and contributors as lecturers. Donors over the last decade have included Charles G. Koch Foundation and Lynde and Harry Bradley Foundation. The NRI received over \$6 million in grants in 2019, according to its 990 filing via ProPublica.</p>	Non Profit	Print and digital	79,889 active paid subscribers (2020, NextMark) 788K newsletter registrants, 75K print circulation (2021, Media Kit) and 7M on average monthly uniques (SimilarWeb 2021).	7,000,000
Deseret News	Deseret News Publishing Company, a subsidiary of Deseret Management Corporation, a holding company owned by The Church of Jesus Christ of Latter-day Saints (LDS Church)	Private For Profit	Print/Digital	6.91M on average monthly uniques (SimilarWeb 2021).	6,910,000
The Federalist	<p>The Federalist, a wholly independent division of FDLST Media. Funding on who is behind the site is very difficult to find. https://www.nytimes.com/2018/06/07/us/politics/liz-dick-uihlein-republican-donors.html</p> <p>The site was co-founded by Ben Domenech and Sean Davis and launched in September 2013. On March 26th, 2020 Twitter locked the site's account for violating its rules against spreading misinformation about the coronavirus.</p>	Private For Profit	Digital only	Rated in early 2021 as one of the top 5 right wing media sites in the U.S., 6.52 on average monthly uniques (SimilarWeb 2021).	6,520,000
Texas Tribune	<p>Donors over \$1M: \$4,209,695 Laura and John Arnold Foundation \$2,500,000 Facebook Journalism Project \$2,335,000 Houston Endowment Inc. \$2,267,163 Bill and Melinda Gates Foundation \$2,248,500 John S. and James L. Knight Foundation \$2,141,536 John Thornton \$1,551,790, Ford Foundation \$1,545,000 The Cynthia and George Mitchell Foundation \$ 1,401,000 Ross Perot Jr./Hillwood Development Company, LLC \$1,397,500 Still Water Foundation \$1,280,840 The Tobin Endowment \$1,257,600 The Meadows Foundation \$1,037,500 Charles Butt</p>	Non Profit	Digital only	1.4M unique visitors, 4.5 M monthly visitors (2017, self-reported), 6.16M on average monthly uniques (SimilarWeb 2021).	6,160,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
The Week	<p>Dennis Publishing owns The Week (US and UK). In July 2018, Dennis Publishing was bought by Exponent, a British private equity firm with almost \$3 billion pounds under management. The proceeds from the sale went to the Heart of England Forest charity and the speculated figure for the acquisition was £150 million.</p> <p>The longtime owner, Felix Dennis, died in 2014, leaving ownership of the company to the charity organization Heart of England Forest. The Week began publishing in the United States in 2001 after Felix Dennis, who was an early supporter of the idea and a major investor who later purchased the magazine, established an American version. Jolyon Connell and Jeremy O'Grady, two British journalists, created The Week, which resembles in some respects the original Time. It turned its first profit in 2010 with \$4 million. In 2011, Dennis faxed the NYT from the Caribbean island of Mustique a two-page, single-spaced statement that said, in part: "It's the old tortoise and the hare story, and by golly I'm glad I own the tortoise and not The Daily Beast, however exciting the merger of The Daily Beast and Newsweek must be for all those concerned." He added: "In the end, The Week will inherit the earth!"</p>	Private For Profit	Print and Digital	<p>453,628 circulation averages for six months ending Dec. 2020_ (Alliance for Audited Media). Statista has similar numbers of paid and verified circulation of 462,196 copies per issue. They report 400k print base (2021, Media Kit), 500K newsletter subscribers (2020, Media Kit)</p> <p>5.67M on average monthly uniques (SimilarWeb 2021).</p>	5,670,000
Baltimore Sun	<p>Bid for The Baltimore Sun to Sunlight for All Institute, a public charity formed by Stewart Bainum Jr.</p> <p>In a Dec. 31 regulatory filing, Alden said it had a "brief conversation" with Bainum, chairman of Choice Hotels International, a Rockville, Maryland-based hotel chain, who expressed interest in "certain assets" of Tribune Publishing.</p>	NonProfit		<p>5.39M on average monthly uniques (SimilarWeb 2021).</p>	5,390,000
Tampa Bay Times	<p>The Tampa Bay Times is owned by the not-for-profit Poynter Institute.</p>	Non Profit	Print Daily/Digital	<p>5.38M on average monthly uniques (2021, source SimilarWeb)</p> <p>"For Wednesday circulation print – 152,291, digital 18,439 for a total of 170,730. Sunday print 194,663, digital 18,526 for a total of 213,189. Keep in mind those are digital only, some of the print could also be reading digitally as there is usually more than one reader/user per household. The source is the 2020 AAM quarterly reports (averaged)." via direct email with Annica A. Keeler Director of Development and Community Relations, 2021</p>	5,380,000
Teen Vogue	<p>Patriarch Donald Newhouse and Newhouse Family owns Conde Nast (which owns <i>The New Yorker</i>, <i>Vogue</i>, <i>Wired</i>, <i>Vanity Fair</i>, <i>GQ</i>, to name a few). It also owns Reddit and Advance Local.</p>	Private For Profit	Digital Only	<p>5.15M on average monthly uniques (SimilarWeb 2021).</p>	5,150,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
CSPAN	The cable television industry launched C-SPAN (the “Cable-Satellite Public Affairs Network”) in 1979 as a private, nonprofit organization. American cable network that provides coverage of the U.S. House of Representatives and U.S. Senate as well as other public affairs events. C-SPAN does not sell commercials or solicit donations on air; instead, it receives nearly all of its funding from subscriber fees charged to cable and direct-broadcast satellite (DBS) operators.	Non Profit	TV and Digital	4.90M on average monthly uniques (SimilarWeb 2021), 70 million viewers of TV station in 2017	4,900,000
Boston Globe	John and Linda Henry, Red Sox and Manchester United owner	Private For Profit	Print Daily/Digital	200,000 digital and 147,000 Sunday print subscribers and self-reports 4.8 million monthly uniques	4,800,000
Breitbart	Owned by CEO Larry Solov, along with founder Andrew Breitbart's widow, Susie Breitbart, and the Mercers, a family of Republican mega donors, the far-right nationalist was the website that White House Chief Strategist Steve Bannon ran until he joined the Trump campaign. Mercers reportedly invested \$10 million in Breitbart when it was a relatively unknown website.	Private For Profit	Digital only	Breitbart's monthly traffic bottomed out at 4.6 million unique visitors in May 2019, down from 17.3 million at the start of 2017, according to Comscore, a digital tracking firm.	4,600,000
