



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.”

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 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.

THE PARIS REVIEW

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 Carrere	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 Sullivan
Rachel Cusk	Edward P. Jones	Otessa Moshfegh	Chris Ware
Lydia Davis	Maira Kalman	Herta Müller	Diane Williams
Samuel R. Delany	William Kentridge	Albert Murray	Joy Williams
Thomas Demand	Imre Kertesz	Sharon Olds	Alejandro Zambra
Geoff Dyer	Rachel Khong	Kimberly King	Kate Zambreno
Bret Easton Ellis	Alexandra Kleeman	Parsons	
	Karl Ove Knausgaard	Raymond Pettibon	

THE PARIS REVIEW

A SELECTION OF OUR PARTNERS

Hermès	BAGGU	Penguin Press
The New School	Drawn & Quarterly	BAM
Madewell	David Zwirner	Yale University
Creatures of Comfort	Bloomsbury	Seresin
Aesop	Paula Cooper Gallery	92nd Street Y
Warby Parker	Honey + Wax	The London Review of
Gabriela Hearst	Little Bear Inc.	Books
Riverhead	New York Review of	McNally Jackson Books
Dimes	Books	Farrar, Straus & Giroux
Other Press	Sarah Lawrence	Hendrick's Gin
Mast Brothers	William Grant & Sons	Other Half Brewing Co.
New Directions	National Sawdust	Catbird
Graywolf Press	Oak Street Bootmakers	Hesperios
Frieze	The Glass House	MUBI
The Morgan Library &	CELINE	Gagosian
Museum	Art Basel	Massican
Metrograph	NeueHouse	Pioneer Works
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



CIRCULATION

TOTAL CIRCULATION	PASS-ALONG RATE	TOTAL READERSHIP
27,000	1.8	48,600

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



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 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

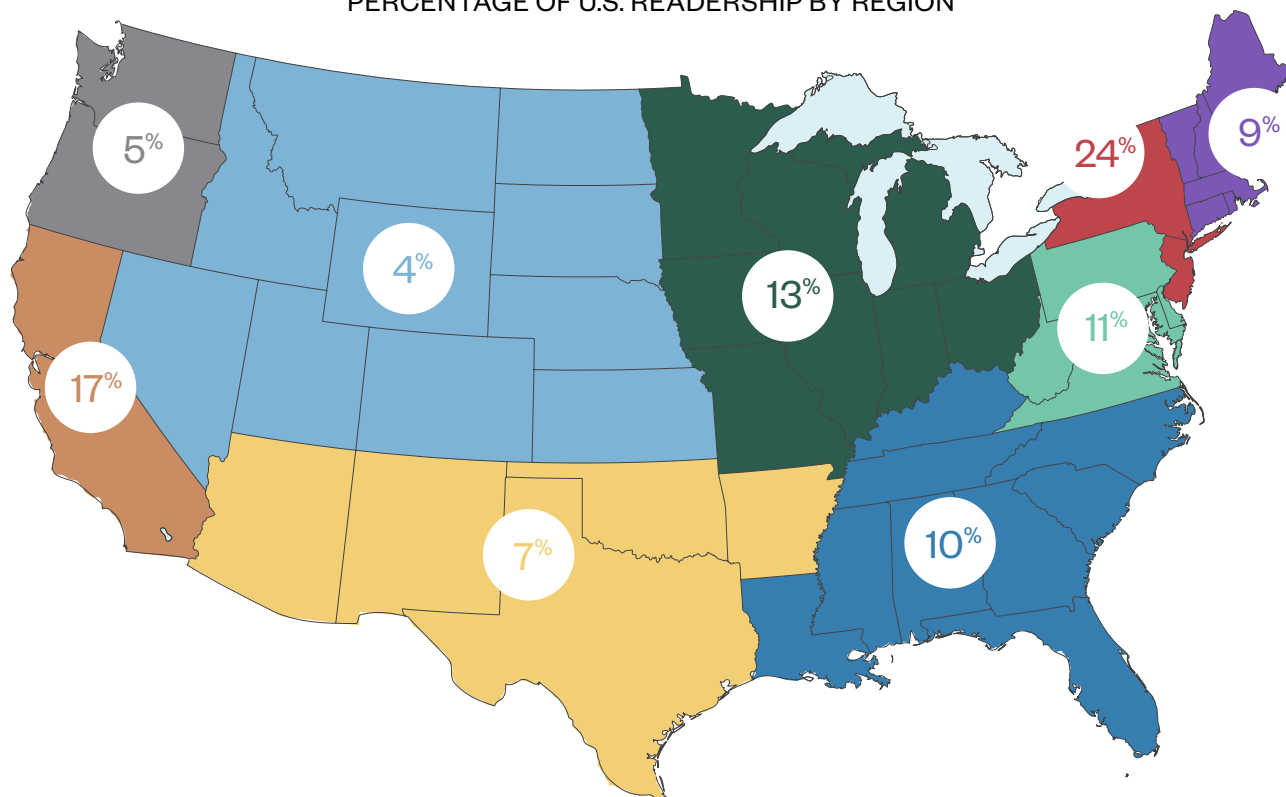
73% identified food and restaurants as important in lifestyle spending decisions

