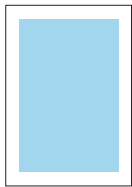


ADVERTISING RATES

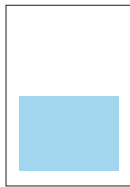
the PARIS REVIEW

PRINT & DIGITAL-EDITION ADS



FULL PAGE

4.3625" x 8"
1X \$2,000
4X \$6,000
b/w: 1X \$1,200
b/w: 4X \$3,600



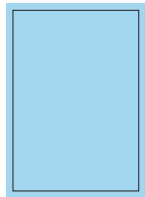
HALF PAGE

4.3625" x 3.875"
1X \$1,200
4X \$3,000
b/w: 1X \$800
b/w: 4X \$2,400



SPREAD

10.7" x 8"
1X \$3,500
4X \$10,000
b/w: 1X \$2,000
b/w: 4X \$6,000



FULL-PAGE BLEED

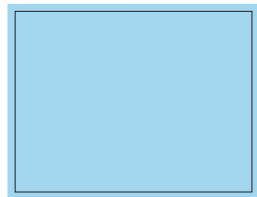
bleed size: 6.4375" x 9.625"
trim size: 6.1875" x 9.375"
1X \$2,000
4X \$6,000

BACK COVER

1X \$10,000 4X \$25,000

INSIDE COVERS

1X \$3,000 4X \$7,500



SPREAD WITH BLEED

bleed size: 12.625" x 9.625"
trim size: 12.375" x 9.375"
1X \$3,500
4X \$10,000

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pconroy@theparisreview.org

SCHEDULE

SPRING ISSUE

Ad Reservations 1/5
Materials Due 1/20
On-sale Date 3/15

SUMMER ISSUE

Ad Reservations 4/5
Materials Due 4/20
On-sale Date 6/15

FALL ISSUE

Ad Reservations 7/5
Materials Due 7/20
On-sale Date 9/15

WINTER ISSUE

Ad Reservations 10/5
Materials Due 10/20
On-sale Date 12/15

TECHNICAL REQUIREMENTS

For print ads, please supply hi-res PDFs (300 dpi) with embedded fonts and hi-res art. Color ads are 4-color only (CMYK).

DIGITAL EDITION

Print ads also appear in *The Paris Review's* digital edition with hyperlinks to advertiser Web sites.

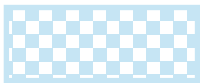


ADVERTISING RATES

the PARIS REVIEW

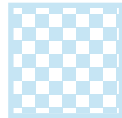
WEB ADS

Advertisers may choose placement on *The Paris Review's* homepage—which also includes content in the Interviews section of the site—or the Daily, the *Paris Review* blog featuring regularly updated cultural commentary by *Review* staff and contributors.



BANNER AD

728px x 90px
\$12 cpm



SQUARE AD

300px x 250px
\$10 cpm

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TECHNICAL REQUIREMENTS

For Web ads, please supply low-res GIFs or JPEGs (72 dpi) in RGB color.

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the Winter Issue [Order](#)

the Paris Review Daily

EVENTS
The lineup for our Spring Revel has been announced! Join James Salter, Robert Redford, Ann Beattie, Fran Lebowitz, and others on the evening of April 12, 2011.

TWITTER
We are also offering a 25% discount to US subscribers so that they can catch all four installments of Bolano's novel. [http://bit.ly/2k4779a](#)

[Follow Us](#)

NEWSLETTER
Keep up with TR news, parties, readings, and the latest from the magazine.

the Paris Review Daily

Jonathan Franzen: *The Paris Review* Interview
My Literary Hero
Blair Fuller: My Evening with J. D. Salinger

At Work
Karen Russell Discusses Her New Novel *Stupa*

A Year of Bolano: Announcing Our Spring Issue
Spring is almost here and with its near-arrival comes exciting news of our next issue. We will be publishing Roberto Bolano's *The Third Reich*—our first...
February 9, 2011 09:00 AM | 2 comments

A Week in Culture: Jacques Testard, Editor
DAY ONE 11:45 A.M. I've just landed in Delhi. I'm here for the Jagjivan Literature Festival, starring Orhan Pamuk, J. M. Coetzee, Richard Ford, and...
February 9, 2011 07:00 AM | 2 comments

An Adult Returns to 'Sleeping Beauty'
Recently, while visiting my parents, I came across my childhood Edition of *Sleeping Beauty*. As I opened the book again, the decades collapsed: the old...
February 8, 2011 03:52 PM | 2 comments

After Patricia
Let's be honest. I rue the day I didn't have my late stepmother whacked. I'd rather eat dirt than talk to my lascivious cousins. I haven't...
February 8, 2011 10:44 AM | 2 comments

