MEDIA KIT
2021
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THE OBSERVER (LONDON)

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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
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.
IN RECENT ISSUES

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

A SELECTION OF OUR PARTNERS

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Aesop
Warby Parker
Gabriela Hearst
Riverhead
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Dreyden
Graywolf Press
Frieze
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Metrograph
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Channing Daughters Winery
Veda
BAGGU
Drawn & Quarterly
David Zwirner
Bloomsbury
Paula Cooper Gallery
Honey + Wax
Little Bear Inc.
New York Review of Books
Sarah Lawrence
William Grant & Sons
National Sawdust
Oak Street Bootmakers
The Glass House
CELINE
Art Basel

NeueHouse
Stitcher
W. W. Norton & Co.
Clare Vivier
Rag & Bone
Penguin Press
BAM
Yale University
Seresin
92nd Street Y
Glenn Horowitz Bookseller
The London Review of Books
McNally Jackson Books
Farrar, Straus & Giroux
Hendrick’s Gin
Other Half Brewing Co.
Catbird
Hesperios
TOTAL CIRCULATION 25,000 | PASS-ALONG RATE 1.8 | TOTAL READERSHIP 45,000

The Paris Review Online
1,175,000 MONTHLY PAGEVIEWS
650,000 MONTHLY UNIQUE VISITORS

Social Media
995,000 TWITTER FOLLOWERS
400,000 FACEBOOK FANS
260,000 INSTAGRAM FOLLOWERS
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
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

544 WEST 27TH STREET NEW YORK, NY 10001  tel (212) 343–1333  WWW.THEPARISREVIEW.ORG


**the PARIS REVIEW**

**PRINT ADVERTISING**

The 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.

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**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.
With over 650,000 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.

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Please note that we cannot implement cache busters in an ad’s link.
With 100,000 subscribers, The Paris Review’s email newsletter is an excellent way to reach our most engaged readers. Newsletters are sent weekly on Fridays.

**BANNER**

$728px \times 90px$

$1,500 per newsletter

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544 West 27th Street (Third Floor)  
New York, NY 10001  
(212) 343-1333  
ldorr@theparisreview.org

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### SCHEDULE

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