Newsday	Newsday Media Group owned by Patrick Dolan, whose brother James runs Madison Square Garden and whose father was Cablevision founder, Chuck Dolan. In August 2018 Dolan bought out the stake held by his father,, and a minority stake held by cable giant Altice. Cablevision, when it was still controlled by the Dolan family, paid a \$650 million to buy Newsday from Sam Zell's Tribune Company in 2008 before the Great Recession hit the newspaper industry. In June 2016, Cablevision was purchased by European cable behemoth Altice for \$17.7 billion, and Newsday was spun off to Patrick and Chuck Dolan. According to the NYPost, "Patrick at that time had forgone his interest in other Dolan family holdings. These included Madison Square Garden and the lucrative sports franchises the New York Knicks and the New York Rangers, which went to James."	Private For Profit	Print Daily/Digital	4.5 million average monthly unique visitors (2021, MediaKit), 156K print circulation (2019, Media Kit)	4,500,000
The Advocate in New Orleans	John D Georges and Dathel Coleman Georges	Private For Profit	Print Daily/Digital	100,000 circulation (2019, source), 4.37M on average monthly uniques (2021, source SimilarWeb)	4,370,000
STAT Health News	John and Linda Henry. Stat (stylized STAT, sometimes also called Stat News) is an American health-oriented news website launched on November 4, 2015, by John W. and Linda Henry, the owners of The Boston Globe. It is produced by Boston Globe Media and is headquartered in the Globe's own building in Boston. Linda Henry is chief executive of Boston Globe Media Partners.	Private For Profit	Digital	4.35M on average monthly uniques (SimilarWeb 2021).	4,350,000
The Intercept	Pierre Omidyar, founder of Ebay owns The Intercept. Omidyar donates to many efforts around disinformation, journalism and diversity in media through his foundations: Democracy Fund and Luminare.	Non Profit	Digital only	4.34M on average monthly uniques (SimilarWeb 2021).	4,340,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
The Salt Lake City Tribune	<p>Since 2016, Paul Huntsman has been owner and publisher of The Tribune. Going forward, a nonprofit board of directors will govern The Tribune.</p> <p>They say they will list all donors over \$5000 annually. No list is currently on their site.</p>	Non Profit	Print Daily/Digital	print subscription 27k, digital subscribers 16.5K (2021, source personal contact w Chris Stegman), 4.26M on average monthly uniques (SimilarWeb 2021).	4,260,000
The Root	<p>Founded by Donna Byrd, publisher, and Henry Louis Gates, co-founder, it is now owned by La Fabrica, a division of Univision Interactive Media, Inc. who purchased the media outlet from Graham Holdings.</p> <p>The Root launched in 2008. It is also affiliated with The Root Institute is a solutions-oriented convening around the issues, culture, politics and well-being of the Black community in 2020 and beyond.</p>	Non Profit	Digital Only	4.25M on average monthly uniques (SimilarWeb 2021).	4,250,000
SunTimes.com	<p>The Chicago Sun-Times is owned by a coalition of businesspeople, philanthropists and labor organizations. committed to keeping Chicago.</p> <p>It is the flagship paper of the Sun-Times Media Group, and has the second largest circulation among Chicago newspapers, after the Chicago Tribune They report they are "committed to transparency, especially given that some owners make political contributions and, in some cases, have worked in government or served as government appointees." The newspaper discloses its owners each year in its print editions as part of a "statement of ownership, management and circulation." Key owners are: STIH LLC, including Michael Sacks and W. Rockwell Wirtz LCG Newshound LLC, including Leonard C. Goodman International Union of Operating Engineers Local 150 Labor/Management Union Carpentry Corporation Promotion Fund Construction and General Laborers' District Council of Chicago and Vicinity To see the complete statement of ownership as it appears in the paper, click here.</p>	Private For Profit	Print and Digital	4.17M on average monthly uniques (SimilarWeb 2021), 120K print subscription (2017, New York Times)	4,170,000
Black Press Group	<p>The company is administered and majority owned by David H. Black of Victoria, B.C.</p> <p>Founded in 1975, Black Press now publishes more than 170 titles in British Columbia, Alberta, Yukon and Washington state, as well as the Honolulu (Hawaii) Star-Advertiser, the Juneau (Alaska) Empire and San Francisco (Calif.) Examiner daily newspapers. In the United States, Black Press operates Sound Publishing with 49 titles in Washington's Puget Sound region; in Hawaii with Oahu Publications; and in Alaska. Black Press is home to some of the oldest, most established newspapers in B.C. and Alberta, Canada.</p>	Private For Profit	Digital, print	4.1M monthly users	4,100,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
ProPublica	<p>Top donors: Abrams Foundation, Altman Foundation, Arnold Ventures, Barr Foundation, William K. Bowes, Jr. Foundation, Peter and Carmen Lucia Buck Foundation, Carnegie Corporation of New York, Craigslist Foundation, Davis Wright Tremaine, The Geraldine R. Dodge Foundation, Democracy Fund (Pierre Omidyar), The Richard H. Driehaus Foundation, Dyson Foundation, Emerson Collective (Laurene Powell Jobs), The Ford Foundation, Open Society Foundation (George Soros), Goldhirsh Foundation, The Jerome Greene Foundation, Heising-Simons Foundation, William and Flora Hewlett Foundation, Hollywood Foreign Press Association, The Joyce Foundation, Robert Wood Johnson Foundation, James S. and James L. Knight Foundation, Leon Levy Foundation, MacArthur Foundation, McCormick Foundation, Metabolic Studio, Park Foundation, The Lisa and John Pritzker Family Fund, Charles H. Revson Foundation, Sandler Foundation (Founded ProPublica), Select Equity Foundation (George Loening Hedge Fund), Skoll Global Threats Fund (eBay Jeff Skoll), Alfred P. Sloan Foundation, Solidarity Giving (WhatsApp's Tegan and Brian Acton)</p>	Non Profit	Digital only	350,000 newsletter subscribers, 4M monthly unique visits to the website. Partners with 20 newsrooms and have 100 journalists	4,000,000
The San Diego Union-Tribune	<p>Platinum Equity, an investment firm based in Beverly Hills. David H. Black is part of the "Platinum team" that will run the Union-Tribune, according to the firm.</p> <p>He owns the Akron Beacon Journal in Ohio, the Honolulu Star-Bulletin, and a number of community newspapers in the Pacific Northwest and Canada. Mark Barnhill, a Platinum principal, said Black will help the equity firm navigate the newspaper market but declined to specify what role he might play at the Union-Tribune.</p>	Private For Profit		87,834 daily circulation (October 2020, source), 33.1M monthly page views (2019, San Diego Union-Tribune), 3.86M on average monthly uniques (SimilarWeb 2021).	3,860,000
American Thinker	<p>It was founded in 2003 by Ed Lasky, a Northbrook lawyer, Richard Baehr, a Chicago health-care consultant, and Thomas Lifson, a Berkeley, California sociologist and business adviser.</p> <p>A conservative news and opinion blog, Lifson writes frequently for the conspiracy site The Liberty Beacon and Baehr writes frequently for PJ Media, Jewish Policy Center, and Israel Hayom. Both Lifson and Baehr are Kenyon College Alumni. American Thinker does not disclose who owns the magazine. The website is funded through donations and online ads, as well as offering an "ad-free experience for a small fee."</p>	Private	Digital only	3.85M on average monthly uniques (SimilarWeb 2021), Alexa US rank 4986	3,850,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