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DEMOGRAPHICS AND CIRCULATION

the PARIS REVIEW

Total Circulation: 17,000 per issue

The Paris Review Online:

- 291,000 Monthly Visitors
- 484,000 Monthly Pageviews
- 142,000 Monthly Unique Visitors

Social Media:

- 120,000 Twitter Followers
- 3,700 Tumblr Followers
- 12,900 Facebook Fans

Subscriber Demographics:

Male/Female	60/40
Graduated College or More	91.1%
Postgraduate Degree	54.5%
Professional/Managerial	37.5%
Top Management	17.8%
Median Age	41
Median HHI	\$104,342
Net Worth \$250,000+	46.7%
Own a Valid Passport	89.9%
Travel for Business	48.9%

Culture in the Past 12 Months:

Attended a Live Arts Performance 4+ Times	63.6%
Attended a Museum or Gallery 4+ Times	61.7%
Purchased 10+ Books	85.2%

Travel in the Past 12 Months:

4+ Round-trip Flights	49.9%
Traveled Internationally	51.1%
6+ Hotel Nights (Vacation Travel)	56.6%
6+ Hotel Nights (Business Travel)	30.2%
Select Flights by Preferred Airline	61.4%

Identified as Important or Very Important in Travel Decisions:

Hotel Star Rating	61.2%
Hotel Features and Character	86.3%
Luxury Accommodations	36.3%

Identified as Important or Very Important in Lifestyle Spending Decisions:

Cultural Activities	93.8%
Travel	85.1%
Food & Restaurants	79.3%
Fashion	37.3%
Brand or Label Name	49.9%
Brand or Label Reputation	80.1%
Enduring Quality or Appeal	97.1%

Reader Profile:

Subscriber 2+ Years	49.8%
Spend 2+ Hours Reading Each Issue	87.3%
Read Every Issue Each Year	73.9%
Plan to Renew Subscription	90.6%

Paris Review Readers Who *Do Not* Read:

<i>Artforum</i>	90.5%
<i>The Atlantic Monthly</i>	66.8%
<i>The Economist</i>	73.9%
<i>Harper's</i>	68.8%
<i>London Review of Books</i>	84.7%
<i>New York Magazine</i>	80.2%
<i>The New York Review of Books</i>	52.8%
<i>The New Yorker</i>	15.1%
<i>Vanity Fair</i>	78.1%



PRESS QUOTES & AWARDS

the PARIS REVIEW

THE MAGAZINE AND WEB SITE EVERYONE IS TALKING ABOUT . . . AGAIN:

“In a world where literature seems like an afterthought, the Review commands attention.” —**THE CHICAGO TRIBUNE**

“America’s greatest literary journal.” —**TIME MAGAZINE**

“One of the most prestigious journals in English letters.” —**THE OBSERVER (UK)**

“An American treasure with true international reach.” —**THE LOS ANGELES TIMES**

“Elegant, edgy, and surprising . . . Made me tear up on the subway and almost miss my stop.” —**MAUDNEWTON.com**

“Is ‘The Paris Review’ good? . . . The magazine is f***ing exceptional.” —**HTMLGIANT.com**

“If there’s a better place to lose yourself online right now, I don’t know what it is.” —**THE NEW YORK TIMES**

Since Lorin Stein was named editor in April 2010, press in both print and online outlets has been extensive, with profiles, features, and reviews appearing in:

<i>The New York Times</i>	<i>National Post (Canada)</i>
<i>New York Observer</i>	<i>Marketplace (NPR)</i>
<i>New York Magazine</i>	<i>Esquire</i>
<i>Financial Times</i>	<i>The Week</i>
<i>The New Yorker</i>	<i>Flavorpill</i>
<i>The Chicago Tribune</i>	<i>L Magazine</i>
<i>Los Angeles Times</i>	<i>MaudeNewton.com</i>
<i>Pittsburgh Post-Gazette</i>	<i>Portland Mercury</i>
<i>International Herald Tribune</i>	

THE PRIZE JUDGES HAVE TAKEN NOTE:

The redesigned *Paris Review* has won:

- 2011 NATIONAL MAGAZINE AWARD FOR ESSAYS AND CRITICISM
- 2011 WEBBY HONOREE FOR BEST COPY/WRITING AND BLOG-CULTURAL
- 2012 PUSHCART PRIZE FOR NONFICTION



HISTORY

the PARIS REVIEW



Since its founding in 1953, *The Paris Review* has been America's preeminent literary quarterly, dedicated to discovering and publishing the best new voices in fiction, nonfiction, and poetry. The magazine introduced readers to the earliest writings of Jack Kerouac, Philip Roth, T. C. Boyle, V. S. Naipaul, Ha Jin, Jay McInerney, and Mona Simpson, and published numerous now-classic works, including Roth's *Goodbye, Columbus*, Donald Barthelme's *Alice*, Jim Carroll's *Basketball Diaries*, and selections from Samuel Beckett's *Molloy* (his first publication in English). The first chapter of Jeffrey Eugenides's *The Virgin Suicides* appeared in the *Review's* pages, as well as stories by David Foster Wallace, Jim Crace, Lorrie Moore, Denis Johnson, Edward P. Jones, Rick Moody, Ann Patchett, Jim Shepard, and Jeanette Winterson.

