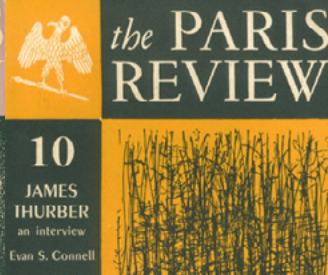
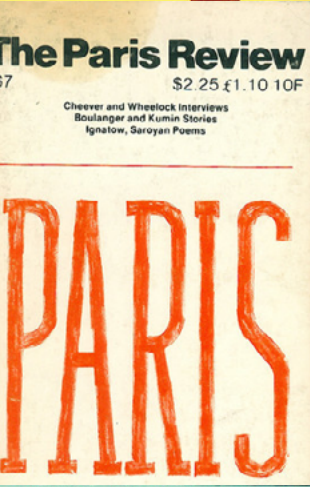
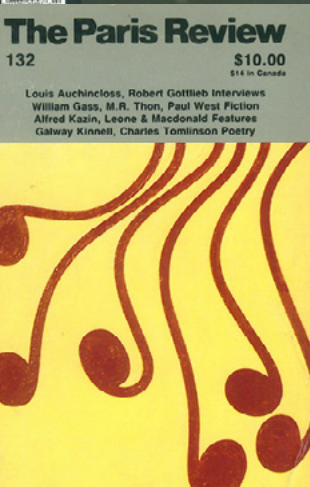




MEDIA KIT  
2024





# THE PARIS REVIEW

## SELECTED PRAISE

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“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

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“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

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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	Ottessa Moshfegh	Sullivan
Lydia Davis	Maira Kalman	Herta Müller	Chris Ware
Samuel R. Delany	William Kentridge	Albert Murray	Diane Williams
Thomas Demand	Imre Kertesz	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	

# THE PARIS REVIEW

## A SELECTION OF OUR PARTNERS

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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



# THE PARIS REVIEW

## CIRCULATION

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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

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### DEMOGRAPHICS

*Average Household Income* \$118,500

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*48% Female 52% Male*

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*Average Age* 45

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### ENGAGEMENT

*8 YEARS average length of readership*

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*86% plan to renew their subscription*

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*87% spend 2+ hours with each issue*

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*75% of our readers keep issues as part of their regular book collections*

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*94% visit our website [parisreview.org](http://parisreview.org)*

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*85% spend 10+ minutes on the website*

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*70% share content from the website via social media*

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### LIFESTYLE

*82% have purchased 10+ books in the past year*

---

*95% attended readings in the past year*

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*99% visited a gallery or museum in the past year*

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*97% attended a live performance event in the past year*

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*72% have booked 5+ night in a hotel for vacation travel*

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*58% traveled internationally*

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*90% identified culture as important in lifestyle spending decisions*

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

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

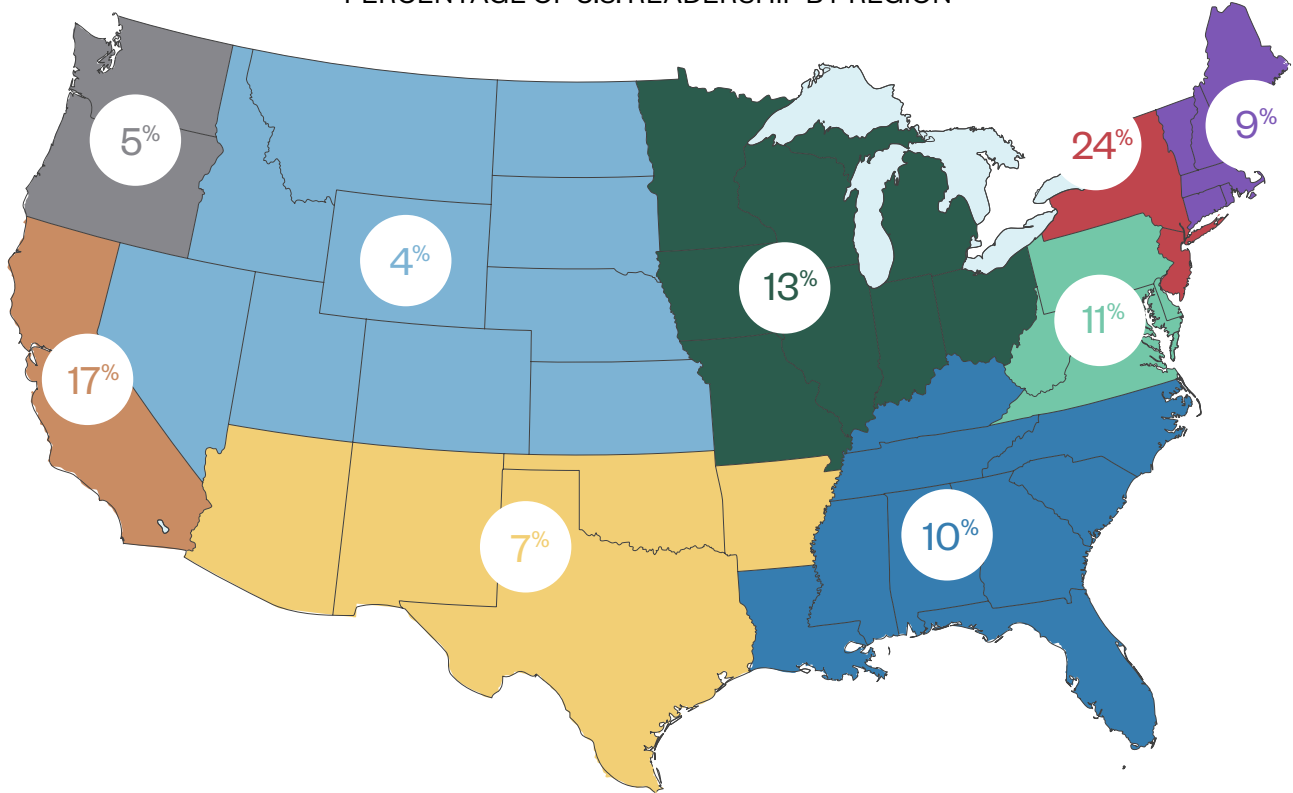
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# THE PARIS REVIEW

