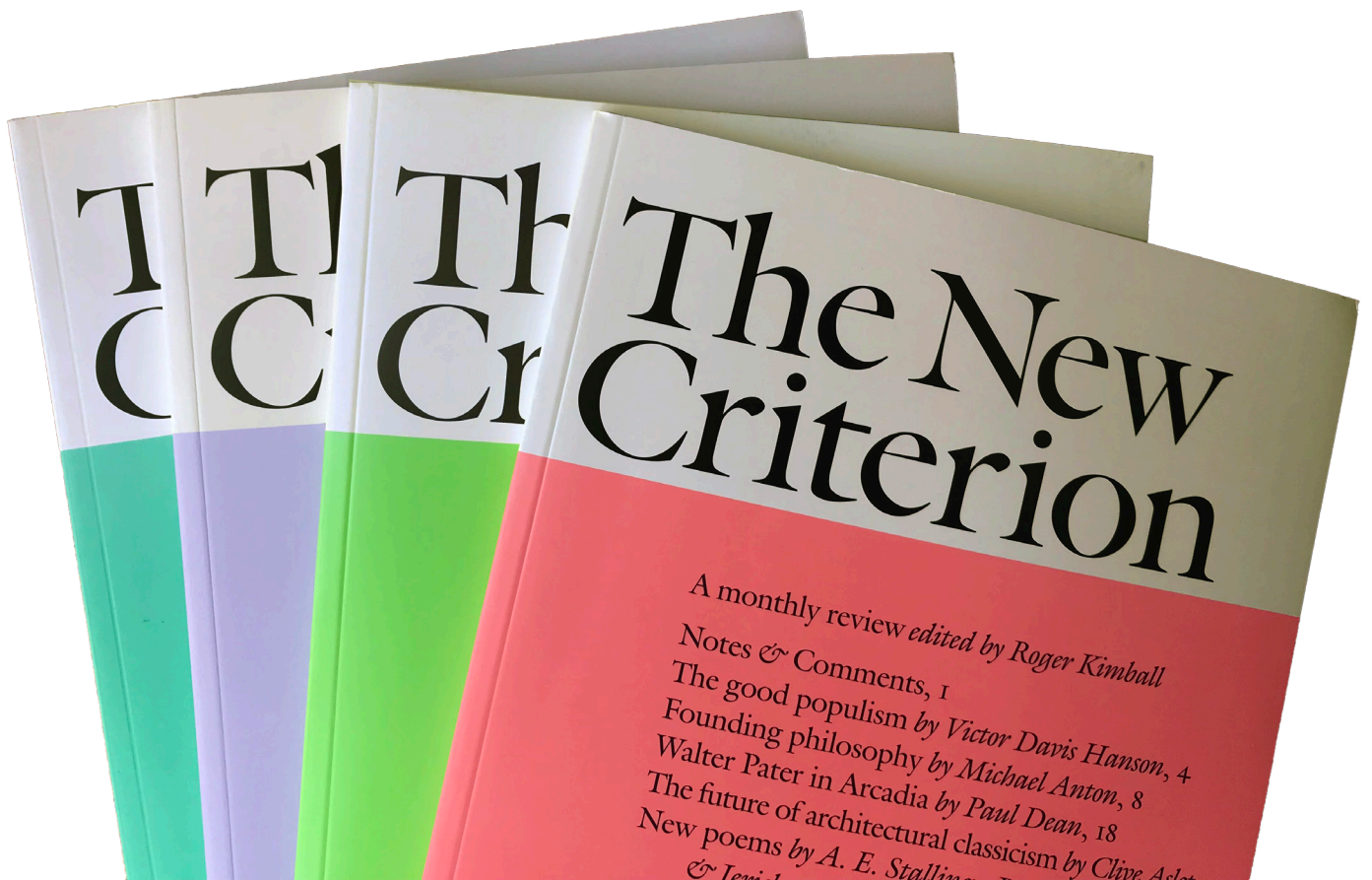


# The New Criterion

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**

**T**he *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



**CHICAGO**  
The University of Chicago Press

**AHF**  
ART HISTORY IN FOCUS



ALEXANDRE

BOOKSTEINPROJECTS

ABBOTT  
and  
HOLDER

**GreatHearts**  
CLASSICAL EDUCATION. REVOLUTIONARY SCHOOLS.

RALSTON COLLEGE

# 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: 10x 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

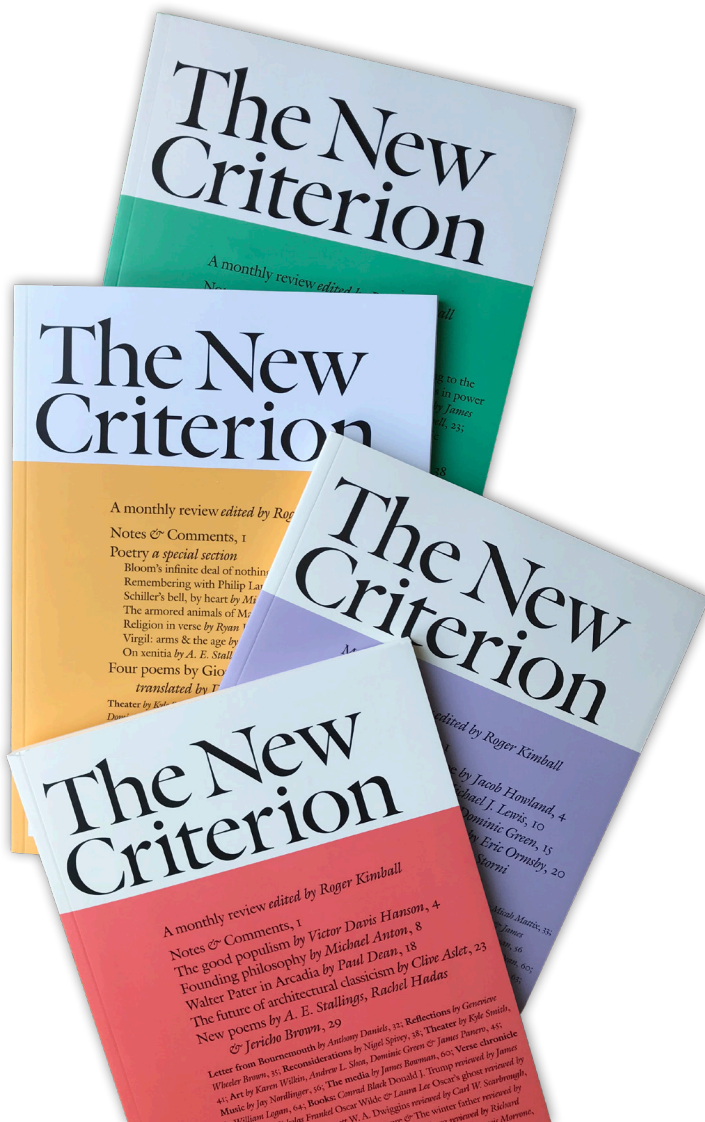
For all full-page ads, please add 1/8" on all four sides to measurements listed below. No type closer than 5/16" to trim.

