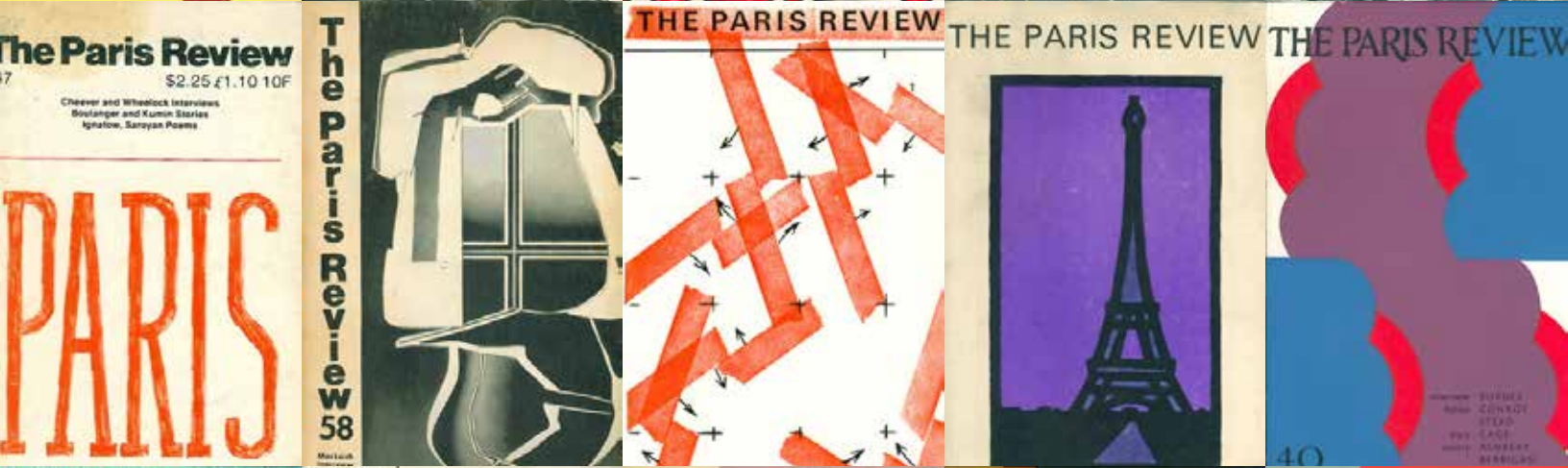




**MEDIA KIT  
2019**



# *the* PARIS REVIEW

## SELECTED PRAISE

---

**“ONE OF THE MOST  
PRESTIGIOUS JOURNALS IN  
ENGLISH LITERATURE.”**

THE OBSERVER (LONDON)

---

**“IN A WORLD WHERE  
LITERATURE SEEMS LIKE  
AN AFTERTHOUGHT,  
THE REVIEW COMMANDS  
ATTENTION.”**

CHICAGO TRIBUNE

---

**“THE ENDURING LION OF  
AMERICAN LITERARY MAGAZINES.  
A THING OF BEAUTY.”**

THE NEW YORK TIMES

---

**“CLASSY AND  
OLD SCHOOL.”**

THE NEW YORK REVIEW OF MAGAZINES

---

**“THE MOST PRESTIGIOUS  
OF AMERICAN LITERARY  
JOURNALS.”**

THE FINANCIAL TIMES

---

**“AMERICA’S GREATEST  
LITERARY JOURNAL.”**

TIME MAGAZINE

---

**“AN AMERICAN TREASURE WITH  
TRUE INTERNATIONAL REACH.”**

LOS ANGELES TIMES

---

**“AN INDISPENSABLE PART OF  
THE LITERARY CULTURE.”**

GUARDIAN

---

# the PARIS REVIEW

## ABOUT

---



Since its founding in 1953, *The Paris Review* has been America's preeminent literary quarterly, dedicated to discovering the best new voices in fiction, nonfiction, and poetry. The *Review's* renowned Writers at Work series of interviews 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 has been nominated for a Pulitzer Prize. With the December 2016 redesign of the *Review's* website, the complete digital archive of everything we've published since 1953 is available to subscribers. In November 2017, the *Review* gave voice to nearly sixty-five years of writing and interviews with the launch of its first-ever podcast, featuring a blend of classic stories and poems, vintage interview recordings, and new work and original readings by the best writers of our time.

