





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.”

THE 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 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.



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



THE PARIS REVIEW

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



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, 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

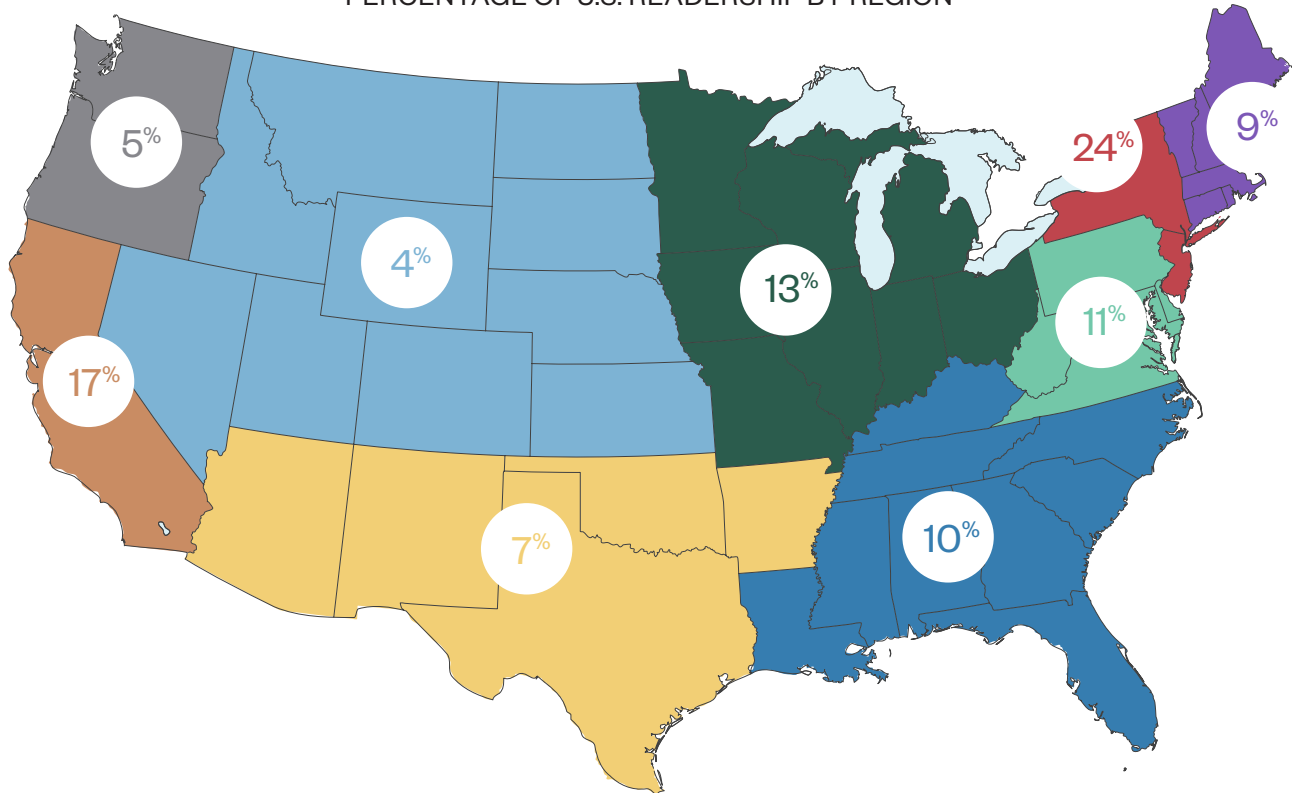
77% identified travel as important in lifestyle spending decisions



THE PARIS REVIEW

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*

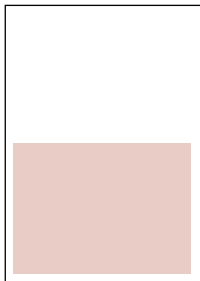
SPECIALTY STORES such as *Clare Vivier and Aesop shops worldwide*



