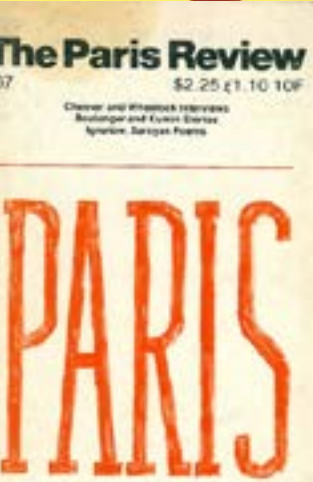
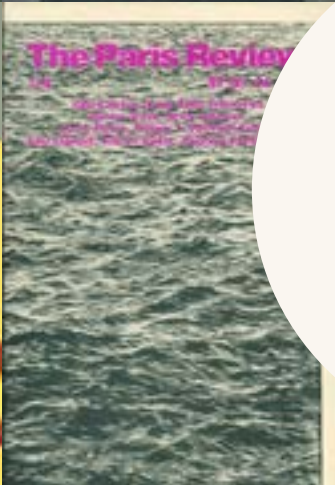




**MEDIA KIT
2017**



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. In September 2010, the *Review* made the complete interview archive available on its website, 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." With the December 2016 redesign of the *Review's* website, the complete digital archive of everything we've published since 1953 is now available to subscribers.

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.

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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	Frederick Seidel
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

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OUR PARTNERS

Hermès	Little Bear Inc
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Creatures of Comfort	Russ & Daughters
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Dimes	Chateau Marmont
Other Press	Rag & Bone
Mast Brothers	92nd Street Y
Cafe Loup	NYU
Veda	The London Review of Books
BAGGU	Seresin

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CIRCULATION

TOTAL CIRCULATION
20,000

PASS-ALONG RATE
1.8

TOTAL READERSHIP
36,000

The Paris Review Online

1,000,000 MONTHLY VISITORS

1,300,000 MONTHLY PAGEVIEWS

900,000 MONTHLY UNIQUE VISITORS

Social Media

750,000 TWITTER FOLLOWERS

400,000 FACEBOOK FANS

280,000 TUMBLR FOLLOWERS

140,000 INSTAGRAM FOLLOWERS

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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*

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*

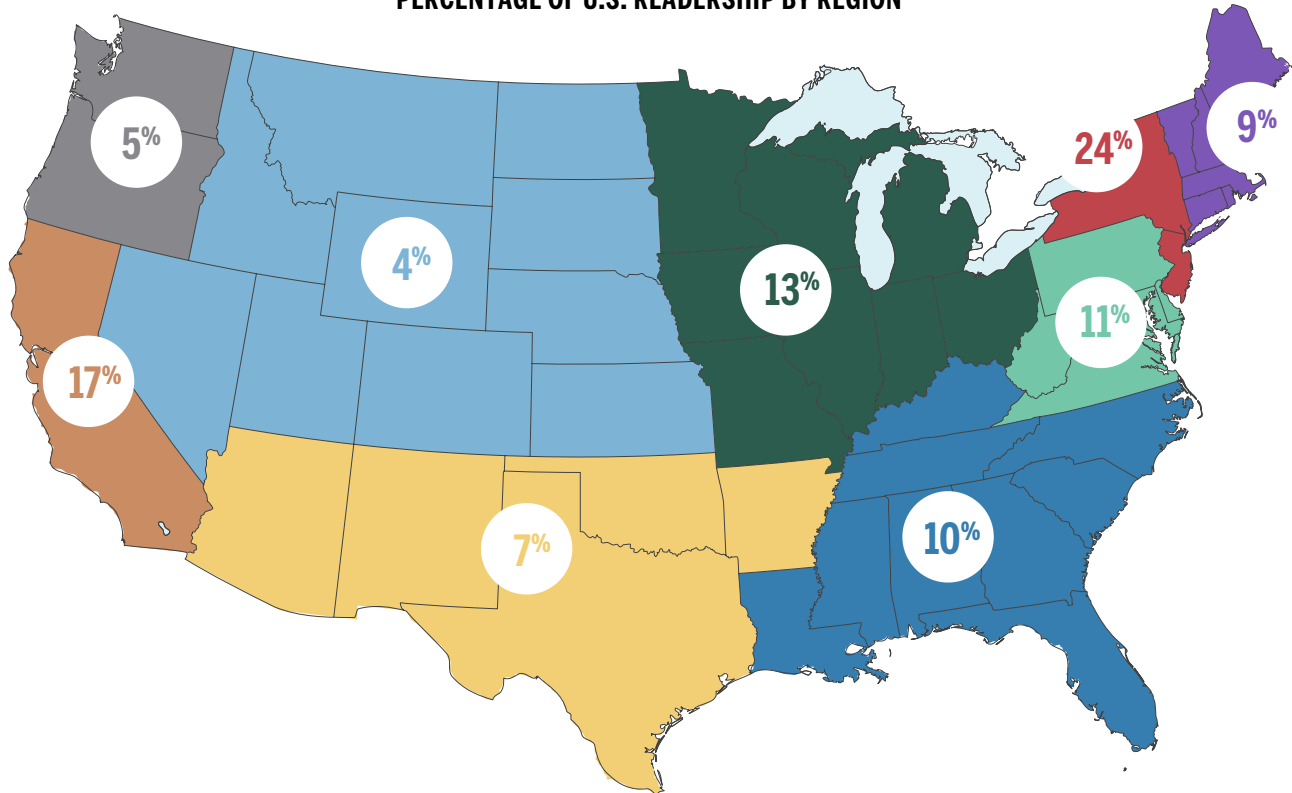
73% *identified food and restaurants as important in lifestyle spending decisions*

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

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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*