The Post Millennial: Canadian digital news that covers U.S. politics	<p>Co-Founded in 2017 by Matthew Azrieli and Ali S. Taghva, The Post Millennial is an alternative news and opinion website based in Montreal, Canada. It is backed by private investors, but their identities have not been made public. Other funding sources remain unclear, with proceeds from advertising or subscriptions undefined.</p> <p>The Post Millennial is a Canadian online news magazine started in 2017. It publishes national and local news and has a large amount of opinion content. It has a journalism integrity mission and says it is funded by advertisement and link revenue. It has been criticized for releasing misleading articles as well as for opaque funding and political connections.</p>	Private For Profit	Digital Only	<p>"3.3 Million Users visit our site" (2021, email from Post Millennial Ads Department). 3.64M on average monthly uniques (SimilarWeb 2021).</p> <p>The site has been around since 2017, but its journey from obscurity began in June 2018. Over the next year, its Facebook page went from 36,000 monthly interactions to over 194,000 in May 2019, according to social media tool BuzzSumo. The amount of content posted on Facebook also jumped, from 198 posts in June 2018 to 428 in May 2019.</p>	3,640,000
Popular Science	<p>In October 2020, North Equity, a leading digital media venture equity firm, (Matt Sechrest and Andrew Perlman are the managing partners) has acquired a number of media brands from Bonnier Corporation.</p> <p>The acquisition includes Popular Science, Popular Photography, Saveur, Outdoor Life, Field & Stream, Better You and Interesting Things. North Equity venture equity firm based in Miami with offices in San Francisco and New York, will continue making strategic acquisitions across the digital-media and technology landscape.</p>	Private For Profit		3.6M monthly unique views, 260,000 dedicated Email Subscribers (2021, Media Kit shared by Lee Verdecchia), 4.23M on average monthly uniques (SimilarWeb 2021).	3,600,000
Reason	<p>Libertarian magazine published monthly by the Reason Foundation. They show about \$15,000,000 in donors in 2020.</p> <p>Reason Foundation cofounder Robert Poole is an MIT-trained engineer and the author of Cutting Back City Hall. He co founded the magazine with Robert W. Poole, Jr., Manuel S. Klausner, Tibor R. Machan. Donors who give over \$1000 are Torchbearers listed here and too numerous to list, who receive an invitation to Reason Foundation's annual Reason Weekend where they can engage in spirited conversation with Reason staff, speakers, and other Torchbearers, and enjoy fantastic presentations and panels. The next Reason Weekend will be held in 2022. ReasonTV was launched in collaboration with Drew Carey, who created The Drew Carey Project to share compelling stories about freedom, and free minds and free markets with broader audiences in all corners of the Internet.</p>	Non Profit	Digital and TV. ReasonTV produces a variety of investigative documentaries, interviews, and viral videos	50,000 (2011) 3.53M on average monthly uniques (SimilarWeb 2021).	3,530,000
Mother Jones	<p>Many independent private donors over \$10,000. They have built a strong base of wealthy donors.</p>	Non Profit	Print and digital	46,000 individual donors and a paid magazine circulation to more than 190,000 subscribers with 3.36M on average monthly uniques (SimilarWeb 2021).	3,360,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
News & Observer	McClatchy Newspapers, the owner of The News & Observer since 1995 , rejected bankruptcy on the grounds that the most responsible course was to pay off its debts. That left the company heavily burdened in a time of sinking revenues and declining assets. It borrowed more than \$4 billion to buy the Knight-Ridder newspaper chain in 2006. Soon afterward, newspapers got clobbered by the bursting of the housing bubble and the ensuing financial meltdown. The debt has forced McClatchy to cut staff and expenses at its 29 newspapers and sell assets. But all of McClatchy's newspapers are profitable even as the company has paid off \$3 billion in debt.	Private For Profit		3.34M on average monthly uniques (SimilarWeb 2021), Print Daily: 52,941, Print Sunday: 58,469 (2020, McClatchy)	3,340,000
Foreign Policy	Graham Holdings Company owns Foreign Policy and Slate. This American conglomerate holding company once owned The Washington Post newspaper and Newsweek magazine. Headquartered in Arlington County, Virginia, and incorporated in Delaware, Donald Graham owns 11% with Blackrock and The Vanguard Group as the other largest shareholders. Graham Media Group is headquartered in Chicago with Emily L. Barr as president. Graham Media Group seven local TV stations in Texas, Florida and other markets.	Private For Profit	Digital	186,001 paid print subscribers, 300K print readership, 1.2M monthly unique users (2021, self-reported/AAM Audit), 3.22M on average monthly uniques (SimilarWeb 2021).	3,200,000
Vice	Montreal-born Shane Smith who now lives in NYC launched Vice as a rough-cut, in your face video newsrooms. He retains ownership with 20% of the company, while The Walt Disney Company, A&E Networks,TPG Capital, Soros Fund Management and James Murdoch (minority stake) own the remaining parts. Vice Media received \$250 Million in debt funding from George Soros and Fortress Investment Group and Munroe Capital in 2019.	Private For Profit	Digital	3M people globally a month.	3,000,000
Reader's Digest	Steve Tananbaum founder of GoldenTree in 2000, one of the largest independent global credit asset managers with over \$40 billion in assets under management has a majority interest. The Reader's Digest Association — renamed Trusted Media Brands — Ripplewood Holdings took RDA private in November 2006 under a definitive merger agreement, acquiring RDA's outstanding common shares at \$17 per share and assuming its \$800 million debt. The majority stake in the company was subsequently acquired by Golden Tree.	Private For Profit	Print and Digital	3M print subscribers (published 10 times a year, 2020, Media Kit) 65.72K on average monthly uniques (SimilarWeb 2021). They claim to reach 60 million consumers monthly across its print and digital platforms and new direct-to-consumer products. Audited Media Alliance reports their paid and verified circulation in the past six months ending 12/31/20: 2,660,963.	3,000,000
The Las Vegas Review-Journal	Sheldon Adelson estate	Private For Profit	Print Daily/Digital	167,000 circulation (2016, source Ballotpedia), 2.90 on average monthly uniques (2021, source SimilarWeb)	2,900,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
