

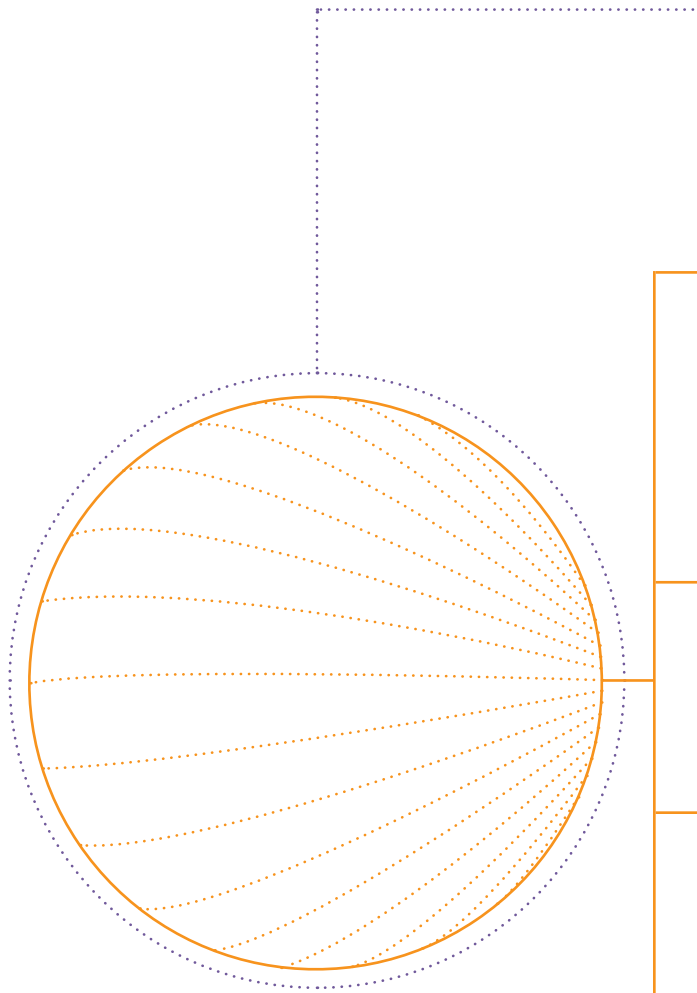
# The New Criterion

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MEDIA KIT 2018

# Circulation & Audience

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## Our Reach

8,500+ Worldwide Circulation  
10 issues per year  
6 continents for distribution  
& 52 countries now!

## Stable, Educated Readers

68% own their residence  
39% have a net worth over \$1 million  
94% have a college degree  
43% have a masters  
25% have a Ph.d.

## A Dedicated Audience

57% have subscribed for over 5 years  
3hr+ average reading 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 monthly

# Print Specifications

## Size

No type closer than 5/16 to trim

**Back cover:** 5 5/16" × 8 1/4"; 7 1/4" × 10" bleed

**Inside cover:** 5 5/16" × 8 1/4"; 7 1/4" × 10" bleed

**Full page:** 5 5/16" × 8 1/4"; 7 1/4" × 10" bleed

**1/2 page:** 5 5/16" × 4" no bleed

**1/4 page:** 2 1/2" × 4" no bleed

**1/8 page:** 2 1/2" × 2" 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

## Overview

- Founded: 1982
- Circulation: 7,500+
- Subscriptions: \$48 per year \$88/two years
- Single issue: \$7.75
- Frequency: 10× per year Sep–June Rates

## 4 Color Rates

Frequency	1X	3X	6X	10X
<b>Back cover:</b>	\$2,200	\$2,090	\$1,985	\$1,886
<b>Inside cover:</b>	\$1,900	\$1,805	\$1,715	\$1,629
<b>Full page:</b>	\$1,300	\$1,235	\$1,173	\$1,114

