



# *the* PARIS REVIEW

## SELECTED PRAISE

---

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

THE OBSERVER (LONDON)

---

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

THE NEW YORK TIMES

---

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

THE FINANCIAL TIMES

---

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

LOS ANGELES TIMES

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

CHICAGO TRIBUNE

---

**“CLASSY AND  
OLD SCHOOL.”**

THE NEW YORK REVIEW OF MAGAZINES

---

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

TIME MAGAZINE

---

**“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 over sixty 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	Deborah Eisenberg	Karl Ove Knausgaard	Raymond Pettibon
Hilton Als	Louise Erdrich	Wayne Koestenbaum	Adam Phillips
Alexia Arthurs	Elena Ferrante	Tony Kushner	Carl Phillips
John Ashbery	Kelli Jo Ford	Rachel Kushner	Claudia Rankine
Roberto Bolaño	Walton Ford	Ursula K. Le Guin	Mika Rottenberg
Jericho Brown	Jonathan Franzen	Ben Lerner	James Salter
Robert Caro	William Gibson	Jonathan Lethem	Erika L. Sánchez
Emmanuel Carrere	Isabella Hammad	Janet Malcolm	David Sedaris
Anne Carson	Michel Houellebecq	Hilary Mantel	Wallace Shawn
Emma Cline	Michael Haneke	Bernadette Mayer	Amy Sillman
Dennis Cooper	Leslie Jamison	Marilyn Minter	Jane Smiley
Rachel Cusk	Edward P. Jones	Eileen Myles	John Jeremiah Sullivan
Lydia Davis	Maira Kalman	Otessa Moshfegh	Chris Ware
Samuel R. Delany	William Kentridge	Herta Müller	Diane Williams
Thomas Demand	Imre Kertesz	Albert Murray	Joy Williams
Geoff Dyer	Rachel Khong	Sharon Olds	Alejandro Zambra
Bret Easton Ellis	Alexandra Kleeman	Kimberly King Parsons	Kate Zambreno

# *the* PARIS REVIEW

## A SELECTION OF OUR PARTNERS

---

Hermès	Metrograph	NeueHouse
The New School	Sofia Wines	Stitcher
Madewell	Channing Daughters Winery	W. W. Norton & Co.
FSG	Veda	Clare Vivier
The Standard Hotels	BAGGU	Rag & Bone
Creatures of Comfort	Drawn & Quarterly	Penguin Press
Aesop	David Zwirner	BAM
Warby Parker	Bloomsbury	Yale University
Gabriela Hearst	Paula Cooper Gallery	Seresin
Riverhead	Honey + Wax	92nd Street Y
Dimes	Little Bear Inc.	Glenn Horowitz Bookseller
Other Press	New York Review of Books	The London Review of Books
Mast Brothers	Sarah Lawrence	McNally Jackson Books
Dreyden	William Grant & Sons	Farrar, Straus & Giroux
Graywolf Press	National Sawdust	Hendrick's Gin
Frieze	Oak Street Bootmakers	Other Half Brewing Co.
The Morgan Library & Museum	The Glass House	Catbird
	CELINE	Hesperios
	Art Basel	

# *the* PARIS REVIEW

## CIRCULATION

---

TOTAL CIRCULATION

**24,000**

PASS-ALONG RATE

**1.8**

TOTAL READERSHIP

**43,200**

*The Paris Review* Online

**1,175,000** MONTHLY PAGEVIEWS

**700,000** MONTHLY UNIQUE VISITORS

Social Media

**960,000** TWITTER FOLLOWERS

**400,000** FACEBOOK FANS

**213,000** 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*

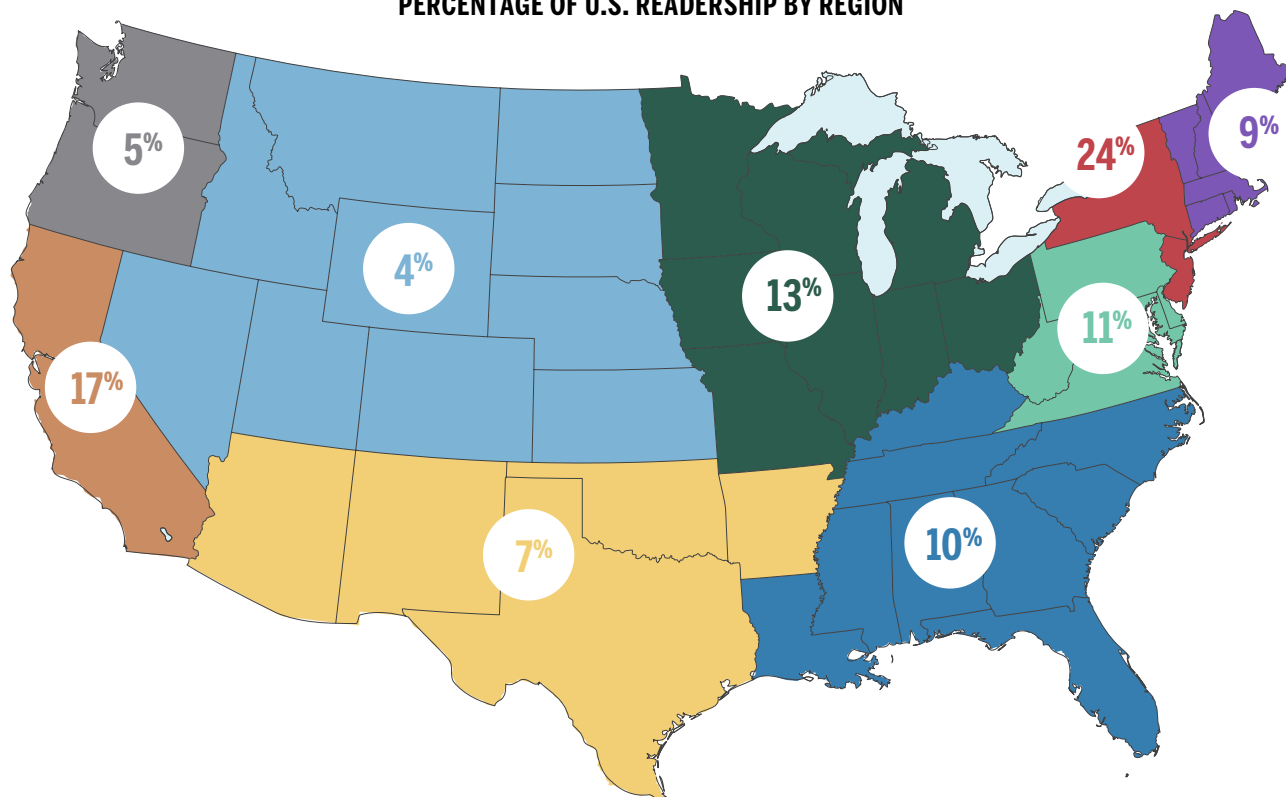
**77%** *identified travel as important in lifestyle spending decisions*