MIT Tech Review	<p>MIT Technology Review is a magazine wholly owned by the Massachusetts Institute of Technology, and editorially independent of the university.</p> <p>It was founded in 1899 as The Technology Review, and was re-launched without "The" in its name on April 23, 1998</p>	Non Profit	Print and digital	2.57M on average monthly uniques (SimilarWeb 2021).	2,570,000
PunchBowl News	<p>A new 2021 media play, the first \$1M round investment is by one of the country's best-connected media bankers, Aryeh Bourkoff said his Kindred Media had invested because his firm and its partners wanted "more of a lens into" politics.</p> <p>Mr. Bourkoff is a Democrat and longtime fund-raiser for Vice President-elect Kamala Harris. But he is also close to Mr. Trump's son-in-law, Jared Kushner. NYT</p>	Private For Profit	Digital only	New outlet. Already has 2.22M monthly uniques according to SimilarWeb 2021 More info.	2,200,000
Audubon Society Magazine	<p>Big donors are on page 14 of its annual report 2020. Donors are not listed on its 990 form shows over \$117M in donations and net assets of almost half a billion dollars.</p> <p>The Audubon Society has over 600,000 members, 500 community-level chapters, and offices in twenty-seven U.S. states and publishes the Audubon Society Magazine.</p>	Non Profit	Print and digital	600,000 members receive the quarterly magazine. It has 2.16M on average monthly uniques (SimilarWeb 2021).	2,160,000
The Nation	<p>Katrina vanden Heuvel is the publisher, part-owner, and former editor of The Nation.</p> <p>In 1995 the magazine was losing \$500,000 a year and its editor in chief, Victor S. Navasky and vanden Heuvel, along with Paul Newman, E.L. Doctorow, Alan Sagner (former Corporation for Public Broadcasting chairman), Peter Norton (Norton Utilities software creator) and others purchased the 130-year-old journal of liberal opinion from Arthur L. Carter, who also owned The Litchfield County Times in Connecticut and The New York Observer. Terms of the sale were not disclosed. Today, "The Nation Builders (formerly The Nation Associates) is a community of Nation reader-activists committed to supporting The Nation's one-of-a-kind journalism, promoting our message and advancing the progressive agenda." These supporters supply 20% of all The Nation's revenues. These donors are not disclosed. They also have a loyalty Visa card and an annual cruise that fund the newsroom.</p>	Private For Profit	Digital and Print	1.94M on average monthly uniques (SimilarWeb 2021).	1,940,000
Bangor Daily News	<p>It has been owned by the Towle-Warren family for four generations.</p> <p>Its current publisher Richard J. Warren is the great-grandson of J. Norman Towle, who bought the paper in 1895. BDN, the paper is published by Bangor Publishing Company, a local family-owned company.</p>	Private For Profit		Digital Subs 16,500, Home Delivery 18,740, Home Delivery (Sunday Only) - 909, 2021, Directly Reported Via Dave Gifford, BDN. 1.93 M on average monthly uniques (SimilarWeb 2021).	1,930,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Santa Rosa Press Democrat	<p>Jeannie Schulz, philanthropist and widow of the late "Peanuts" cartoonist Charles M. Schulz, and local real estate developer, lobbyist Darius Anderson and a prominent group of Sonoma County residents purchased the newspaper with a mission to restore local ownership.</p> <p>Sonoma Media Investments assembled about \$15 million in debt and equity funding in November 2012 to acquire The Press Democrat, Petaluma Argus-Courier and North Bay Business Journal for an undisclosed price from Florida-based Halifax Media Group, according to Steve Falk, the company's CEO. They have since paid it back.</p>	Private For Profit	Print Daily/Digital	1.92M on average monthly uniques (SimilarWeb 2021).	1,920,000
The New Republic	<p>Win McCormack, a publisher and editor based in New York and Portland, Ore., who founded the literary quarterly Tin House.</p> <p>The New Republic announced that it was moving back to Washington in March 2021, its home city for most of its 107-year existence, and named Michael Tomasky as editor. Tomasky has edited the policy journal <i>Democracy: A Journal of Ideas</i> since 2009 and writes a regular column for <i>The Daily Beast</i>. Mr. Tomasky, 60, will continue his role at <i>Democracy</i>, a quarterly publication. He said joining The New Republic would be "the crowning achievement of my career." Mr. Tomasky was the first U.S. editor of The Guardian when it expanded in America and has contributed to The New York Review of Books and The New York Times. McCormack will keep his business operations for the publication in NYC.</p>	Private For Profit		1.88M on average monthly uniques (SimilarWeb 2021).	1,880,000
The Washington Free Beacon	<p>The Washington Free Beacon, financially backed by Paul Singer, an American billionaire hedge fund manager and conservative activist is a privately owned, for-profit online newspaper that began publication on February 7, 2012. The Beacon's chairman is Michael Goldfarb.</p>	Private Non Profit	Digital only	1.72M on average monthly uniques (SimilarWeb 2021).	1,720,000
Power Line	<p>Funding is hard to find. They do serve ads and accept donations. An American conservative political blog founded in May 2002. Its posts were originally written by three lawyers who attended Dartmouth College together, namely John H. Hinderaker, Scott W. Johnson, and Paul Mirengoff.</p> <p>Hinderaker is the President of Minnesota's Think Tank, American Experiment. In 2004, Power Line was named Time magazine's first-ever "Blog of the Year".</p>	Private For Profit		1.71M on average monthly uniques (SimilarWeb 2021).	1,710,000
The American Conservative	<p>TAC for short, its Chairman is Tucker Carlson and it is funded by The American Ideas Institute. 990 Form does not reveal donors. They report they write for "Main Street conservatives who cherish local community, the liberties secured by the Founders, the civilizational foundations of faith and family."</p>	Non Profit	Print and Digital	1.58M on average monthly uniques (SimilarWeb 2021).	1,580,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Arkansas Press Gazette	Walter Hussman. WEHCO Media, Inc., based in Little Rock, AR is a privately held media company with holdings that include newspapers, cable television systems, and internet service. Walter E. Hussman, Jr. (born 1947), is the president.	Private For Profit	Digital only	1.55M on average monthly uniques (SimilarWeb 2021).	1,550,000
Science News	Founded as an independent nonprofit in 1921 by newspaper magnate E.W. Scripps and zoologist W.E. Ritter, they wanted to improve the quality and accuracy of science journalism. Science News is funded by: Broadcom Foundation Intel Foundation And Intel Corporation Regeneron Akamai Technologies, Inc. Arconic Foundation Defense Stem Education Consortium Department Of Defense Johnson & Johnson National Geographic Society The Lemelson Foundation Gleason Foundation Heising-simons Foundation Jack Kent Cooke Foundation King Abdulaziz & His Companions Foundation For Giftedness And Creativity Siegel Family Endowment The Burton Family Foundation The Richard F. Caris Foundation and More	Non Profit	Digital and Print	1.55M on average monthly uniques (SimilarWeb 2021). Total paid and verified circulation in the past six months ending 12/31/20: 115,989 according to the Alliance for Audited Media.	1,500,000