## Black & White Rates

Frequency	1X	3X	6X	10X
<b>Back cover:</b>	\$1,125	\$1,070	\$1,015	\$964
<b>Inside cover:</b>	\$1,080	\$1,025	\$975	\$926
<b>Full page:</b>	\$900	\$855	\$810	\$770
<b>1/2 page:</b>	\$565	\$540	\$515	\$489
<b>1/4 page:</b>	\$340	\$325	\$310	\$295
<b>1/8 page:</b>	\$225	\$210	\$190	\$165

# Online Advertising

## Fast. Affordable. Effective.

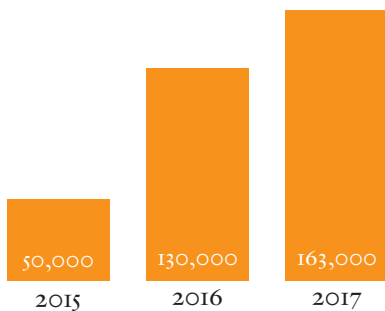
By advertising online with *The New Criterion*, your brand has instant access to tens of thousands of the smartest readers in the world. Ads are published online when you want them to be, and can be changed at any point during the advertising campaign. No waiting for the magazine to ship, no waiting for proofs from the printer. Just dynamic advertising that's ready when you want it. And with our flat-rate, weekly and monthly pricing, you can choose an advertising solution that fits both your budget and your time frame. No more wasting time and money on overly long or irrelevant campaigns. Spend your money when and how you want. Special pricing and plans available. Contact our advertising department for more information.

## Rates & Specs

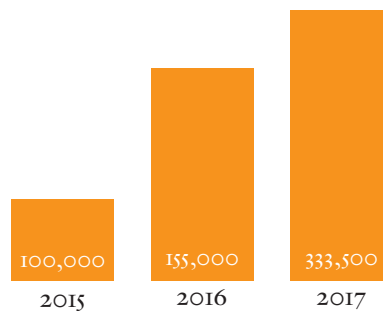
Type	Resolution	Month
Leaderboard:	728 x 90	\$800
Skyscraper:	160 x 600	\$600
Square:	300 x 250	\$200

## Additional Information

- Ads should be submitted as GIF, JPEG, or Flash
- 100k (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



**163,000**  
Unique page views per month



**333,500**  
Page views per month

# Newsletter Advertising

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## Direct & Visible

*The New Criterion's* weekly newsletter, "Critic's Notebook," is our most direct connection to our online readers. Every Monday, subscribers receive an email, also posted on our blog, that covers the most important cultural items of the week—books, poetry, art, music, and more. With incredible open and click-through rates, advertising in our "Critic's Notebook" is the smartest—and most 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
- Company/product/service name to appear in bold head at top of advertisement
- 85 word advertising message
- Up to 3 URLs per advertisement
- JPG or GIM image to accompany advertisement—minimum 176px wide
- Image can also be linked



30%  
open rate



IOK  
newsletter subscribers

# Editorial

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## Calendar/ Deadlines

Every issue of *The New Criterion* includes: editorial remarks in our “Notes & Comments”; features in a variety of fields; new poetry from today’s leading poets; columns on theater, art, music, current events, and the media; and a books section with multiple reviews.

Issue	Reservation deadline	Materials due	Special sections/ issues
September:	7/15/18	8/1/18	N/A
October:	8/15/18	9/1/18	N/A
November:	9/15/ 18	10/1/18	Fiction Chronicle
December:	10/15/ 18	11/1/18	Special Art issue & Poetry Chronicle
January:	11/15/ 18	12/1/18	Our Political Institutions:A Symposium
February:	12/15/18	1/1/19	N/A
March:	1/15/19	2/1/19	N/A
April:	2/15/19	3/1/19	Special Poetry Issue
May:	3/15/19	4/1/19	Fiction Chronicle
June:	4/15/19	5/1/19	Poetry Chronicle
Online	2 days prior to ad start	2 days prior to ad start	
Newsletter	2 days prior to ad start	2 days prior to ad start	

For inquiries, please contact:

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*The New Criterion*

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t: 917-797-1482.

## Terms

The publisher reserves the right to reject or cancel any advertisement.

Cancellations and changes will not be accepted after the due date.