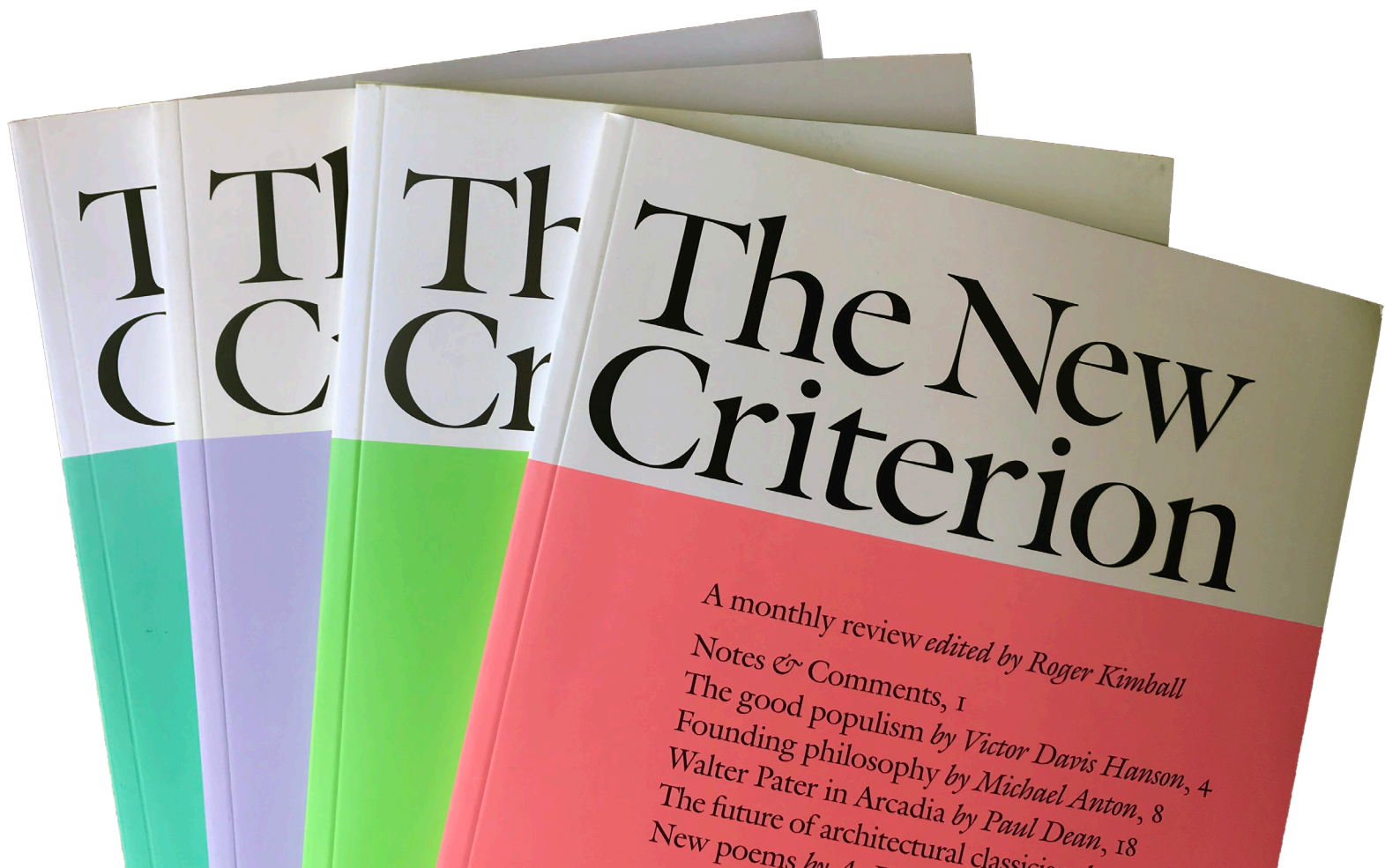


The New Criterion

MEDIA KIT



“America’s leading review of the arts
and intellectual life.”

The Daily Telegraph

“A refuge for a civilizing clement in
short supply in contemporary America:
honest criticism.”

THE WALL STREET JOURNAL.

“As smart as it is bold.”