# *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, The Bowery Hotel, and Chiltern Firehouse*

---

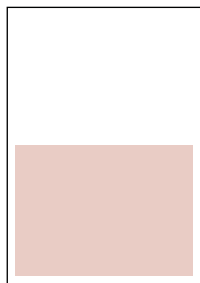
**SPECIALTY STORES** *such as Clare Vivier and Aesop shops worldwide*



# 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

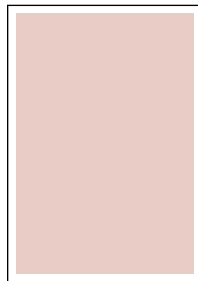
**3.75" × 4.3625"**

**1x \$2,400**

**4x \$7,200**

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

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



### FULL PAGE

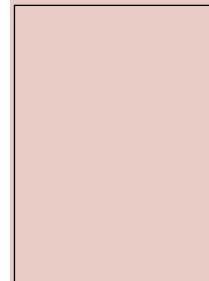
**7.875" × 4.3625"**

**1x \$4,500**

**4x \$13,500**

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

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



### FULL-PAGE BLEED

**bleed size**

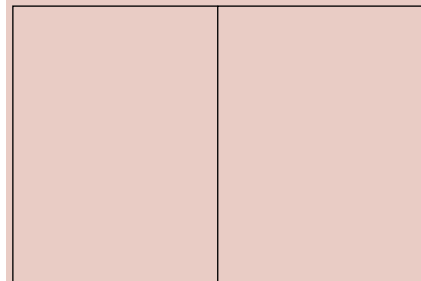
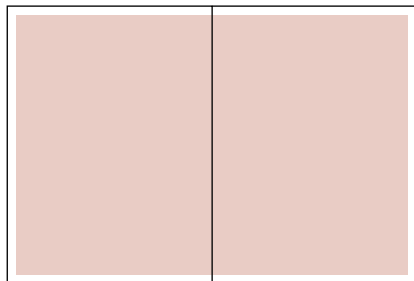
**9.5" × 6.375"**

**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**

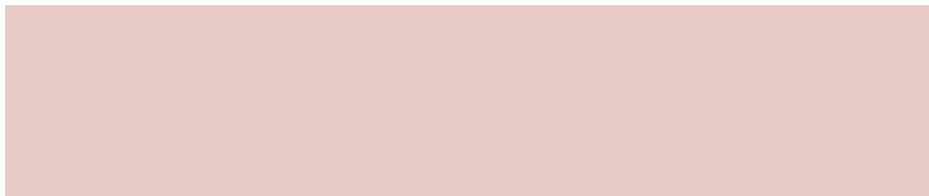
**Technical Requirements** For print ads, please supply hi-res PDFs (300 dpi) with embedded fonts and hi-res art. Color ads are 4-color only (CMYK). No Pantone colors.

# *the* PARIS REVIEW

## WEB ADVERTISING

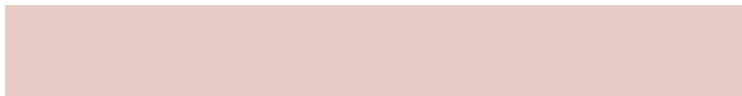
---

**W**ith over 700,000 unique visitors a month, advertisers may choose placement anywhere on *The Paris Review's* 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**

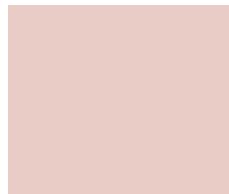
728px × 90px \$10 cpm



### **MOBILE BANNER**

320px × 50px

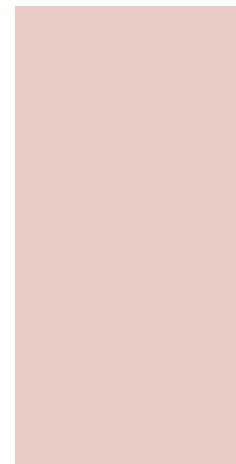
\$8 cpm



### **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 144,000 subscribers, *The Paris Review's* email newsletter is an excellent way to reach our most engaged readers. Newsletters are sent weekly.



### **BANNER**

**728px × 90px**

\$1,500 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 1/9

Materials Due 1/20

On-sale Date 3/10

### SUMMER ISSUE

Ad Reservations 4/9

Materials Due 4/20

On-sale Date 6/9

### FALL ISSUE

Ad Reservations 7/6

Materials Due 7/20

On-sale Date 9/8

### WINTER ISSUE

Ad Reservations 10/1

Materials Due 10/12

On-sale Date 12/8

## 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)