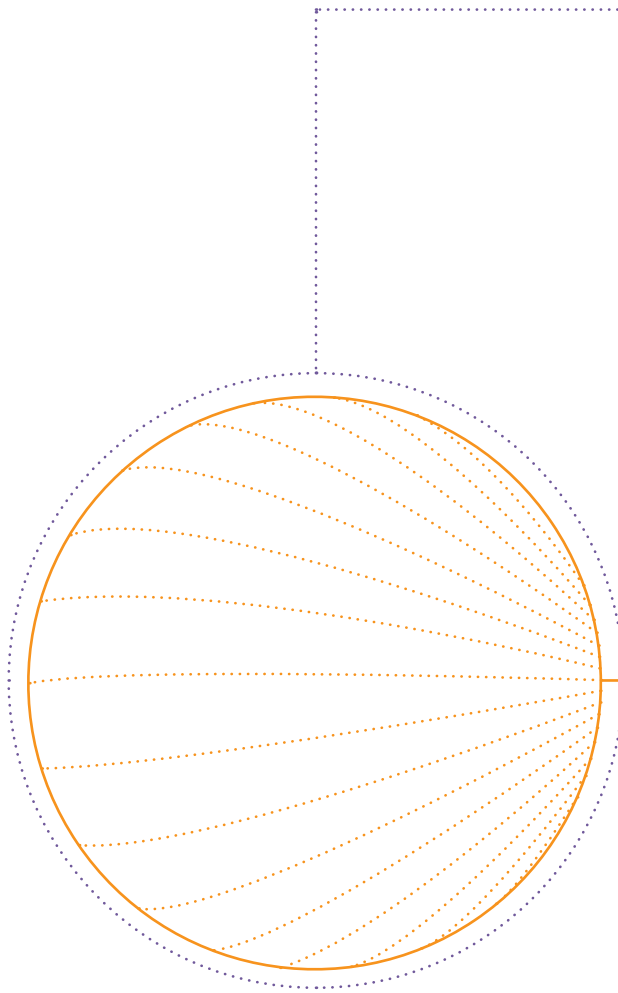


The New Criterion

MEDIA KIT v40

Circulation & audience



Our reach

10,000+ 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

Sizes No-Bleed

For bleed, please add 1/16" on all four sides to measurements listed below. No type closer than 5/16" to trim. *Trim Size:* 7 1/4" x 10"

Inside front cover: 7 1/4" x 10"

Inside back cover: 7 1/4" x 10"

Back cover: 7 1/4" x 10"

Two-page spread: 12 3/4" x 8 1/4"

Full page: 7 1/4" x 10"

1/2 page horizontal: 5 5/16" x 4" no bleed

1/2 page vertical: 2 1/2" x 8 1/4" no bleed

1/4 page vertical: 2 1/2" x 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

Overview

- Founded: 1982
- Circulation: 10,000+
- Subscriptions: \$48 per year \$88/two years
- Single issue: \$7.75
- Frequency: 10x per year Sep–June Rates

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

Black & white rates

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

Online advertising

Fast. Affordable. Effective.

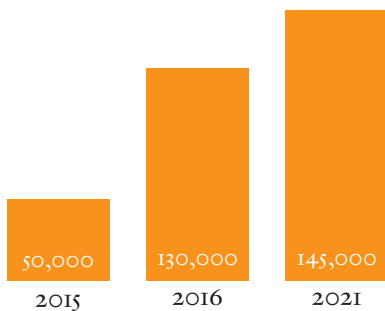
By advertising online with *The New Criterion*, your brand has instant access to hundreds of thousands of the smartest readers in the world. Ads are published online when you want them to be, and can be changed at any point during the advertising campaign. No waiting for the magazine to ship, no waiting 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

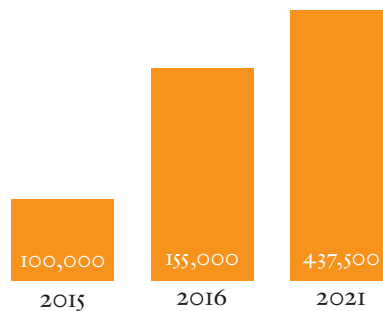
Type	Resolution	Month
Leaderboard:	728 x 90	\$800
Skyscraper:	160 x 600	\$600
Square:	300 x 250	\$400

Additional information

- Ads should be submitted as GIF or JPEG
- 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



145,000
Unique page views per month



437,500
Page views per month

Newsletter advertising

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

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.

All print reservation deadlines are the 1st of the month prior to issue date. Online and newsletter ads must be reserved up to 2 days prior to ad start.

Issue	Special sections/ issues
September:	N/A
October:	N/A
November:	Fiction chronicle
December:	Special Art issue & Poetry chronicle
January:	N/A
February:	N/A
March:	N/A
April:	Special Poetry issue
May:	Fiction chronicle
June:	Verse chronicle

For inquiries, please
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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.