## 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*

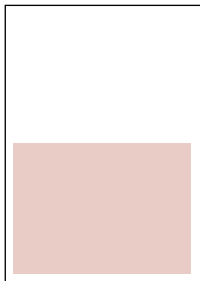




# THE PARIS REVIEW

## PRINT ADVERTISING

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



**HALF PAGE 4.25" × 5.25"**

**Color**

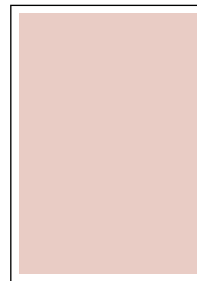
1x \$2,400

4x \$7,200

**B&W**

1x \$1,500

4x \$4,500



**FULL PAGE 8.5" × 5.25"**

**Color**

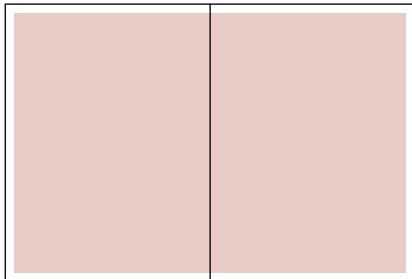
1x \$4,500

4x \$13,500

**B&W**

1x \$3,000

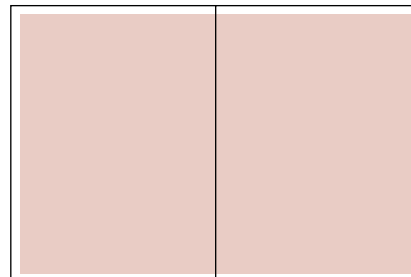
4x \$9,000



**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.



# THE PARIS REVIEW

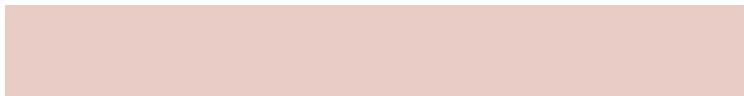
## WEB ADVERTISING

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**W**ith 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.



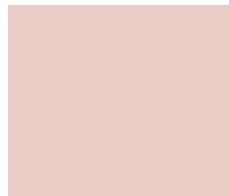
BANNER  
970px × 250px \$10 cpm



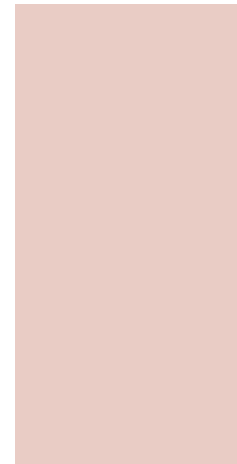
BANNER  
728px × 90px \$10 cpm



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.

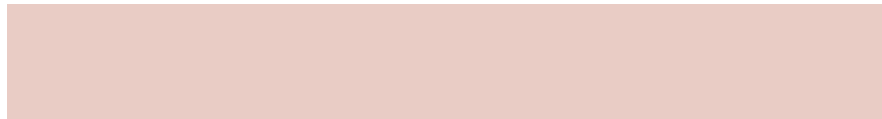


# THE PARIS REVIEW

## NEWSLETTER ADVERTISING

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**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

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### SPRING ISSUE

Ad Reservations 1/19

Materials Due 1/29

On-sale Date 3/26

### SUMMER ISSUE

Ad Reservations 4/19

Materials Due 4/29

On-sale Date 6/25

### FALL ISSUE

Ad Reservations 7/12

Materials Due 7/22

On-sale Date 9/17

### WINTER ISSUE

Ad Reservations 10/4

Materials Due 10/14

On-sale Date 12/10

## SPONSORSHIP PACKAGE

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**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)