







# 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
The New School	Sofia Wines	Art Basel
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*

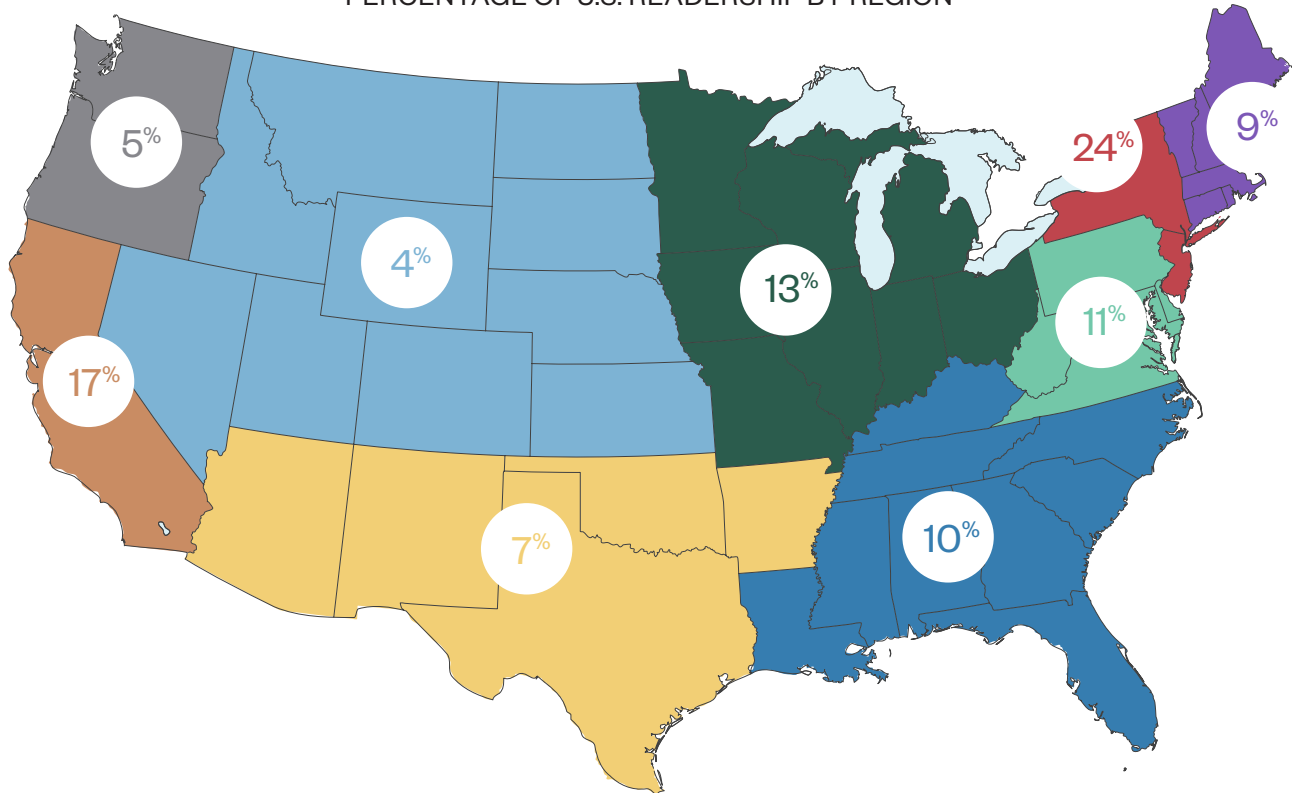
*77% identified travel as important in lifestyle spending decisions*



# 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*

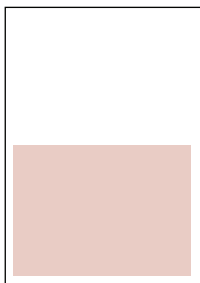




# THE PARIS REVIEW

## PRINT ADVERTISING

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



### HALF PAGE 4.25" × 5.25"

#### Color

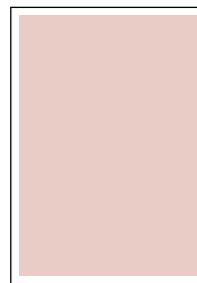
1x \$2,400

4x \$7,200

#### B&W

1x \$1,500

4x \$4,500



### FULL PAGE 8.5" × 5.25"

#### Color

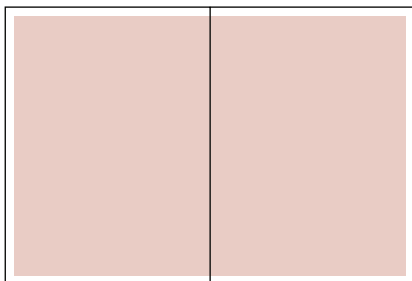
1x \$4,500

4x \$13,500

#### B&W

1x \$3,000

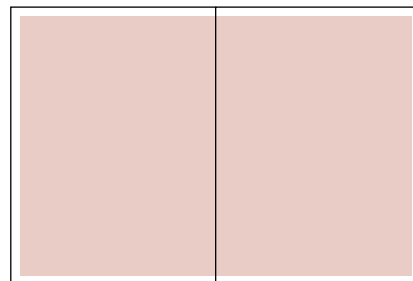
4x \$9,000



### SPREAD 8.5" × 10.5"

Color 1x \$7,500 4x \$22,500

B&W 1x \$4,500 4x \$13,500



### INSIDE COVER BACK COVER

8.5" × 5.25"

1x \$7,500

4x \$22,500

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.

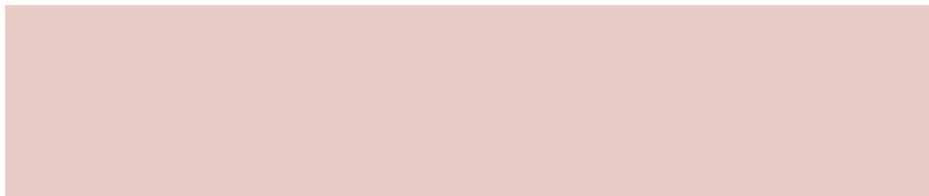


# THE PARIS REVIEW

## WEB ADVERTISING

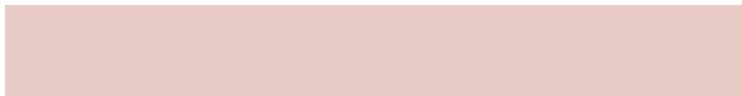
---

**W**ith 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

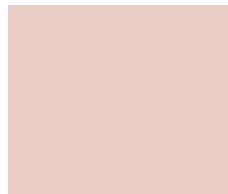
728px × 90px \$10 cpm



MOBILE BANNER

320px × 50px

\$8 cpm

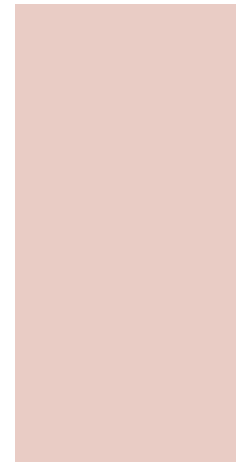


MEDIUM

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

---

**W**ith 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.



# THE PARIS REVIEW

## SCHEDULE

---

### SPRING ISSUE

Ad Reservations 1/21

Materials Due 1/31

On-sale Date 3/22

### SUMMER ISSUE

Ad Reservations 4/8

Materials Due 4/18

On-sale Date 6/14

### FALL ISSUE

Ad Reservations 7/1

Materials Due 7/11

On-sale Date 9/6

### WINTER ISSUE

Ad Reservations 9/30

Materials Due 10/11

On-sale Date 12/6

## 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)