*The Paris Review* has published...

### THE EARLIEST WRITINGS OF

Jack Kerouac  
Philip Roth  
T. C. Boyle  
Mona Simpson  
Jeffrey Eugenides  
Adrienne Rich  
Edward P. Jones  
Emma Cline

### LEGENDARY CONVERSATIONS WITH

E. M. Forster  
William Faulkner  
Ernest Hemingway  
T. S. Eliot  
Marianne Moore  
W. H. Auden,  
Elizabeth Bishop  
Toni Morrison

### NOW-CLASSIC WORKS, SUCH AS

*Goodbye, Columbus*  
by Philip Roth  
*Alice*  
by Donald Barthelme  
*Basketball Diaries*  
by Jim Carroll  
selections from *Molloy*  
by Samuel Beckett

### STORIES BY

David Foster Wallace  
Ann Beattie  
Jim Crace  
Lorrie Moore  
Denis Johnson  
Rick Moody  
Ann Patchett  
Jim Shepard

... and countless others.

# *the* PARIS REVIEW

## IN RECENT ISSUES

---

Waris Ahluwalia	Bret Easton Ellis	Karl Ove Knausgaard	Adam Phillips
Hilton Als	Deborah Eisenberg	Tony Kushner	Claudia Rankine
Tauba Auerbach	Louise Erdrich	Rachel Kushner	Mika Rottenberg
John Ashbery	Jeffrey Eugenides	Ursula K. Le Guin	Norman Rush
Nicholson Baker	Elena Ferrante	Ben Lerner	James Salter
Roberto Bolaño	Walton Ford	Jonathan Lethem	Erika L. Sánchez
Robert Caro	Jonathan Franzen	Gordon Lish	David Sedaris
Emmanuel Carrere	William Gibson	Janet Malcolm	Wallace Shawn
Anne Carson	Michel Houellebecq	Hilary Mantel	Amy Sillman
Emma Cline	Michael Haneke	Bernadette Mayer	Mona Simpson
Chuck Close	Alan Hollinghurst	Marilyn Minter	Jane Smiley
Dennis Cooper	Edward P. Jones	Eileen Myles	Zadie Smith
Rachel Cusk	JR	Otessa Moshfegh	John Jeremiah Sullivan
Lydia Davis	Maira Kalman	Herta Müller	David Szalay
Samuel R. Delany	Imre Kertesz	Albert Murray	Chris Ware
Thomas Demand	William Kentridge	Laurel Nakadate	Joy Williams
Geoff Dyer	Alexandra Kleeman	Raymond Pettibon	Alejandro Zambra

# *the* PARIS REVIEW

## A SELECTION OF OUR PARTNERS

---

Hermès	Veda	W. W. Norton & Co.
The New School	BAGGU	Clare Vivier
Madewell	Drawn & Quarterly	Russ & Daughters
FSG	David Zwirner	Penguin Press
The Standard Hotels	Bloomsbury	BAM
Creatures of Comfort	Paula Cooper Gallery	Yale University
Aesop	Honey + Wax	Seresin
Warby Parker	Little Bear Inc.	Chateau Marmont
Gabriela Hearst	New York Review of Books	Rag & Bone
Riverhead	Sarah Lawrence	92nd Street Y
Dimes	William Grant & Sons	Glenn Horowitz Bookseller
Other Press	National Sawdust	The London Review of Books
Mast Brothers	Oak Street Bootmakers	McNally Jackson Books
Cafe Loup	The Glass House	Farrar, Straus & Giroux

