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John Ashbery     Kelli Jo Ford       Ursula K. Le Guin   Mika Rottenberg
Roberto Bolaño    Walton Ford        Ben Lerner          James Salter
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Sofia Wines  The Standard Hotels  Hammer Museum
Veda  W. W. Norton & Co.  PRX
Channing Daughters  Clare Vivier  The Metropolitan Opera
Winery  Rag & Bone  The Armory Show
The Paris Review

CIRCULATION

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<th>TOTAL CIRCULATION</th>
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The Paris Review Online

750,000 MONTHLY PAGEVIEWS
400,000 MONTHLY UNIQUE VISITORS

Social Media

985,000 TWITTER FOLLOWERS
400,000 FACEBOOK FANS
370,000 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

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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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