Quillette	Australian online magazine that covers U.S. politics and culture founded by Australian journalist Claire Lehmann. It also publishes two podcasts, Wrongspeak and the eponymous Quillette. Funded primarily through reader donations. They also receive modest funding through online advertising via Amazon Affiliates.	Private For Profit	Digital and podcasts	1.20M on average monthly uniques (SimilarWeb 2021).	1,200,000
Portland Press Herald	Reade Brower. Reade Brower bought Maine Today Media in 2015 , owner of a number of midcoast Maine newspapers and a printing operation in Brunswick, Maine. Over a decade, Browder has consolidated six of Maine's seven daily newspapers, as well as 21 weekly newspapers, under his ownership. Media properties include the Portland Press Herald, Maine Sunday Telegram, Kennebec Journal, Morning Sentinel, The Coastal Journal, PressHerald.com, CentralMaine.com and MaineToday.com.	Private For Profit	Print Daily/Digital	100,000 households and over 1.2 million unique visitors every month per email.	1,200,000
Christian Science Monitor	The Monitor is owned by The First Church of Christ Scientist, in Boston. Its founder was concerned with both the state of the world and the quality of available news. Each weekday, the Monitor produces one, clearly labeled religious article offering spiritual insight often related to the news. It has long been funded by the Christian Science Church movement.	Non Profit	Digital only	In 2018 it had approximately 10,000 subscriptions to its Monitor Daily email service, 1.17M on average monthly uniques (SimilarWeb 2021).	1,170,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
CNSNews	<p>Media Research Center Chairman L. Brent Bozell III founded CNSNews.</p> <p>CNSNews.com is a division of the Media Research Center, a not-for-profit 501 (c) (3) organization. CNSNews.com relies on the generous support of our thousands of donors and their tax-deductible contributions. It does not accept any federal tax money for its operations. In 2018, Media Research Center reported over \$60M since 2014 in donations and other revenue.</p>	Non Profit	Digital Only	1.04M on average monthly uniques (SimilarWeb 2021).	1,040,000
Tech Meme	<p>Gabe Rivera, a former software engineer at Intel, created TechMeme in 2005 and added MediaGazer in 2010 to track media news and is completely funded by Rivera and its revenue model.</p> <p>Other verticals he owns include memeorandum.com on politics and WeSmirch.com on celebrity news. Operating originally as Google News-style fully-automated news aggregators, the company blended in human editors to the curation process in 2008. Its staff now includes nine news editors. Mr. Rivera has never raised outside capital for his company, which makes enough money from running sponsored company blog posts for advertisers like Microsoft, Google and Intel to eke out a small profit.</p>	Private For Profit	Digital Only	999.64K on average monthly uniques (SimilarWeb 2021).	1,000,000
City Journal -The nation's premier urban-policy magazine, "the Bible of the new urbanism," as London's Daily Telegraph puts it	<p>Funded by the Manhattan Institute.</p> <p>City Journal is the nation's premier urban policy magazine for public officials, journalists, and all who seek a stimulating mix of hard-headed practicality and cutting-edge theory. The Manhattan Institute received about \$15 million in grants in 2019, according to its 990 Filing via ProPublica.</p>	Non Profit	Quarterly Print and digital	897K on average monthly uniques (SimilarWeb 2021), more info .	897,000
Poynter	<p>The Poynter Institute for Media Studies is a non-profit school for journalism located in St. Petersburg, Florida with a digital media outlet that reports on the state of media. Poynter is the owner of The Tampa Bay Times newspaper.</p> <p>The school began on May 29, 1975, when Nelson Poynter, the owner and chairman of the St. Petersburg Times (now the Tampa Bay Times) and Times Publishing Company, announced that he planned to start a small journalism school called the Modern Media Institute. (The name of the school was changed to the Poynter Institute almost a decade later.) In 1977, Nelson Poynter willed ownership of the Times Publishing Company to the Institute so that after his death the school would become the owner of the St. Petersburg Times. Poynter died in 1978, at the age of 74. He had become ill in his office just a few hours after he helped break ground for the new St. Petersburg campus of the University of South Florida. At that point the Institute began to grow into the larger school that exists today. The Tampa Bay Times is owned by the not-for-profit Poynter Institute.</p>	Non Profit	Digital	882.12K on average monthly uniques (SimilarWeb 2021).	882,120

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Modern Farmer	<p>Frank Giustra, the Canadian mining billionaire and former chairman of Lionsgate Entertainment, who had started to produce award-winning olive oil in Umbria, Italy owns the magazine.</p> <p>In spring 2012, Anne Marie Gardner, who previously worked for The New York Times and Tatler magazine, started to pitch an idea to investors. Giustra took an interest in Ms. Gardner's project. By November, he gave her enough money (she would not divulge figures) to start a Website, and a print magazine. Gardner owns a small portion of Modern Farmer. The majority belongs to Giustra. A lawyer later told Gardner that she had signed one of the three worst deals he had ever seen.</p> <p>Giustra's wealth was made mostly in mining. He is perhaps better known, however, for being friends with Bill Clinton, who travels occasionally on Giustra's plane. Recently, for his philanthropy, Giustra received something called the Dalai Lama Humanitarian Award. Several years ago, Giustra gave Clinton's foundation thirty-one million dollars, and he later pledged at least a hundred million dollars and half of his future earnings from natural-resource ventures.</p>	Private For Profit	Print and digital	848.92K on average monthly uniques (SimilarWeb 2021).	848,920
Protocol (news on tech)	<p>Owned by POLITICO's Robert L. Allbritton, the publisher of Protocol and founder, publisher and owner of POLITICO.</p> <p>Allbritton is also executive chairman of Perpetual Capital Partners, a private middle-market investment firm based in Washington, D.C. A native of Houston, Robert serves on the Board of Directors of the Lyndon B. Johnson Foundation and is a Trustee Emeritus of Wesleyan University.</p>	Private For Profit	Digital only	827.12K on average monthly uniques (SimilarWeb 2021).	827,120

