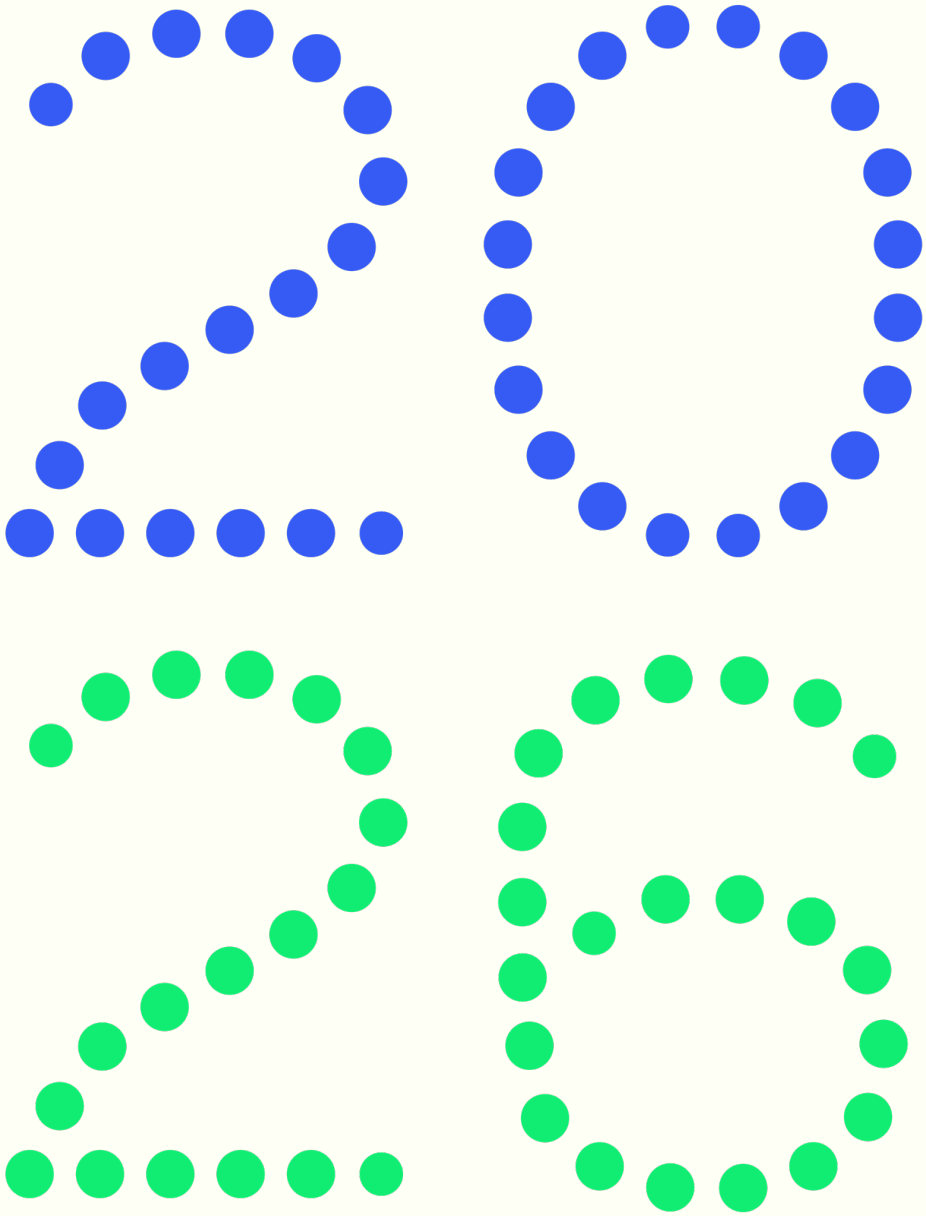
USA TODAY CO.



Press Kit

About USA TODAY Co.

USA TODAY Co., Inc. is a diversified media company with expansive reach at the national and local level dedicated to empowering and enriching communities. Our mission is to inspire, inform, and connect audiences. As a media and digital marketing solutions company we are focused on sustainable growth. Through our trusted brands, including the USA TODAY NETWORK, comprised of the national publication, USA TODAY, and our network of local properties, in the United States, and Newsquest, a wholly-owned subsidiary operating in the United Kingdom, we provide essential journalism, local content, and digital experiences to audiences and businesses. We deliver trusted unbiased journalism when and where consumers want it. LocaliQ, our digital marketing solutions brand, supports small and medium-sized businesses with innovative digital marketing products and solutions.

