Circulation & audience

Our reach
- 10,000+ Worldwide circulation
- 10 issues per year
- 6 continents for distribution
- 52 countries

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
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 ¼” x 10

Inside front cover: 7 ¼” x 10
Inside back cover: 7 ¼” x 10
Back cover: 7 ¼” x 10
Two-page spread: 12 ¾” x 8 ¾”
Full page: 5 5/16” x 8 ¾”
1/2 page horizontal: 5 5/16” x 4” no bleed
1/2 page vertical: 2 ½” x 8 ¾” no bleed
1/4 page vertical: 2 ½” 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: $9.95
• Frequency: 10× per year Sep–June

4 color rates
<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover:</td>
<td>$2,200</td>
<td>$2,090</td>
<td>$1,985</td>
<td>$1,886</td>
</tr>
<tr>
<td>Inside cover:</td>
<td>$1,900</td>
<td>$1,805</td>
<td>$1,715</td>
<td>$1,629</td>
</tr>
<tr>
<td>Full page:</td>
<td>$1,300</td>
<td>$1,235</td>
<td>$1,173</td>
<td>$1,114</td>
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</tbody>
</table>

Black & white rates
<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover:</td>
<td>$1,125</td>
<td>$1,070</td>
<td>$1,015</td>
<td>$964</td>
</tr>
<tr>
<td>Inside cover:</td>
<td>$1,080</td>
<td>$1,025</td>
<td>$975</td>
<td>$926</td>
</tr>
<tr>
<td>Full page:</td>
<td>$900</td>
<td>$855</td>
<td>$810</td>
<td>$770</td>
</tr>
<tr>
<td>1/2 page:</td>
<td>$565</td>
<td>$540</td>
<td>$515</td>
<td>$489</td>
</tr>
<tr>
<td>1/4 page:</td>
<td>$340</td>
<td>$325</td>
<td>$310</td>
<td>$295</td>
</tr>
<tr>
<td>1/8 page:</td>
<td>$225</td>
<td>$210</td>
<td>$190</td>
<td>$165</td>
</tr>
</tbody>
</table>
Online advertising


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

<table>
<thead>
<tr>
<th>Type</th>
<th>Resolution</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard:</td>
<td>728 x 90</td>
<td>$800</td>
</tr>
<tr>
<td>Skyscraper:</td>
<td>160 x 600</td>
<td>$600</td>
</tr>
<tr>
<td>Square:</td>
<td>300 x 250</td>
<td>$400</td>
</tr>
</tbody>
</table>

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

**50,000**

2015

**130,000**

2016

**145,000**

2021

**145,000**

Unique page views per month

**437,500**

2015

**135,000**

2016

**437,500**

2021

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

15K newsletter subscribers

30% open rate
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.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special sections/ issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>N/A</td>
</tr>
<tr>
<td>October:</td>
<td>N/A</td>
</tr>
<tr>
<td>November:</td>
<td>Fiction chronicle</td>
</tr>
<tr>
<td>December:</td>
<td>Special Art issue &amp; Poetry chronicle</td>
</tr>
<tr>
<td>January:</td>
<td>N/A</td>
</tr>
<tr>
<td>February:</td>
<td>N/A</td>
</tr>
<tr>
<td>March:</td>
<td>N/A</td>
</tr>
<tr>
<td>April:</td>
<td>Special Poetry issue</td>
</tr>
<tr>
<td>May:</td>
<td>Fiction chronicle</td>
</tr>
<tr>
<td>June:</td>
<td>Verse chronicle</td>
</tr>
</tbody>
</table>
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.