# *the* PARIS REVIEW

## CIRCULATION

---

TOTAL CIRCULATION  
**23,000**

PASS-ALONG RATE  
**1.8**

TOTAL READERSHIP  
**41,400**

### *The Paris Review* Online

**1,161,000** MONTHLY PAGEVIEWS

**617,000** MONTHLY UNIQUE VISITORS

### Social Media

**940,000** TWITTER FOLLOWERS

**400,000** FACEBOOK FANS

**266,000** TUMBLR FOLLOWERS

**160,000** INSTAGRAM FOLLOWERS

# *the* PARIS REVIEW

## WHO READS THE PARIS REVIEW

---

### DEMOGRAPHICS

*Average Household Income* **\$118,500**

---

**48%** Female **52%** Male

---

*Average Age* **45**

---

### ENGAGEMENT

**8 YEARS** *average length of readership*

---

**86%** *plan to renew their subscription*

---

**87%** *spend 2+ hours with each issue*

---

**75%** *of our readers keep issues as part of their regular book collections*

---

**94%** *visit our website [parisreview.org](http://parisreview.org)*

---

**85%** *spend 10+ minutes on the website*

---

**70%** *share content from the website via social media*

---

### LIFESTYLE

**82%** *have purchased 10+ books in the past year*

---

**95%** *attended readings in the past year*

---

**99%** *visited a gallery or museum in the past year*

---

**97%** *attended a live performance event in the past year*

---

**72%** *have booked 5+ night in a hotel for vacation travel*

---

**58%** *traveled internationally*

---

**90%** *identified culture as important in lifestyle spending decisions*

---

**73%** *identified food and restaurants as important in lifestyle spending decisions*

---

**77%** *identified travel as important in lifestyle spending decisions*

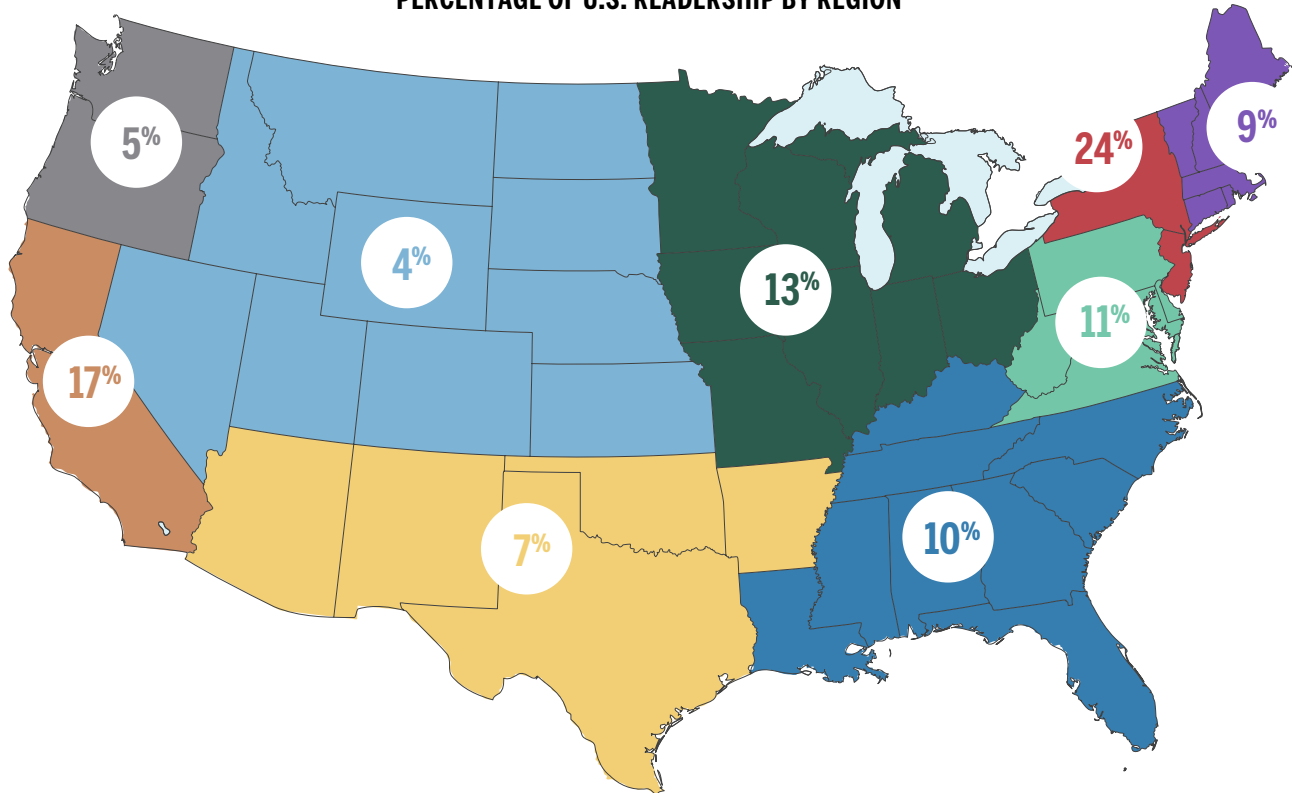
---