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Harper's	<p>Harper's Magazine Foundation is the corporate parent of Harper's magazine. Its principal funder is the J. Roderick MacArthur Foundation and the magazine and foundation are run by John R. MacArthur. His paternal grandfather built the insurance and real estate fortune which he started in Chicago (Bankers Life and Casualty Corporation), and produced MacArthur "genius" grants.</p> <p>The magazine itself was established in 1850 and it first published an excerpt from "Moby Dick" in 1851. In 1980, the John D. and Catherine T. MacArthur Foundation teamed with the Atlantic Richfield Company to save the financially struggling publication. Then the late J. Roderick MacArthur who had made a ceramics fortune and that investment continues to fund the publication along with advertising and subscription. The NYT reported recently that "Mr. MacArthur earns \$20,000 a year as the publisher of Harper's, and his family foundation fully funds the nonprofit that has published the magazine since he rescued it from bankruptcy in 1980. Over the past few decades, MacArthur kept donating more than \$4 million a year without complaint."</p>	Non Profit	Digital and Print	100,000 subscribers , 716.71K on average monthly uniques (SimilarWeb 2021). 103,488 Total Paid & Verified Circulation (2020, Alliance for Audited Media)	716,710
The Spectator USA - U.S. edition of the British current events magazine	<p>Owned by Frederick Barclay and the estate of his late twin brother David. They also own The Daily Telegraph newspaper, via Press Holdings. Sir David Barclay, along with his twin brother Sir Frederick, bought The Spectator in 2004, the magazine came as a side dish with their purchase of the Daily Telegraph.</p> <p>Under their ownership, that quickly changed. The Spectator (1828) became a separate company with no financial cross-entanglements. The Spectator was established in 1828, and touts itself as the best-written and most influential magazine in Britain. In 2018, they launched their monthly global edition of the magazine, bringing to the rest of the world the same insight, original thought the British have enjoyed for 190 years. It is owned by Frederick Barclay (who bought it with his late brother David), and also own The Daily Telegraph newspaper, via Press Holdings. Press Holdings and May Corporation Limited are two Jersey Island-registered holding companies owned by the Barclay brothers, which control the UK holding company Press Acquisitions Limited, which in turn owns the Telegraph Media Group, parent company of The Daily Telegraph and The Sunday Telegraph. U. K. Prime Minister Boris Johnson was editor of The Spectator U.K. from 1999-2005.</p>	Private For Profit	Digital Only	642.25K on average monthly uniques (SimilarWeb 2021), 20K print subscribers (2021, News Future)	642,250

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
CalMatters	Donors who gave \$1 million and above: College Futures Foundation Simone and Tench Coxe Emerson Collective The James Irvine Foundation Kerfuffle Foundation The Carrie and Greg Penner Fund of The Walton Family Foundation Chan Zuckerberg Arnold Foundation.	Non Profit	Digital only	200 Media Partners "In 2020, CalMatters reached 1 in 20 Californians. Best of luck with your research and I'd love to see your findings when you're able to share them." Margarita Noriega VP of Engagement via direct contact (2021) 536K on average monthly uniques (SimilarWeb 2021).	536,000
The Information	Jessica Lessin is the founder, CEO and Editor in Chief. She is the sole owner of The Information.	Private For Profit	Digital only	521.32K on average monthly uniques (SimilarWeb 2021).	521,320
TheCity.nyc	Founded by John Wotowicz. Donations over \$1 million: John Wotowicz, Leon Levy Foundation, Craig Newmark Philanthropies, Charles H. Revson Foundation. Donated \$250,000 - \$1,000,000: Arnold Ventures, The John S. and James L. Knight Foundation, Oak Foundation, Richard Ravitch Foundation, Stavros Niarchos Foundation. Founder John Wotowicz. Wotowicz is THE CITY's publisher, overseeing all revenue, technology, business and operational activities. Previously, He was Managing Director and member of the European Investment Banking Operating Committee of Morgan Stanley and Vice President and member of the Global Management Committee of Dimensional Fund Advisors. John was a Board Member of NPR, Inc. and served as Vice Chair, Finance Committee Chair and Co-Chair of the CEO Search Committee. John was also a founding Board Member of the Texas Tribune.	Nonprofit	Digital only	no subscription, 494.8K on average monthly uniques (SimilarWeb 2021).	494,800
The Marshall Project. A nonprofit news organization covering the U.S. criminal justice system	Founded by former hedge fund manager Neil Barsky. Other Donors include Chan Zuckerberg Foundation, Open Society by George Soros, Patrick J. McGovern Foundation, Disney Family Foundation, Pritzker Pucker Family Foundation, Abrams Foundation, Adele Bernhard & Peter Neufeld, David Rockefeller Fund, John D. and Catherine T. MacArthur Foundation, Newman's Own Foundation, The Annie E. Casey Foundation, The Ford Foundation, The Fund for Nonprofit News at The Miami Foundation, Yeuen Kim and Tony Lee, Yogen & Peggy Dalal and more.	Non Profit	Digital only	470.39K on average monthly uniques (SimilarWeb 2021).	470,390
The19th.com - reporting on the intersection of gender, politics, and policy.	American Journalism Project founded The 19th. Major Gift Donors listed: \$1,000,000 and above: Craig Newmark Philanthropies, Kathryn Murdoch/Quadrivium, Rockefeller Philanthropy Advisors' Collaborative for Gender + Reproductive Equity. Donors \$250,000 - \$999,999: Arnold Ventures, Barbara and Amos Hostetter, Ford Foundation, Michelle Mercer and Bruce Golden, Pivotal Ventures, Scorpio Rising Fund/Susan and Nicholas Pritzker, Tricia Raikes, Yellow Chair Foundation.	Non Profit	Digital Only	30,000 digital newsletter subscribers and average just over 350k UVs per month (2021, personal email from Johanna Derlega CRO), 458.97K on average monthly uniques (SimilarWeb 2021).	458,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
The American Spectator	<p>The American Spectator is a conservative American online magazine covering news and politics, founded in 1969 by R. Emmett Tyrrell, Jr. and published by the non-profit American Spectator Foundation.</p> <p>The American Spectator Foundation is a D.C.-based non-profit organization that is responsible for publishing The American Spectator and its daily website. Its annual gala, The Saturday Evening Club is an event hosted by The American Spectator Foundation also raises funds. Rebekah Mercer, Peter Leidel, James Piereson and others are listed on the board. Donors are not listed in the 990.</p>	Non Profit	Print and digital	454.88K on average monthly uniques (SimilarWeb 2021).	454,880