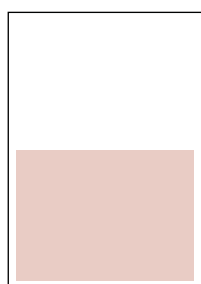
HOTELS, *including Chateau Marmont, The Bowery Hotel, and Chiltern Firehouse*

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

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PRINT ADVERTISING

The *Paris Review*'s highly educated readership regularly makes luxury and art purchases, and 72% 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

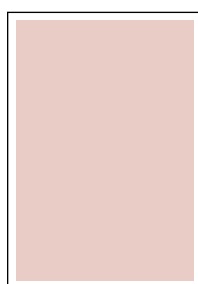
3.75" × 4.3625"

1x \$2,400

4x \$7,200

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

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



FULL PAGE

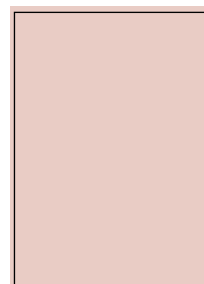
7.875" × 4.3625"

1x \$4,500

4x \$13,500

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

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



FULL-PAGE BLEED

bleed size

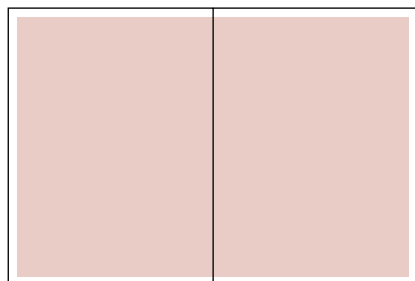
9.5" × 6.375"

trim size

9.25" × 6.125"

1x \$4,500

4x \$13,500



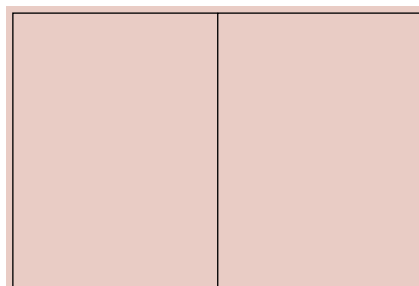
SPREAD 7.875" × 10.65"

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



BOOKMARK BLOW-IN

bleed size

8.75" × 2"

1x \$7,500

4x \$22,500

INSIDE COVER

1x \$7,500

4x \$22,500

BACK COVER

1x \$15,000

4x \$45,000

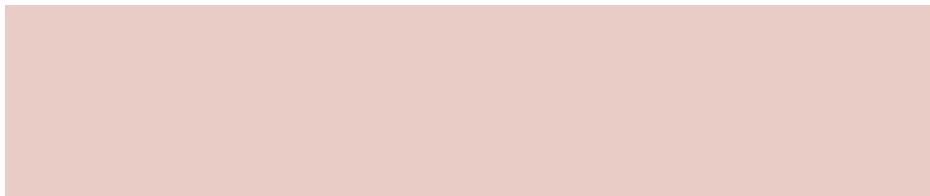
Technical Requirements For print ads, please supply hi-res PDFs (300 dpi) with embedded fonts and hi-res art. Color ads are 4-color only (CMYK). No Pantone colors.

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

the PARIS REVIEW

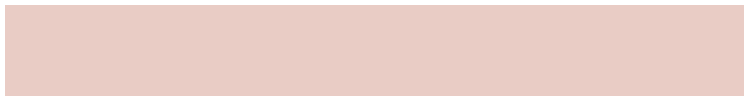
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With almost a million unique visitors a month, advertisers may choose placement anywhere on *The Paris Review's* newly redesigned website, including the homepage, the archive, or the Daily, featuring regularly updated cultural commentary by *Review*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



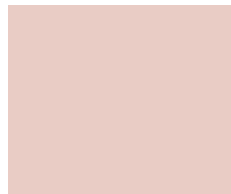
BANNER

970px × 250px \$10 cpm



BANNER

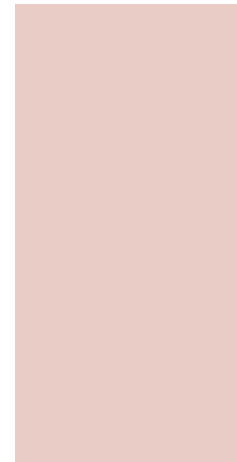
728px × 90px \$10 cpm



MEDIUM RECTANGLE

300px × 250px

\$8 cpm



HALF PAGE

300px × 600px

\$8 cpm

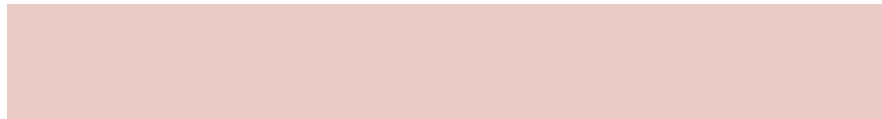
Technical Requirements For Web ads, please supply low-res GIFs or JPEGs (72 dpi) in RGB color. Images may be static or animated.

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

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NEWSLETTER ADVERTISING

With 60,000+ subscribers, *The Paris Review's* monthly e-mail newsletter is an excellent way to reach our most engaged readers. Newsletters are sent weekly.



BANNER

460px × 60px

\$650 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.

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SCHEDULE

SPRING ISSUE

Ad Reservations 1/5

Materials Due 1/20

On-sale Date 3/14

SUMMER ISSUE

Ad Reservations 4/5

Materials Due 4/20

On-sale Date 6/13

FALL ISSUE

Ad Reservations 7/5

Materials Due 7/20

On-sale Date 9/12

WINTER ISSUE

Ad Reservations 10/5

Materials Due 10/20

On-sale Date 12/12

SPONSORSHIP PACKAGE

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