# *the* PARIS REVIEW

## WHO READS THE PARIS REVIEW

---

### PERCENTAGE OF U.S. READERSHIP BY REGION



#### TOP US CITIES

*NYC, L.A., San Fran,  
D.C., Boston*

#### TOP INTERNATIONAL CITIES

*London, Toronto,  
Melbourne*

#### TOP INTERNATIONAL TERRITORIES

*Canada, GB, EU,  
Australia*

#### FIND THE PARIS REVIEW AT ...

**MAJOR BOOKSTORES** *and newsstands in the U.S. and Canada*

**HOTELS**, *including The Standard, Chateau Marmont, The Bowery Hotel, and Chiltern Firehouse*

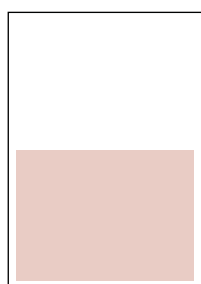
**SPECIALTY STORES** *such as Clare Vivier and Aesop shops worldwide*



# the PARIS REVIEW

## PRINT ADVERTISING

**T**he *Paris Review*'s highly educated readership regularly makes luxury and art purchases, and 75% of our readers keep issues as part of their regular book collections. Preserve your brand in perpetuity by making it a part of *The Paris Review* archive, America's most prestigious literary magazine, read around the world.



### HALF PAGE

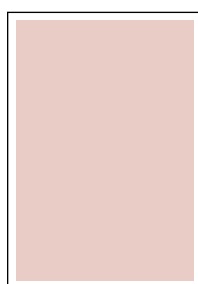
3.75" × 4.3625"

1x \$2,400

4x \$7,200

1x *b/w* \$1,500

4x *b/w* \$4,500



### FULL PAGE

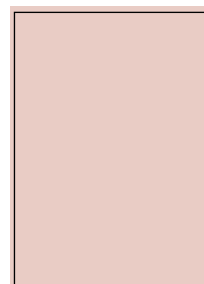
7.875" × 4.3625"

1x \$4,500

4x \$13,500

1x *b/w* \$3,000

4x *b/w* \$9,000



### FULL-PAGE BLEED

bleed size

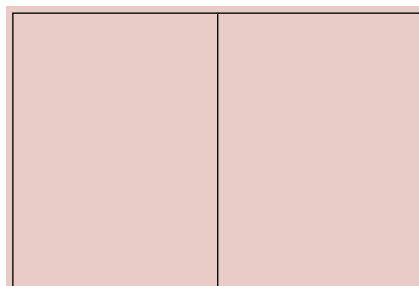
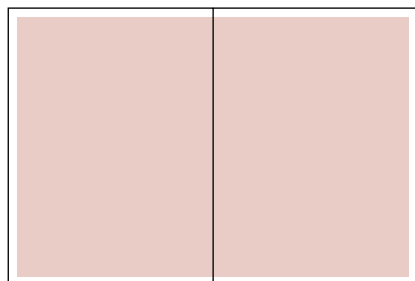
9.5" × 6.375"

trim size

9.25" × 6.125"

1x \$4,500

4x \$13,500



### BOOKMARK BLOW-IN

bleed size

8.75" × 2"

1x \$7,500

4x \$22,500

### SPREAD 7.875" × 10.65"

1x \$7,500

4x \$22,500

1x *b/w* \$4,500

4x *b/w* \$13,500

### SPREAD WITH BLEED

bleed size 9.5" × 12.5"

trim size 9.25" × 12.25"

