MEDIA KIT

2023
“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
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  Deborah Eisenberg  Wayne Koestenbaum  Adam Phillips
Hilton Als  Louise Erdrich  Tony Kushner  Carl Phillips
Alexia Arthurs  Elena Ferrante  Rachel Kushner  Claudia Rankine
John Ashbery  Kelli Jo Ford  Ursula K. Le Guin  Mika Rottenberg
Roberto Bolaño  Walton Ford  Ben Lerner  James Salter
Jericho Brown  Jonathan Franzen  Jonathan Lethem  Erika L. Sánchez
Robert Caro  William Gibson  Janet Malcolm  David Sedaris
Emmanuel Carrère  Isabella Hammad  Hilary Mantel  Wallace Shawn
Anne Carson  Michel Houellebecq  Bernadette Mayer  Amy Sillman
Emma Cline  Michael Haneke  Marilyn Minter  Jane Smiley
Dennis Cooper  Leslie Jamison  Eileen Myles  John Jeremiah
Rachel Cusk  Edward P. Jones  Ottessa Moshfegh  Sullivan
Lydia Davis  Maira Kalman  Herta Müller  Chris Ware
Samuel R. Delany  William Kentridge  Albert Murray  Diane Williams
Thomas Demand  Imre Kertész  Sharon Olds  Joy Williams
Geoff Dyer  Rachel Khong  Kimberly King  Alejandro Zambra
Bret Easton Ellis  Alexandra Kleeman  Parsons  Kate Zambreno
Karl Ove Knausgaard  Raymond Pettibon
### A SELECTION OF OUR PARTNERS

<table>
<thead>
<tr>
<th>Hermès</th>
<th>Channing Daughters</th>
<th>Stitcher</th>
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<tbody>
<tr>
<td>The New School</td>
<td>Winery</td>
<td>W. W. Norton &amp; Co.</td>
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<tr>
<td>Madewell</td>
<td>Veda</td>
<td>Clare Vivier</td>
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<td>FSG</td>
<td>BAGGU</td>
<td>Rag &amp; Bone</td>
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<td>The Standard Hotels</td>
<td>Drawn &amp; Quarterly</td>
<td>Penguin Press</td>
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<td>Creatures of Comfort</td>
<td>David Zwirner</td>
<td>BAM</td>
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<tr>
<td>Aesop</td>
<td>Bloomsbury</td>
<td>Yale University</td>
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<tr>
<td>Warby Parker</td>
<td>Paula Cooper Gallery</td>
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<td>Gabriela Hearst</td>
<td>Honey + Wax</td>
<td>92nd Street Y</td>
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<td>Riverhead</td>
<td>Little Bear Inc.</td>
<td>Glenn Horowitz</td>
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<td>Dimes</td>
<td>New York Review of Books</td>
<td>Bookseller</td>
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<tr>
<td>Other Press</td>
<td>Sarah Lawrence</td>
<td>The London Review of Books</td>
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<tr>
<td>Mast Brothers</td>
<td>William Grant &amp; Sons</td>
<td>McNally Jackson Books</td>
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<td>Dreyden</td>
<td>National Sawdust</td>
<td>Farrar, Straus &amp; Giroux</td>
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<td>Graywolf Press</td>
<td>Oak Street Bootmakers</td>
<td>Hendrick's Gin</td>
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<td>Frieze</td>
<td>The Glass House</td>
<td>Other Half Brewing Co.</td>
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<td>The Morgan Library &amp; Museum</td>
<td>CELINE</td>
<td>Catbird</td>
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<td>Metrograph</td>
<td>Art Basel</td>
<td>Hesperios</td>
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<td>Sofia Wines</td>
<td>NeueHouse</td>
<td>Turtle Bay Records</td>
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<tr>
<td>CIRCULATION</td>
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<tr>
<td>TOTAL CIRCULATION</td>
<td>PASS-ALONG RATE</td>
<td>TOTAL READERSHIP</td>
</tr>
<tr>
<td>28,000</td>
<td>1.8</td>
<td>50,400</td>
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*The Paris Review Online*

- 626,000 MONTHLY PAGEVIEWS
- 375,000 MONTHLY UNIQUE VISITORS

**Social Media**

- 998,000 TWITTER FOLLOWERS
- 400,000 FACEBOOK FANS
- 311,000 INSTAGRAM FOLLOWERS
## WHO READS THE PARIS REVIEW

### DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Average Household Income</th>
<th>$118,500</th>
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<tbody>
<tr>
<td><strong>Female</strong></td>
<td>48%</td>
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<tr>
<td><strong>Male</strong></td>
<td>52%</td>
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<tr>
<td><strong>Average Age</strong></td>
<td>45</td>
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### ENGAGEMENT

<table>
<thead>
<tr>
<th><strong>8 YEARS</strong> average length of readership</th>
</tr>
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<tbody>
<tr>
<td><strong>86%</strong> plan to renew their subscription</td>
</tr>
<tr>
<td><strong>87%</strong> spend 2+ hours with each issue</td>
</tr>
<tr>
<td><strong>75%</strong> of our readers keep issues as part of their regular book collections</td>
</tr>
<tr>
<td><strong>94%</strong> visit our website parisreview.org</td>
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<tr>
<td><strong>85%</strong> spend 10+ minutes on the website</td>
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<tr>
<td><strong>70%</strong> share content from the website via social media</td>
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</tbody>
</table>

### LIFESTYLE

<table>
<thead>
<tr>
<th><strong>82%</strong> have purchased 10+ books in the past year</th>
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<tbody>
<tr>
<td><strong>95%</strong> attended readings in the past year</td>
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<tr>
<td><strong>99%</strong> visited a gallery or museum in the past year</td>
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<td><strong>97%</strong> attended a live performance event in the past year</td>
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<tr>
<td><strong>72%</strong> have booked 5+ night in a hotel for vacation travel</td>
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<tr>
<td><strong>58%</strong> traveled internationally</td>
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<tr>
<td><strong>90%</strong> identified culture as important in lifestyle spending decisions</td>
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<tr>
<td><strong>73%</strong> identified food and restaurants as important in lifestyle spending decisions</td>
</tr>
<tr>
<td><strong>77%</strong> identified travel as important in lifestyle spending decisions</td>
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</tbody>
</table>
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

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.

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 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 greyscale.
With over 375,000 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.

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.
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.
# SCHEDULE

<table>
<thead>
<tr>
<th>Issue Type</th>
<th>Ad Reservations</th>
<th>Materials Due</th>
<th>On-sale Date</th>
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<tbody>
<tr>
<td>SPRING ISSUE</td>
<td>1/20</td>
<td>1/30</td>
<td>3/28</td>
</tr>
<tr>
<td>SUMMER ISSUE</td>
<td>4/7</td>
<td>4/17</td>
<td>6/13</td>
</tr>
<tr>
<td>FALL ISSUE</td>
<td>7/7</td>
<td>7/17</td>
<td>9/12</td>
</tr>
<tr>
<td>WINTER ISSUE</td>
<td>10/6</td>
<td>10/16</td>
<td>12/12</td>
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# SPONSORSHIP PACKAGE

We 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:

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New York, NY 10001  
(212) 343-1333  
ldorr@theparisreview.org