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

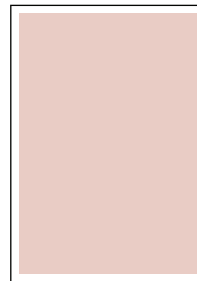
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4x \$7,200

B&W

1x \$1,500

4x \$4,500



FULL PAGE 8.5" × 5.25"

Color

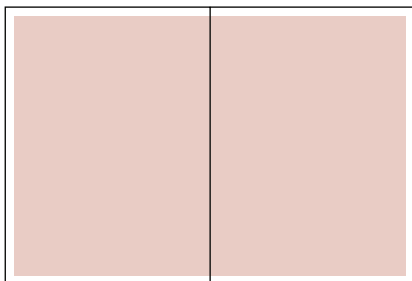
1x \$4,500

4x \$13,500

B&W

1x \$3,000

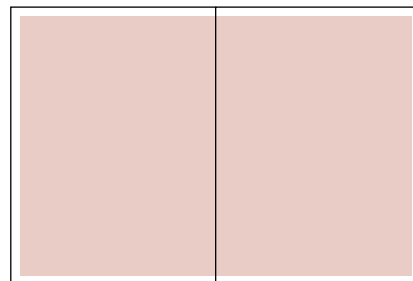
4x \$9,000



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"

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BACK COVER

8.5" × 5.25"

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4x \$45,000

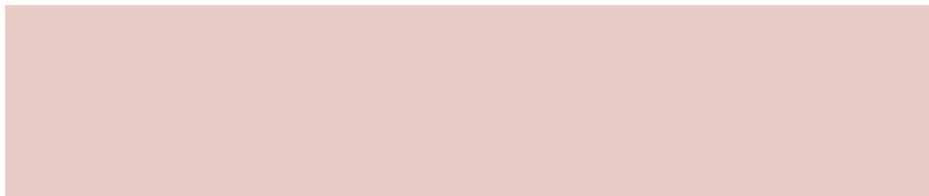
TECHNICAL REQUIREMENTS We strongly suggest use of the InDesign templates that we provide to advertisers. All files must include .125" bleed all around. Please supply InDesign files (preferred) or hi-res PDFs (300 dpi) with embedded fonts and hi-res art. Color ads are 4-color only (CMYK). No Pantone colors.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



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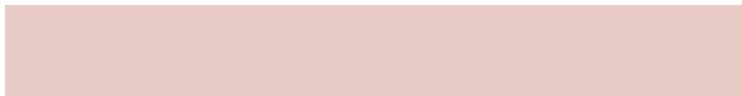
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With over 433,000 unique visitors a month, advertisers may choose placement anywhere on *The Paris Review's* website, including the home page, the archive, or the *Daily*, which features regularly updated cultural commentary by *Review* staff and contributors.



BANNER

970px × 250px \$10 cpm



BANNER

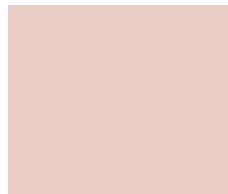
728px × 90px \$10 cpm



MOBILE BANNER

320px × 50px

\$8 cpm

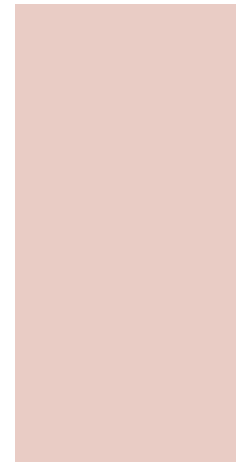


MEDIUM

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

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.

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SCHEDULE

SPRING ISSUE

Ad Reservations 1/21

Materials Due 1/31

On-sale Date 3/22

SUMMER ISSUE

Ad Reservations 4/15

Materials Due 4/25

On-sale Date 6/21

FALL ISSUE

Ad Reservations 7/8

Materials Due 7/18

On-sale Date 9/13

WINTER ISSUE

Ad Reservations 10/7

Materials Due 10/17

On-sale Date 12/13

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