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A news publication and syndication platform where **brands, founders and subject experts** reach more than **90,000 readers every month** across the United States, Canada and the UK.

# CB HERALD

A NEWS PUBLICATION & SYNDICATION COMPANY

**MEDIA  
KIT  
2026**

ABOUT

# CB HERALD

ESTABLISHED 2021 · NEW YORK

**CB Herald is a news publication and syndication company based in New York.** Since 2021 the platform has covered business, technology, finance and culture for readers who want clear reporting on the people and companies shaping their industries.

The newsroom works with founders, executives and subject experts to bring their stories to a wider audience. Feature articles, executive interviews and company announcements sit alongside daily coverage across business, artificial intelligence, technology, finance and entertainment.

Brands publish with CB Herald to reach decision makers, build lasting search visibility and earn coverage that keeps working long after the publish date. Every story is written to read like news, not advertising, so it carries weight with the audiences that matter.

The result is a publication where credible reporting and brand storytelling share the same page, read by a growing audience across North America and beyond.

[READ MORE AT CBHERALD.COM](https://cbherald.com)

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**2021**

YEAR FOUNDED

**12**

EDITORIAL VERTICALS

**90K+**

MONTHLY VISITS

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**A PUBLICATION WHERE  
BRANDS, FOUNDERS  
AND SUBJECT EXPERTS  
SHARE STORIES WITH A  
GROWING  
INTERNATIONAL  
AUDIENCE**



# CB HERALD



**90,833**

MONTHLY VISITS



**+19.31 %**

GROWTH, MONTH OVER MONTH



**83.5 %**

MOBILE READERSHIP

SOURCE: SIMILARWEB · MAY 2026 · WORLDWIDE

REACH



## Search distribution

Indexed in Google with readers arriving through organic search across business and technology queries.



## Direct readership

A large share of visits arrive direct, a signal of brand recall and steady pickup of CB Herald stories across syndication partners.



## Social distribution

Coverage is reshared by featured clients across Instagram and Facebook, extending each story beyond the page it lives on.

GLOBAL READERSHIP

## Top Countries

BY TRAFFIC SHARE · SIMILARWEB · MAY 2026



Key cities include **New York**, **Los Angeles**, **Ashburn**, **Manchester** and **Bath**.

5

TOP COUNTRIES

92%

NORTH AMERICAN REACH

#1

IN NEWS & MEDIA

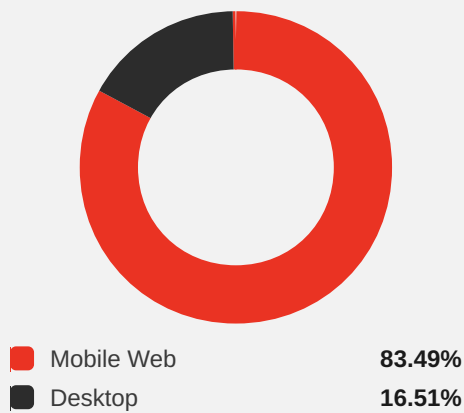
## A North American core

CB Herald draws the large majority of its audience from the United States, with steady readership across Canada, the United Kingdom, Australia and Germany. That concentration puts brand stories in front of the high-value North American business audience advertisers want to reach.

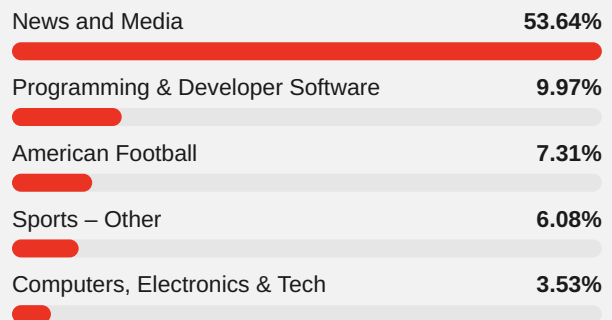
## AUDIENCE

# Traffic Breakdown

### DEVICE DISTRIBUTION



### TOP REFERRING INDUSTRIES



SIMILARWEB · MAY 2026 · WORLDWIDE

### MOMENTUM

# +19.31%

Total visit growth versus the previous month.

### TOP MARKET

# 87.11%

United States, our largest audience by a wide margin.

EDITORIAL

## What We Cover

01 BUSINESS	02 ARTIFICIAL INTELLIGENCE	03 TECHNOLOGY
04 FINANCE	05 REAL ESTATE	06 HEALTH
07 EDUCATION	08 ENTERTAINMENT	09 BOOKS & AUTHORS
10 MUSIC	11 SCIENCE	12 EVENTS

RECENTLY AMONG OUR MOST-READ STORIES

Colossal Biosciences Achieves Historic De-Extinction Milestone

Business

Lauren Neal on Reimagining Leadership in STEM

Technology

Thirty Years of Building Trust: An Interview With Janice Debo

Business

## SOCIAL PROOF

# Featured & Shared By Our Community



**Cyndia Bonaparte DiCaprio**  
Facebook · 2026



*“Thrilled to be highlighted by CB Herald. Breaking news, 2026 is shaping up to be a big year.”*

[VIEW ORIGINAL POST →](#)



INSTAGRAM

A featured guest shared their CB Herald story.  
[VIEW POST →](#)



REEL

A client celebrated their feature in a reel.  
[VIEW REEL →](#)



INSTAGRAM

An entrepreneur reposted their coverage.  
[VIEW POST →](#)



INSTAGRAM

A brand thanked CB Herald for the spotlight.  
[VIEW POST →](#)



INSTAGRAM

A founder shared their interview with followers.  
[VIEW POST →](#)



FACEBOOK

A client shared their CB Herald feature.  
[VIEW POST →](#)



FACEBOOK

A featured leader thanked CB Herald.  
[VIEW POST →](#)



FACEBOOK

A brand reposted its coverage to followers.  
[VIEW POST →](#)



FACEBOOK

An author celebrated their CB Herald story.  
[VIEW POST →](#)



FACEBOOK

A founder shared the news with their network.  
[VIEW POST →](#)



FACEBOOK

A client highlighted their feature article.  
[VIEW POST →](#)



FACEBOOK

A guest shared their interview link.  
[VIEW POST →](#)



FACEBOOK

A brand thanked CB Herald for the spotlight.  
[VIEW POST →](#)



FACEBOOK

A featured expert reshared their coverage.  
[VIEW POST →](#)



FACEBOOK

A client posted about their CB Herald feature.  
[VIEW POST →](#)

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WORK WITH US

# Put your story on a publication that reads like news

## Press Release Publication

Media-ready announcements published and indexed under the CB Herald masthead.

## Executive Interviews

Q&A features that position founders and executives as voices in their field.

## Feature Articles

Long-form brand stories written to inform readers and earn lasting search value.

## Editorial Syndication

Coverage carried across CB Herald channels and partner pickup for added reach.

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