E&E News	<p>Robert Allbritton, founder of Politico, is the owner and founder of Capitol News Company, the parent company of Capitol Hill political newspaper and website Politico and now E&E News.</p> <p>E&E News reports on energy and environment issues for professionals. Founded in 1998 by Kevin Braun and Michael Witt, the company began as a Capitol Hill clipping service, later became a weekly newsletter, and in 2000 became a Web-based news service. Most of E&E's subscribers are institutions, including think tanks, energy companies and other corporations, environmentalist groups, law firms, and state and federal agencies.</p>	For Profit	Digital Only	414.08K on average monthly uniques (SimilarWeb 2021).	414,080
The American Mind	<p>A publication of the Claremont Institute whose mission is to restore the principles of the American Founding to their rightful, preeminent authority in our national life. The Institute is funded by many longtime donors in the Biennial Report page 51. https://www.claremont.org/page/claremont-institute-annual-report/</p>	Non Profit		386.68K on average monthly uniques (SimilarWeb 2021).	386,680
The Press Gazette	<p>Owned by Mike Danson and his Progressive Media International, which also owns the magazines New Statesman and Spear's.</p> <p>UK digital site dedicated to journalism and media industry news. Its motto is Fighting For Journalism and it contains news from the worlds of newspapers, magazines, TV, radio and online, dealing with launches, closures, moves, legislation and technological advances affecting journalists. Mike Danson made his money from publishing. After graduating from Oxford, he worked as a management consultant, then in 1989 he founded Datamonitor, a market research specialist. Mr Danson, 47, a Manchester United fan, ran the startup Datamonitor on four credit cards before securing investment from Reuters. He pocketed 200M pounds when he sold it.</p>	Private For Profit		380K on average monthly uniques (SimilarWeb 2021).	380,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Human Events	<p>In 2019, Raheem Kassam, the former editor in chief of Breitbart London, spearheaded the purchase of Human Events from Salem Media Group.</p> <p>According to an informed source, the purchase price for Human Events was around \$300,000 and an initial budget of \$1 million and eight writer. Human Events says it is owned by Parallel Media LLC, a District of Columbia Limited Liability Company. Parallel Media LLC is owned by publisher, Will Chamberlain. Human Events is funded personally by Chamberlain, our "Founding Father" membership program, and other small donors.</p>	Private For Profit	Digital only	323.80K on average monthly uniques (SimilarWeb 2021).	323,800
Commentary	<p>Founded by the American Jewish Committee in 1945 under the editorship of Elliot E. Cohen.</p> <p>Commentary is a monthly American magazine on religion, Judaism, and politics, as well as social and cultural issues. Commentary magazine developed into the leading postwar journal of Jewish affairs with well known media editor John Podhoretz.</p>	Non Profit	Monthly Print and digital	317.78K on average monthly uniques (SimilarWeb 2021).	317,780
News Nation	<p>Owned by Nexstar Perry Sook.</p> <p>Launched September 2020, NewsNation delivers three distinct hours of news content in prime-time, from 8 p.m. to 11 p. m. ET, with its anchors pivoting to various locations nationwide as news breaks and stories develop. NewsNation draws on the local market, regional and national expertise of Nexstar's 5,400 local journalists in 110 local newsrooms across the country and delivers news reporting that is fact-based, impactful, educational and unbiased. Broadcasting live from a new, state-of-the-art newsroom and studio located at WGN-TV in Chicago</p>	Publicly Traded	TV	<p>WGN America, which reaches 75 million homes, has barely made a dent in the news ratings.</p> <p>It ranked 87th among all cable networks in prime time during the week of Jan. 11, with an average of 62,000 viewers watching its newscasts, according to Nielsen.</p>	250,000
The Markup – A nonprofit, data-driven, investigations of tech and how it influences society	<p>Julia Angwin founded this data-driven investigation outlet with an initial gift of \$20 million from craigslist founder Craig Newmark of craigslist.</p> <p>Two other founders, Sue Gardner and Jeff Larson, left after Angwin claimed Gardner was "overtly antagonistic toward the tech industry, rather than journalistically rigorous. Ms. Gardner disputed that characterization." Angwin has remained and leads the nonprofit. They also raised \$2 million from the Knight Foundation and an additional \$1 million from the Ford Foundation, MacArthur Foundation, and The Ethics and Governance of Artificial Intelligence Initiative. Today, they list donors as: Craig Newmark Philanthropies Arizona Community Foundation Ethics and Governance of Artificial Intelligence Initiative The Ford Foundation John S. and James L. Knight Foundation The John D. and Catherine T. MacArthur Foundation Open Society Foundations The Diamonstein Spielvogel Foundation DuckDuckGo Luminate Rutgers Center for Law and Justice New Venture Fund</p>	Non Profit	Digital only	241.17K on average monthly uniques (SimilarWeb 2021).	241,170

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
Life	<p>Ceased regular publication in 2007 and now only prints collector editions. Owned by the Meredith Corporation who publish limited edition collectors books. Institutional investors own more than 95% of the shares outstanding which is unusual. Top institutional investors in the company included BlackRock Fund Advisors (14.49%), Ariel Investments LLC (10.98%), Select Equity Group LP (10.22%) and The Vanguard Group, Inc. (9.915).</p>	Private For Profit	Print	216.05K on average monthly uniques (SimilarWeb 2021).	216,050
Ricochet	<p>Owned by Silent Cal Productions, LLC and founded by Reagan speechwriter Peter Robinson and Hollywood writer and producer Rob Long covering news, politics, entertainment, culture.</p> <p>Ricochet Audio Network offers over 50 original podcasts with new episodes released every day. Since 2010, Ricochet has been the community for smart, civil conversation on the center right.</p>	Private For Profit	Podcast	203.39K on average monthly uniques (SimilarWeb 2021).	203,390
Claremont Review of Books	<p>The Claremont Review of Books is a quarterly review of politics and statesmanship published by the conservative Claremont Institute.</p> <p>The Institute is funded by many longtime donors in the Biennial Report page 51. These donors are listed as the CRB publication committee: Robert Curry Michael W. Gleba (Sarah Scaife Foundation) Richard W. Graber (Lynde and Harry Bradley Foundation) Kurt A. Keilhacker Thomas D. Klingenstein Larry G. Mattson Robert W. Nelson</p>	Non Profit	Quarterly Print and digital	186K on average monthly uniques (SimilarWeb 2021).	186,000
Intelligencer	<p>Originally launched by New York Magazine, Vox purchased New York Magazine and its titles. Vox Media is owned by NBCUniversal, General Atlantic, Providence Equity Partners, Comcast Ventures, Daniel Rosensweig, Jeffrey Weiner, Accel.</p>	Private/Private Equity For Profit		170.84K on average monthly uniques (SimilarWeb 2021).	170,840
