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THE FINANCIAL TIMES

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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.”
THE GUARDIAN
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 became 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.
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<td>Waris Ahluwalia</td>
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<td>Lydia Davis</td>
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Hermès
The New School
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Glenn Horowitz Bookseller
London Review of Books
McNally Jackson Books
Hendrick’s Gin
Other Half Brewing Co
Catbird
CIRCULATION

TOTAL CIRCULATION | PASS-ALONG RATE | TOTAL READERSHIP
---|---|---
28,000 | 1.8 | 50,400

*The Paris Review* Online

830,000 MONTHLY PAGEVIEWS
433,000 MONTHLY UNIQUE VISITORS

Social Media

998,000 TWITTER FOLLOWERS
400,000 FACEBOOK FANS
293,000 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, theparisreview.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+ nights 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 U.S. CITIES
NYC, LA, 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

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 archive of The Paris Review, America’s most prestigious literary magazine, read around the world.

HALF PAGE 4.25” × 5.25”
- Color
  - 1x $2,400
  - 4x $7,200
- B&W
  - 1x $1,500
  - 4x $4,500

FULL PAGE 8.5” × 5.25”
- Color
  - 1x $4,500
  - 4x $13,500
- B&W
  - 1x $3,000
  - 4x $9,000

SPREAD 8.5” × 10.5”
- Color
  - 1x $7,500
  - 4x $22,500
- B&W
  - 1x $4,500
  - 4x $13,500

INSIDE COVER 8.5” × 5.25”
- 1x $7,500
- 4x $22,500

BACK COVER 8.5” × 5.25”
- 1x $15,000
- 4x $45,000

TECHNICAL REQUIREMENTS We strongly suggest use of the InDesign templates that we provide to advertisers. All files must include .125” bleed all around. Please supply InDesign files (preferred) or hi-res PDFs (300 dpi) with embedded fonts and hi-res art. Color ads are 4-color only (CMYK). No Pantone colors. Please supply B&W ads in grayscale.
Web Advertising

With over 433,000 unique visitors a month, advertisers may choose placement anywhere on The Paris Review’s website, including the home page, the archive, or the Daily, which features regularly updated cultural commentary by Review staff and contributors.

**BANNER**
- 970px × 250px $10 cpm
- 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.
NEWSLETTER ADVERTISING

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 × 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.
**SPONSORSHIP PACKAGE**

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

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