USA TODAY NETWORK

USA TODAY NETWORK, part of USA TODAY Co, Inc. (NYSE: TDAY), is the leading news media publisher in the U.S. in terms of circulation and has the largest digital audience in the News and Information category, excluding news aggregators, based on the December 2025 Comscore Media Metrix® Desktop + Mobile. Our USA TODAY Media segment includes the USA TODAY NETWORK, comprised of the national publication, USA TODAY, and our network of local properties in the U.S., as well as USA TODAY NETWORK Ventures, our community events business. As of December 31, 2025, we operated over 320 digital news and media brands across our portfolio, and USA TODAY NETWORK had daily and weekly content brands in approximately 215 local communities across 43 states. With deep roots in local communities spanning the U.S., we engage approximately 132 million monthly unique visitors, on average, through a diverse portfolio of multi-platform content offerings and experiences. For more information, visit usatodayco.com

USA TODAY

Since its introduction in 1982, USA TODAY has been a cornerstone of the national media landscape under its recognizable and respected brand. It also serves as the foundation for our newsroom network which allows for content sharing capabilities across our local and national markets. Through USA TODAY, we deliver high-quality, trusted content with a commitment to balanced, unbiased journalism, where and when consumers want to engage. Across our digital platforms we reach an audience of approximately 87 million unique visitors each month (based on December 2025 Comscore Media Metrix®).

LocaliQ

LocaliQ provides digital advertising and marketing products and solutions to help local businesses reach customers and grow their business. LocaliQ's cloud-based platform offers a suite of integrated products and solutions for marketing automation, AI-driven advertising optimization, and customizable reporting. LocaliQ helps businesses build online presence, drive consumer awareness, manage leads, and measure marketing performance across multiple channels. The platform is an all-in-one suite of products and solutions that delivers relevant marketing messages to local consumers, helps optimize marketing budgets, and provides actionable insights to advertisers. The product suite also includes Customer Center powered by Dash®, an AI-powered platform, which provides AI-generated call attributes, AI-assisted call details, and a customer interaction activity feed with AI-generated insights. For more information, visit www.localiq.com.

VENTURES
USA TODAY NETWORK

USA TODAY NETWORK Ventures, our events and promotions business, diversifies our media offerings by connecting communities through impactful experiences. In 2025, USA TODAY NETWORK Ventures hosted a variety of in-person and virtual events, attracting over 430,000 attendees. Our portfolio includes home and garden shows, food and wine festivals, high school sports recognition programs, including the USA TODAY High School Sports Awards, and major events such as the SKECHERS Hot Chocolate 15K/5K, RAGBRAI, and Detroit Free Press Marathon.

NEWSQUEST
Media Group

Newsquest is comprised of 220 digital news and media brands across our portfolio, including over 150 daily and weekly newspapers and over 60 magazines as of December 31, 2025. The scale of our consumer audience across the Newsquest segment, combined with a full funnel suite of products, makes us an attractive marketing partner to various local and national businesses trying to reach consumers. In 2025, Newsquest had a digital audience of approximately 54 million monthly unique visitors, on average, with a total average print readership of approximately 3.5 million every week.

**2025 Comscore Inc., US Multi-Platform, Desktop 2+ and Total Mobile 18+, December 2024-December 2025*

***Newsquest used Adobe Analytics to identify unique visitors between January 2025 and December 2025*

Contact our PR team
pr@usatodayco.com

USA TODAY Network Fast Facts*

~540 digital news and media brands, including USA TODAY and our local property networks in the U.S. and U.K.

~2,900 journalists

~1.5 million digital-only paid subscriptions

Operate in **43 states**

Combined average daily print readership of **~2.2 million** on Sunday and **~2.0 million** daily Monday through Saturday

Publications in **~215** local U.S. markets

~186 million average monthly unique visitors**

Winner of **96 Pulitzer Prizes**

The USA TODAY Network touches the lives of 1 in 2 adults in the U.S. and is the leading news media publisher in the U.S. in terms of circulation.***

LocaliQ

~12.7 thousand average monthly digital marking solutions (DMS) core platform customers*

VENTURES

USA TODAY NETWORK

Events with **~430 thousand** in attendance in 2025*

NEWSQUEST Media Group

~220 digital news and media brands with **~54 million** average monthly unique visitors****

*As of December 2025.

**186 million average monthly unique visitors in Full Year 2025 with approximately 132 million average monthly unique visitors coming from our U.S. media network, which includes USA TODAY (based on 2025 Comscore Media Metrix®) and approximately 54 million average monthly unique visitors resulting from our U.K. digital properties (based on Adobe Analytics).

***2025 Comscore Inc., US Multi-Platform, Desktop 2+ and Total Mobile 18+, December 2024-December 2025.

****Newsquest used Adobe Analytics to identify unique visitors between January 2025 and December 2025.

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Our Values

Obsess over Customers

Be devoted to customers and commit to building relationships and experiences that deliver value. Earn the honor of being their preferred choice.

Cultivate Community

Create places people belong by facilitating vital connections that engage people in the place we live, work, and play. When we support each other, we all thrive.

Make an Impact

Produce impactful work that is personal, intentional, essential and drives real change in the organization, industry, for people we serve and the world. Meaningful work inspires action.