77% identified travel as important in lifestyle spending decisions

THE PARIS REVIEW

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*

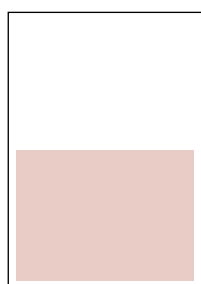
HOTELS, *including The Standard, The Bowery Hotel, and Chiltern Firehouse*

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

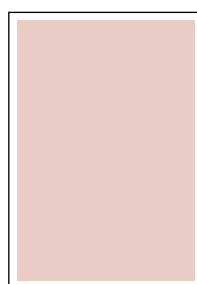
1x \$2,400

4x \$7,200

B&W

1x \$1,500

4x \$4,500



FULL PAGE 8.5" × 5.25"

Color

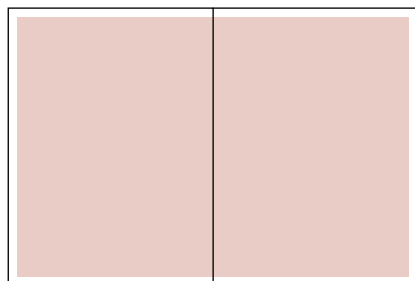
1x \$4,500

4x \$13,500

B&W

1x \$3,000

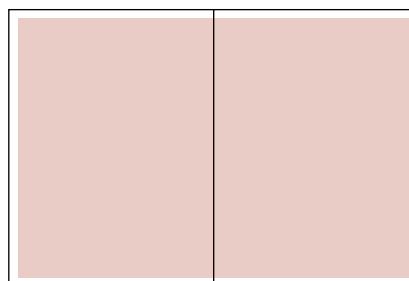
4x \$9,000



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

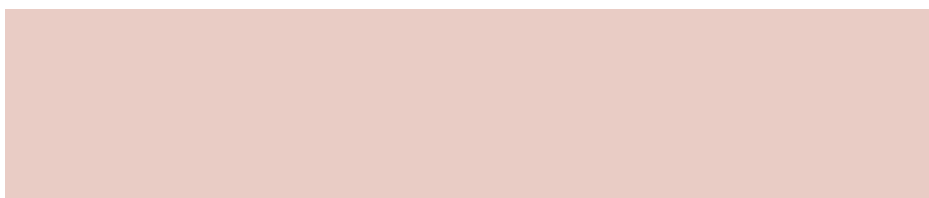
4x \$45,000

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.



WEB ADVERTISING

With over 400,000 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.



BANNER

970px × 250px \$10 cpm



BANNER

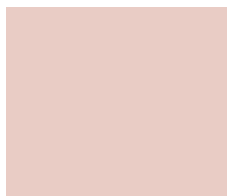
728px × 90px \$10 cpm



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.

Please note that we cannot implement cache busters in an ad's link.

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SCHEDULE

SPRING ISSUE

Ad Reservations 1/19

Materials Due 1/29

On-sale Date 3/26

SUMMER ISSUE

Ad Reservations 4/12

Materials Due 4/22

On-sale Date 6/18

FALL ISSUE

Ad Reservations 7/5

Materials Due 7/15

On-sale Date 9/10

WINTER ISSUE

Ad Reservations 10/4

Materials Due 10/14

On-sale Date 12/10

SPONSORSHIP PACKAGE

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