1x \$7,500

4x \$22,500

### INSIDE COVER

1x \$7,500

4x \$22,500

### BACK COVER

1x \$15,000

4x \$45,000

**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). No Pantone colors.

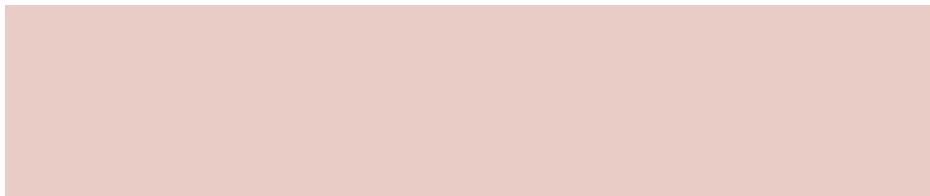
**Digital Edition** Print ads also appear in *The Paris Review*'s digital edition with hyperlinks to advertiser Web sites.

# the PARIS REVIEW

## WEB ADVERTISING

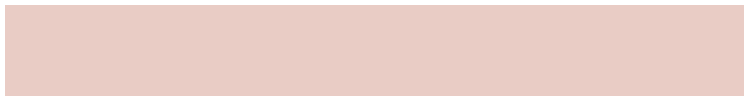
---

**W**ith over 600,000 unique visitors a month, advertisers may choose placement anywhere on *The Paris Review's* newly redesigned website, including the homepage, the archive, or the Daily, featuring regularly updated cultural commentary by *Review* staff and contributors.



### **BANNER**

970px × 250px \$10 cpm



### **BANNER**

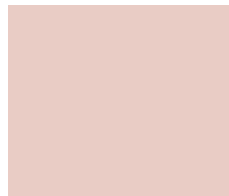
728px × 90px \$10 cpm



### **MOBILE BANNER**

320px × 50px

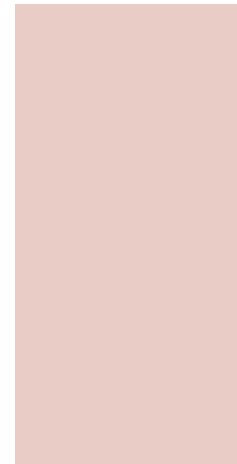
\$8 cpm



### **MEDIUM RECTANGLE**

300px × 250px

\$8 cpm



### **HALF PAGE**

300px × 600px

\$8 cpm

**Technical Requirements** For Web ads, please supply low-res GIFs or JPEGs (72 dpi) in RGB color. Images may be static or animated.

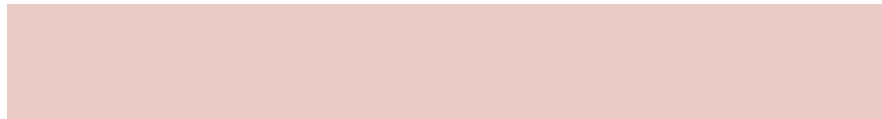
Please note that we cannot implement cache busters in an ad's link.

# *the* PARIS REVIEW

## NEWSLETTER ADVERTISING

---

**W**ith 80,000 subscribers, *The Paris Review's* email newsletter is an excellent way to reach our most engaged readers. Newsletters are sent weekly.



### **BANNER**

**728px × 90px**

\$1,000 per newsletter

**Technical Requirements** For newsletter ads, please supply low-res GIFs or JPEGs (72 dpi) in RGB color. Images for the newsletter must be static.

Please note that we cannot implement cache busters in an ad's link.

# *the* PARIS REVIEW

## SCHEDULE

---

### SPRING ISSUE

Ad Reservations 1/7

Materials Due 1/18

On-sale Date 3/12

### SUMMER ISSUE

Ad Reservations 4/8

Materials Due 4/19

On-sale Date 6/11

### FALL ISSUE

Ad Reservations 7/5

Materials Due 7/19

On-sale Date 9/10

### WINTER ISSUE

Ad Reservations 10/1

Materials Due 10/14

On-sale Date 12/3

## SPONSORSHIP PACKAGE

---

**W**e are happy to work with you to customize a sponsorship opportunity that includes print and online advertising, events, premiums, and promotions. For more information, please contact:

Lori Dorr  
The Paris Review  
544 West 27th Street (Third Floor)  
New York, NY 10001  
(212) 343-1333  
[ldorr@theparisreview.org](mailto:ldorr@theparisreview.org)