NEW YORK POST

The New Criterion began life as an experiment in critical audacity—a publication devoted to engaging, in Matthew Arnold’s famous phrase, with “the best that has been thought and said.” Since 1982, the magazine has established itself as the premier venue for enlightened, thoughtful, incisive criticism of the arts, culture, and politics.

From painting to poetry, literature to music, philosophy to statesmanship, few magazines have the breadth and impact of *The New Criterion*. Its pages have attracted writers as various as the entrepreneur Peter Thiel, the military historian Victor Davis Hanson, the author David Pryce-Jones, and the statesman Henry Kissinger.

With around 10,000 print subscribers and over 15,000 copies rolling off the presses each month, *The New Criterion* features a readership that is dedicated, inquisitive, and serious, with an eye for quality, tradition, and excellence. From top-flight art galleries to charter schools to a legendary menswear brand, savvy advertisers have found the pages of *The New Criterion* to be an incredibly unique venue to engage with potential customers and clients.

Advertisers include:



Yale | University Press



ALEXANDRE



CHICAGO
The University
of Chicago Press



GreatHearts
CLASSICAL EDUCATION. REVOLUTIONARY SCHOOLS.™

Circulation & audience



Our reach

- ca. 10,000 print subscribers
- plus ca. 6,000 copies distributed to airport lounges, newsstands, and retail locations in the Hamptons
- 10 issues per year
- 6 continents for distribution & 52 countries

Stable, educated readers

- 39% have a net worth over \$1 million
- 68% own their residence
- 94% have a college degree
- 43% have a master's
- 25% have a Ph.D

A dedicated audience

- 57% have subscribed for over 5 years
- 3hr+ average time spent reading an issue of *The New Criterion*

Art savvy

- 65% attend museums
- 54% visit galleries every month
- 41% buy art every year

Their hobbies

- 50% attend the theater
- 60% go to the symphony
- 33%+ vacation internationally annually
- 50%+ attend lectures and symposia
- 97% read a book monthly
- 40% read 5 or more books monthly

Overview

- Founded: 1982
- Subscriptions: \$58 per year \$116/two years
- Single issue: \$9.95
- Frequency: 10× per year Sep–June

Available at over 580 locations across the United States & Canada.

Barnes & Noble: 428 locations nationwide
Books-A-Million: 78 locations nationwide

USA

California:

- Books Inc., Palo Alto
- Century World News, Los Angeles
- Sheltams Newsstand, Los Angeles
- Smoke Signals Newsstand, San Francisco
- Vroman's Bookstore, Pasadena

Colorado:

- Boulder Bookstore, Boulder

Illinois:

- Chicago-Main Newsstand, Evanston
- City News, Chicago

Kentucky:

- Joseph-Beth Books, Lexington

Massachusetts:

- Newsbreak Inc., Swansea
- Trident Booksellers, Boston

Michigan:

- Michigan News Agency, Kalamazoo
- Readers World, Holland

New York:

- Casa Magazines, Manhattan

North Carolina:

- Regulator Bookshop, Durham

Ohio:

- Joseph-Beth Books, Cincinnati
- Peoples News, Marietta

Tennessee:

- novel., Memphis

Washington:

- Bulldog News, Seattle
- Pay-less Foods, Freeland

West Virginia:

- Peoples News, Parkersburg

CANADA

Alberta:

- Club Cigar Store, Lethbridge
- Hat News & Tobacco, Medicine Hat
- Ken's News and Confectionery, Athabasca
- Luke's Drug Mart, provincewide
- Market Street Vulcan, Vulcan
- Rusticana Grocery, Canmore
- Trumpeter News, Calgary
- Value RX Drug Mart, provincewide
- Wabamun Pharmacy, Wabamun

British Columbia:

- Bill's News & Confectionery, Dawson Creek
- Bolen Books, Victoria
- Central Gourmet Produce & Deli, Vancouver
- Eddie's News, Prince Rupert
- Island Pharmacy, Cobble Hill
- Island Pharmacy, Gabriola
- Mayfair News, Royal Centre
- MC News, Vancouver
- Quality Foods, provincewide
- Salt Spring Books Inc., Salt Spring Island
- Stuart's News, Nelson
- Tanner's Books, Sidney
- The Newsroom, Vancouver

Manitoba:

- McNally Robinson, Winnipeg

Ontario:

- Book City at Bloor West Village, Toronto
- Book City at Danforth, Toronto

- Book City in the Beach, Toronto
- Book City St. Clair, Toronto
- Family News Stand, Kingston
- Globe Magazines & Cigars, Ottawa
- International News Stand, provincewide
- News Depot, London
- Novel Idea, Kingston
- Presse Internationale, Toronto
- Rexall Pharmacy, provincewide
- RS2, provincewide
- Smoker's Corner, provincewide
- Village Market, provincewide

Quebec:

- Depanneur Lee, provincewide
- Les Magazines Lecto, Quebec City
- Multimags, Montreal
- Presse Commerce, Montreal
- Tabagie King, Sherbrooke

Saskatchewan:

- Carnduff Drug Mart, Carnduff
- Hill Avenue Drugs, Regina
- McNally Robinson, Saskatoon

Yukon:

- Mac's Fireweed, Whitehorse

DELTA SKY LOUNGES

- Boston Logan International Airport
- Detroit Metro Airport
- Hartsfield-Jackson Atlanta International Airport
- John F. Kennedy International Airport
- LaGuardia Airport
- Los Angeles International Airport
- Minneapolis-Saint Paul International Airport

Print specifications

4 color rates

FREQUENCY	1X	3X	6X	10X
Back cover:	\$2,200	\$2,090	\$1,985	\$1,886
Inside cover:	\$1,900	\$1,805	\$1,715	\$1,629
Full page:	\$1,300	\$1,235	\$1,173	\$1,114
Half page:	\$800	\$760	\$720	\$680
Quarter page:	\$450	\$435	\$420	\$405

Sizes

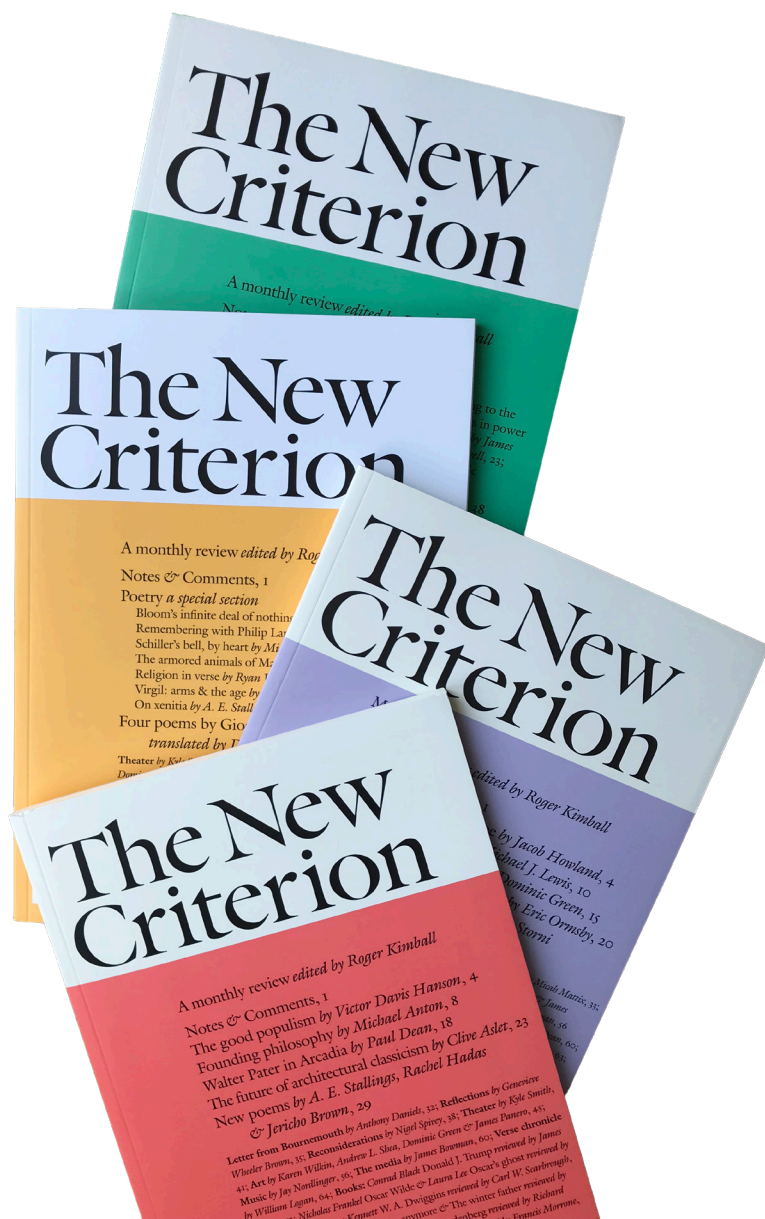
For all full-page ads, please add 1/8" on all four sides to measurements listed below. No type closer than 5/16" to trim.