Act with Integrity

No matter who is watching, act with integrity, honesty, and the highest moral standards. Communicate and set expectations with candor and transparency. Doing so builds trusting relationships.

Progress with Curiosity and Purpose

Relentlessly pursue new ways to evolve how we deliver on our commitments. Challenge things that don't align and seek out solutions with insatiable curiosity. Inquisitive learning and agility advance our growth.

Embrace Diversity

All voices were meant to be heard. Seek opportunities for mutual learning and understanding. Embracing diverse opinions, backgrounds, and perspectives enables us to meet our fullest potential.

Executive Leadership

Mike Reed
Chief Executive Officer

Henry Faure Walker
Newsquest CEO

Polly Grunfeld Sack
Chief Legal Counsel

Trisha Gosser
Chief Financial Officer

Samantha Howland
Chief People Officer

Kristin Roberts
President
USA TODAY Media

Jason Taylor
Chief Revenue Officer

Joe Miranda
Chief Technology and Data Officer

Contact our PR team
pr@usatodayco.com

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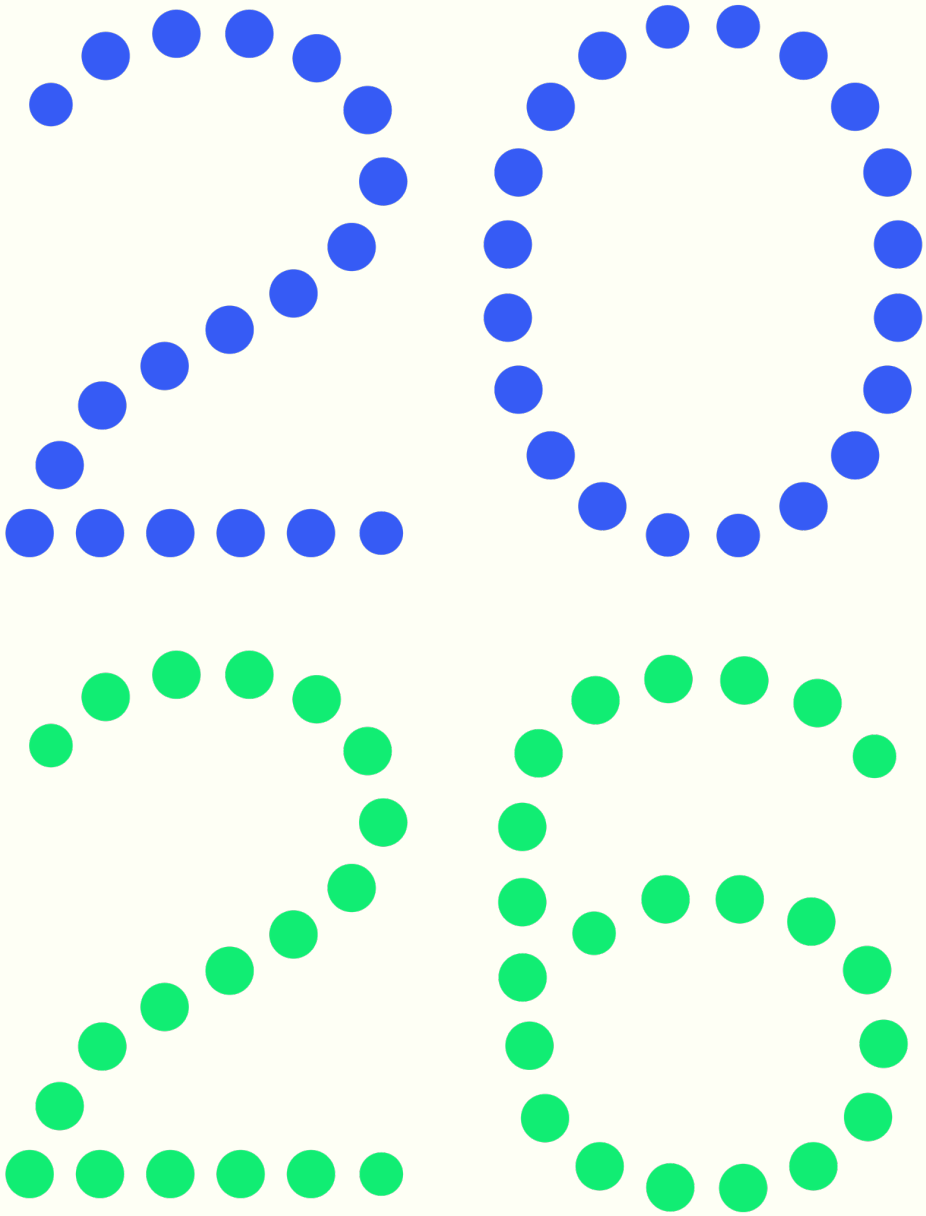
USA TODAY CO.



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