Science X	<p>Science X is wholly owned by Omicron Limited, headquartered in Douglas, Isle Of Man, United Kingdom. Ed Yong wrote about "Churnalism" and PR in Science in 2010.</p> <p>Launched in 2004 (Phys.org), Science X's publishes approximately 200 quality articles every day, offering some of the most comprehensive coverage of sci-tech developments world-wide. The website was founded in March 2004 by two PhD students motivated by the void in hard science news designed for informed and educated readers. The initial idea behind Science X was to cover physics, nanotechnology, and engineering news. While maintaining this focus, Science X has expanded its coverage to other relevant science and technology fields. Science X has filled the void and created a unique niche in science and technology daily news reporting. As proof of this, the site immediately soared in popularity on the web. Today, Science X is a comprehensive sci-tech news portal for all major research disciplines. Some criticism of Physorg is that it is an aggregator of PR for the Science industry.</p>	Private For Profit	Digital	Readership has grown steadily to include 5 million scientists, researchers, and engineers every month. 142K on average monthly uniques (SimilarWeb 2021).	142,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
The New Criterion	<p>The Manhattan Institute received about \$15 million in donations in 2019, according to its 990 Filing via ProPublica and funds the new Criterion and Manhattan Institute fellows write for the magazine.</p> <p>The New Criterion, edited by Roger Kimball, was founded in 1982 by the art critic Hilton Kramer and the pianist and music critic Samuel Lipman. Kimball currently serves on the board of the Manhattan Institute for Policy Research and is Chairman of the William F. Buckley Jr. Program at Yale.</p>	Non Profit	Print and digital	128.67K on average monthly uniques (SimilarWeb 2021), 7.5K worldwide circulation (2021, Media Kit)	128,670
Modern Age	<p>Cultural, literary and political journal published by the Intercollegiate Studies Institute.</p> <p>ISI counts amongst its leaders who have been part of the organization ISI's programs: Supreme Court justices Neil Gorsuch and Samuel Alito, PayPal co founder Peter Thiel, Reason magazine editor Katherine Mangu-Ward, Hillsdale College president Larry Arnn, and Heritage Foundation founder Ed Feulner.</p>	Non Profit	Print and digital	115K on average monthly uniques (SimilarWeb 2021).	115,000
Media Gazer	<p>Gabe Rivera, a former software engineer at Intel, created TechMeme in 2005 and added MediaGazer in 2010 to track media news and is completely funded by Rivera and its revenue model.</p> <p>Other verticals he owns include memeorandum.com/ on politics and WeSmirch.com on celebrity news. Operating originally as Google News-style fully-automated news aggregators, the company blended in human editors to the curation process in 2008. Its staff now includes nine news editors. Mr. Rivera has never raised outside capital for his company, which makes enough money from running sponsored company blog posts for advertisers like Microsoft, Google and Intel to eke out a small profit.</p>	Private For Profit	Digital	70K on average monthly uniques (SimilarWeb 2021).	70,000

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
The Washington Spectator	<p>Funded by The Public Concern Foundation (PCF), a nonprofit educational foundation led by well-known publisher and editor of liberal magazines, Hamilton Fish, who is also the magazine's editor and publisher.</p> <p>In 1977, with partner Victor Navasky and a group of about 50 other investors, then 26-year old Hamilton Fish V raised more than \$950,000 to purchase The Nation Magazine, which has been described as "a mainstay in liberal journalism for more than a century." Fish V served as the Magazine's publisher and Navasky, a former editor of the New York Times Magazine, served as its editor. Fish is a social entrepreneur, environmental advocate and film producer in New York City . He is currently the publisher of the twice-monthly independent political periodical. The website reports that the magazine is an independent, progressive and reader-supported journal of politics and the arts published each month in print, and updated daily online at washingtonspectator.org. Fish had previously been at the New Republic In November 2017, Fish resigned as publisher following allegations by female employees. Fish, PCF President and co-founder with Fairfax Dorn (Executive Director of Ballroom Marfa) of the Marfa Dialogues project, has worked throughout his career to incorporate political and social values in cultural and artistic initiatives through documentary films, musical theater, film festivals, and magazine and book publishing. Media Bias reports that Fish is said to be a close advisor to George Soros. His is the son of the late Representative Hamilton Fish Jr., Republican of New York, and the grandson of Hamilton Fish Sr., who was In Congress for 25 years.</p> <p>The Washington Spectator was founded in 1974 by veteran Capitol Hill reporter and Vietnam War critic Tristram Coffin.</p>	Non Profit	Print and Digital		
Solutions Journalism Network: Funds solutions driven stories in major media outlets.	<p>Donors who fund these stories and approach to solutions journalism include:</p> <p>Barr Foundation, Bill & Melinda Gates Foundation, Catherine Hawkins Foundation, Chan Zuckerberg Initiative, Democracy Fund, Einhorn Family Charitable Trust, Emerson Collective, Enlight Foundation, Fidelity Charitable, Ford Foundation, Google News Initiative, Heising-simons Foundation, Horace W. Goldsmith Foundation, Knight Foundation, Jonathan Logan Family Foundation, Endowment For Health Novo Foundation, Paul Dosberg Charitable Fund, Ralph C. Wilson, Jr., Rita Allen Foundation, Robert Wood Johnson Foundation, The Keneda Fund, Tinker Foundation, Town Foundation, William James Foundation, William and Flora Hewlett Foundation.</p>	Non Profit	All	n/a	

Mainstream Media (ranked by audience size)	Top Investors/Donors/Owners	Ownership Type	Medium	Reach	# estimated monthly uniques for ranking purposes
<p>Chronicles: A Magazine of American Culture has defended Western Civilization.</p>	<p>Today, Chronicles is a program of Charlemagne Institute, a nonprofit, educational organization located in the Twin Cities of Minnesota dedicated to "defending and advancing Western civilization."</p> <p>It was the U.S. monthly magazine published by the Rockford Institute since the 1970s, which is an American conservative think-tank associated with paleo-conservatism, based in Rockford, Illinois. The magazine is known for promoting anti-globalism, anti-intervention, and anti-immigration stances within conservative politics. In early 2019 The Rockford Institute merged with The Charlemagne Institute, which became the new publisher of Chronicles. Chronicles is funded through a subscription, donation and advertising model. The tax-exempt organization reported \$1.1 million in revenue in 2017. Its website does not list any donors.</p>	Non Profit	Monthly print and some digital	n/a	