The Paris Review's renowned Writers at Work series of interviews, of which early installments include legendary conversations with E. M. Forster, William Faulkner, and Ernest Hemingway, is one of the great landmarks of world literature. Hailed by *The New York Times* as "the most remarkable interviewing project we possess," the series received a George Polk Award and was nominated for a Pulitzer Prize. Among the more than three hundred interviewees are T. S. Eliot, Marianne Moore, W. H. Auden, Elizabeth Bishop, Toni Morrison, and Susan Sontag. Recent issues feature conversations with Jonathan Franzen, Louise Erdrich, Michel Houellebecq, David Mitchell, Mary Karr, Gay Talese, Ray Bradbury, and Marilynne Robinson, among others. Selected interviews have been published by Picador in a four-volume anthology series. In September 2010, *The Paris Review* made the complete interview archives available on its Web site, a move applauded by critics and readers across the nation and praised by Dwight Garner in *The New York Times*: "If there's a better place to lose yourself online right now, I don't know what it is."

The Paris Review was edited by George Plimpton until his death in September 2003, after which he was succeeded by Philip Gourevitch. Lorin Stein was named editor in April 2010 and redesigned and relaunched both the print journal and Web site to widespread critical and popular acclaim. Since Stein assumed the role of editor, paid subscriptions have grown steadily and monthly traffic on the Web site has increased nearly 300 percent. Under Stein, the magazine has published fiction by such celebrated writers as Sam Lipsyte, Lydia Davis, and Péter Nádas and introduced work by April Ayers Lawson, Claire Vaye Watkins, and Alexandra Kleeman to wider audiences. New poetry editor Robyn Creswell has selected poems from Devin Johnston, Jim Moore, Charles Harper Webb, Fredrick Seidel, John Tranter, and others. The magazine has also published visual-art portfolios curated by Lauren Cornell and David Salle featuring the work of Tauba Auerbach, Colter Jacobsen, Amy Sillman, and Tom McGrath.



HISTORY

the PARIS REVIEW



Each spring, *The Paris Review* celebrates distinctive writers at different stages of their careers at the annual Spring Revel. The centerpiece of the evening, the Hadada Award, recognizes a major writer's lifelong contribution to literature, with previous recipients including William Styron, Joan Didion, Norman Mailer, John Ashbery, and Philip Roth. In 2011, the Hadada will be presented to novelist and essayist James Salter by Academy Award-winning actor and director Robert Redford. The Plimpton Prize for Fiction salutes an emerging voice in fiction brought to national attention in the magazine, with the 2010 prize presented to Caitlin Horrocks. At the 2011 Spring Revel, *The Paris Review* will announce the first Terry Southern Prize for Humor, honoring a writer of exceptional wit published in the print journal or on the magazine's Web site.



Since 1999, *The Paris Review* has been published by The Paris Review Foundation, Inc., a non-profit 501(c)(3) organization.



LORIN STEIN

the PARIS REVIEW



Lorin Stein joined *The Paris Review* as its third editor in March 2010. He was previously an editor at Farrar, Straus and Giroux for twelve years, where he worked with such authors as Lydia Davis, Jeffrey Eugenides, Jonathan Franzen, Denis Johnson, Sam Lipsyte, Richard Price, and James Wood. Additionally, he has overseen many works in translation, including the novels of Roberto Bolaño. Books edited by Stein have received the National Book Award, the Pulitzer Prize, the *Los Angeles Times* Book Prize, the *Believer* Book Award, and the National Book Critics Circle Award. Mr. Stein's reviews of fiction and poetry have appeared in *The New York Review of Books*, *Harper's*, the *London Review of Books*, *The New Republic*, and *The Salon Guide to Contemporary Fiction*. He is the translator (from the French) of Grégoire Bouillier's memoir *The Mystery Guest* (2008) and cotranslator of Tristan Garcia's novel *Hate* (2010). Hailing from Washington, D.C., Stein came to book publishing by way of magazines: He was a contributing editor at both *Publishers Weekly* and Dave Eggers's first magazine, *Might*. He lives in New York City.

