

Apple News + NBCUniversal

Apple News is a one-stop, highly personalized mobile news experience that curates editorial content from the most reputable, brand safe publishers. This innovative mobile application brings together content from the most trusted media sources across a variety of topics including politics, entertainment, technology, sports, and more. Exclusively available through NBCU CODE, Apple News allows advertisers to leverage high impact solutions and first party data all in the Apple environment.

PREMIUM AUDIENCE AT SCALE

- 63+ Million Monthly Users
- 10+ Million Daily Users
- 16 MM A 18-34

ROBUST AD EXPERIENCE

Apple News ad solutions are designed to be bold, beautiful, simple, and effective. Advertisers are perfectly aligned with content on Apple News, from display to video creative and everything in between.



Apple News provides the capability to reach a premium, high value audience at scale. With our exclusive access to the Apple environment we are able to offer robust targeting using Apple's first-party data to reach your unique consumer.

EXAMPLE TARGET SEGMENTS

Auto Intenders | Millennial Moms | Tech Influencers | Beauty Enthusiast | Style Expert

Special Events on Apple News

Advertisers have the exclusive opportunity to fully own and surround special events, holidays, and cultural moments on Apple News.



research tool for advertisers.