TRIM SIZES:

Two-page spread:	14 1/2" x 10"
Full page:	7 1/4" x 10"
1/2 page horizontal:	4 1/4" x 6 3/4" no bleed
1/2 page vertical:	3" x 9" no bleed
1/4 page vertical:	3" x 4 1/4" no bleed

Specifications

- Ads with halftones are usually placed on specially coated pages, and are printed at a 200-line screen
- All ads should be submitted in digital copy in PDF, PICT, or JPG format



Online advertising

Fast. Affordable. Effective.

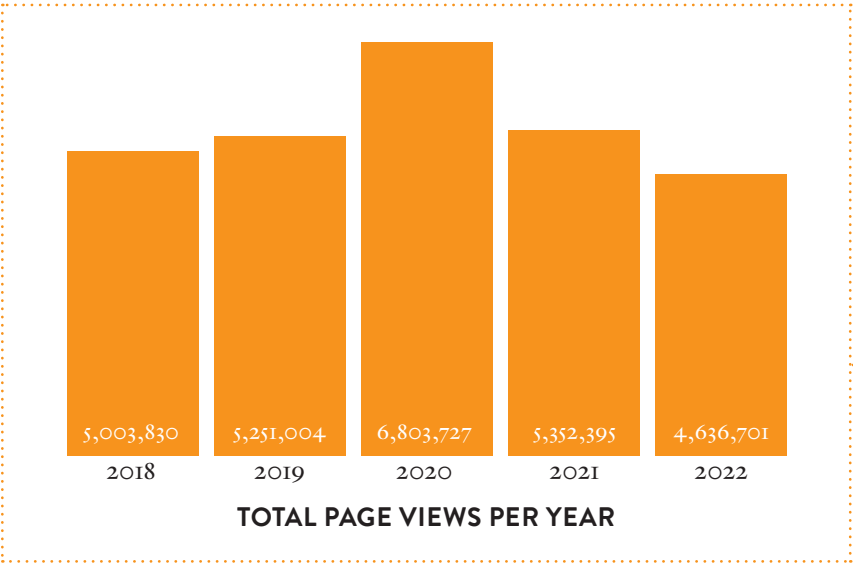
By advertising online with *The New Criterion*, your brand has instant access to hundreds of thousands of the smartest readers in the world. Ads are published online when you want them to be, and can be changed at any point during the advertising campaign.

Rates & specs

TYPE	RESOLUTION	MONTH
Leaderboard:	728 x 90	\$800
Skyscraper:	160 x 600	\$600
Square:	300 x 250	\$400

Additional information

- Ads should be submitted as GIF or JPEG
- 150KB (maximum) file size
- Ads with white background must have a 1 pixel border
- Ad content subject to approval
- Rates are subject to change
- A signed ad order must be on file no fewer than two days before the ad is set to run



Newsletter advertising

Direct & Visible

The New Criterion's weekly newsletter, the Critic's Notebook, is our most direct connection to our online readers. Every Monday, subscribers receive an email, also posted to our website, that covers the most important cultural items of the week—new books, gallery openings, plays, concerts, and more. With incredible open and click-through rates, advertising in our Critic's Notebook is a smart—and affordable—way to make sure that your message is being heard.

Rates & Specs

- \$50 per week (1 ad)/\$175 per month (4 ads) for a full advertising unit in our weekly newsletter
- Provide a rectangular (horizontal) or square file in JPG or GIF format. 300 dpi minimum.



43%
open rate

17K
newsletter subscribers

For inquiries, please contact:

Isaac Sligh

The New Criterion

900 Broadway, Suite 602
New York, NY 10003

e: sligh@newcriterion.com

t: 212-247-6980

Terms

The publisher reserves the right to reject or cancel any advertisement.
Cancellations and changes will not be accepted after the due date.