### 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 1/2" 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



# Online advertising

## FAST. AFFORDABLE. EFFECTIVE.

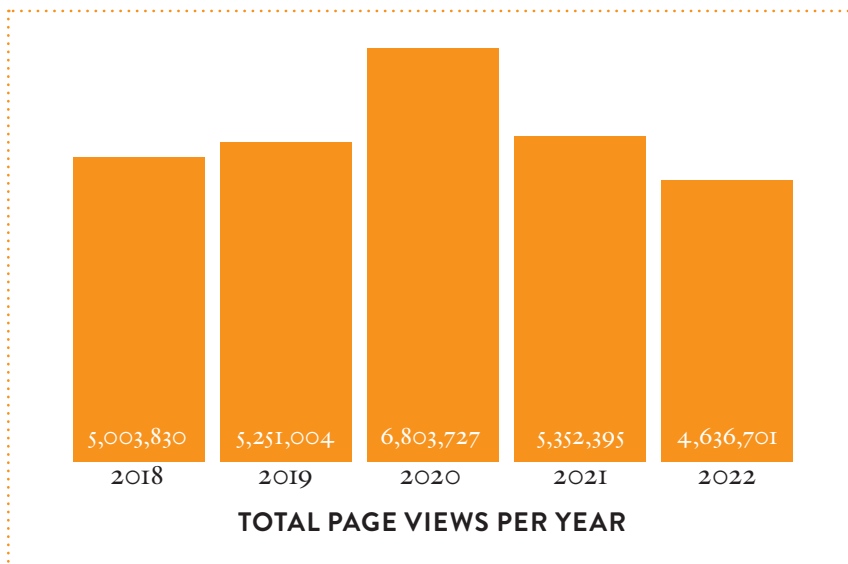
By advertising online with *The New Criterion*, your brand has instant access to hundreds of thousands of the smartest readers in the world. Ads are published online when you want them to be, and can be changed at any point during the advertising campaign.

## 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
- 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](mailto: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.