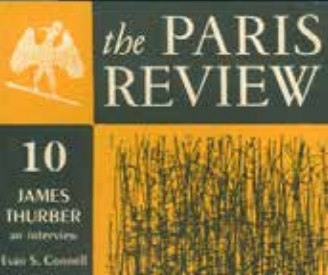
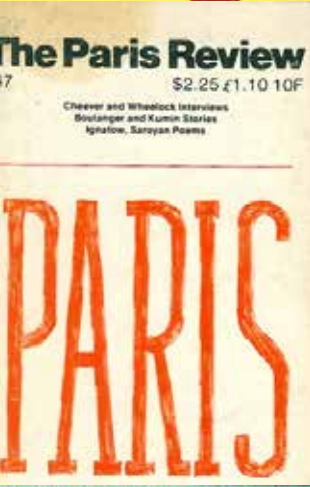
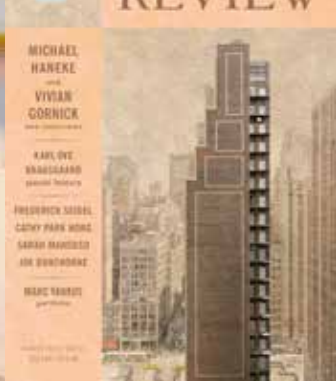




**MEDIA KIT
2021**



the PARIS REVIEW

SELECTED PRAISE

**“ONE OF THE MOST
PRESTIGIOUS JOURNALS IN
ENGLISH LITERATURE.”**

THE OBSERVER (LONDON)

**“IN A WORLD WHERE
LITERATURE SEEMS LIKE
AN AFTERTHOUGHT,
THE REVIEW COMMANDS
ATTENTION.”**

CHICAGO TRIBUNE

**“THE ENDURING LION OF
AMERICAN LITERARY MAGAZINES.
A THING OF BEAUTY.”**

THE NEW YORK TIMES

**“CLASSY AND
OLD SCHOOL.”**

THE NEW YORK REVIEW OF MAGAZINES

**“THE MOST PRESTIGIOUS
OF AMERICAN LITERARY
JOURNALS.”**

THE FINANCIAL TIMES

**“AMERICA’S GREATEST
LITERARY JOURNAL.”**

TIME MAGAZINE

**“AN AMERICAN TREASURE WITH
TRUE INTERNATIONAL REACH.”**

LOS ANGELES TIMES

**“AN INDISPENSABLE PART OF
THE LITERARY CULTURE.”**

GUARDIAN

the PARIS REVIEW

ABOUT



Since its founding in 1953, *The Paris Review* has been America's preeminent literary quarterly, dedicated to discovering the best new voices in fiction, nonfiction, and poetry. The *Review's* renowned Writers at Work series of interviews is one of the great landmarks of world literature. Hailed by the *New York Times* as "the most remarkable interviewing project we possess," the series received a George Polk Award and has been nominated for a Pulitzer Prize. With the December 2016 redesign of the *Review's* website, the complete digital archive of everything we've published since 1953 is available to subscribers. In November 2017, the *Review* gave voice to over sixty years of writing and interviews with the launch of its first-ever podcast, featuring a blend of classic stories and poems, vintage interview recordings, and new work and original readings by the best writers of our time.

The Paris Review has published...

THE EARLIEST WRITINGS OF

Jack Kerouac
Philip Roth
T. C. Boyle
Mona Simpson
Jeffrey Eugenides
Adrienne Rich
Edward P. Jones
Emma Cline

LEGENDARY CONVERSATIONS WITH

E. M. Forster
William Faulkner
Ernest Hemingway
T. S. Eliot
Marianne Moore
W. H. Auden
Elizabeth Bishop
Toni Morrison

NOW-CLASSIC WORKS, SUCH AS

Goodbye, Columbus
by Philip Roth
Alice
by Donald Barthelme
Basketball Diaries
by Jim Carroll
selections from *Molloy*
by Samuel Beckett

STORIES BY

David Foster Wallace
Ann Beattie
Jim Crace
Lorrie Moore
Denis Johnson
Rick Moody
Ann Patchett
Jim Shepard

... and countless others.

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IN RECENT ISSUES

Waris Ahluwalia	Deborah Eisenberg	Karl Ove Knausgaard	Raymond Pettibon
Hilton Als	Louise Erdrich	Wayne Koestenbaum	Adam Phillips
Alexia Arthurs	Elena Ferrante	Tony Kushner	Carl Phillips
John Ashbery	Kelli Jo Ford	Rachel Kushner	Claudia Rankine
Roberto Bolaño	Walton Ford	Ursula K. Le Guin	Mika Rottenberg
Jericho Brown	Jonathan Franzen	Ben Lerner	James Salter
Robert Caro	William Gibson	Jonathan Lethem	Erika L. Sánchez
Emmanuel Carrere	Isabella Hammad	Janet Malcolm	David Sedaris
Anne Carson	Michel Houellebecq	Hilary Mantel	Wallace Shawn
Emma Cline	Michael Haneke	Bernadette Mayer	Amy Sillman
Dennis Cooper	Leslie Jamison	Marilyn Minter	Jane Smiley
Rachel Cusk	Edward P. Jones	Eileen Myles	John Jeremiah Sullivan
Lydia Davis	Maira Kalman	Ottessa Moshfegh	Chris Ware
Samuel R. Delany	William Kentridge	Herta Müller	Diane Williams
Thomas Demand	Imre Kertesz	Albert Murray	Joy Williams
Geoff Dyer	Rachel Khong	Sharon Olds	Alejandro Zambra
Bret Easton Ellis	Alexandra Kleeman	Kimberly King Parsons	Kate Zambreno

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A SELECTION OF OUR PARTNERS

Hermès	Metrograph	NeueHouse
The New School	Sofia Wines	Stitcher
Madewell	Channing Daughters Winery	W. W. Norton & Co.
FSG	Veda	Clare Vivier
The Standard Hotels	BAGGU	Rag & Bone
Creatures of Comfort	Drawn & Quarterly	Penguin Press
Aesop	David Zwirner	BAM
Warby Parker	Bloomsbury	Yale University
Gabriela Hearst	Paula Cooper Gallery	Seresin
Riverhead	Honey + Wax	92nd Street Y
Dimes	Little Bear Inc.	Glenn Horowitz Bookseller
Other Press	New York Review of Books	The London Review of Books
Mast Brothers	Sarah Lawrence	McNally Jackson Books
Dreyden	William Grant & Sons	Farrar, Straus & Giroux
Graywolf Press	National Sawdust	Hendrick's Gin
Frieze	Oak Street Bootmakers	Other Half Brewing Co.
The Morgan Library & Museum	The Glass House	Catbird
	CELINE	Hesperios
	Art Basel	

the PARIS REVIEW

CIRCULATION

TOTAL CIRCULATION
25,000

PASS-ALONG RATE
1.8

TOTAL READERSHIP
45,000

The Paris Review Online

1,175,000 MONTHLY PAGEVIEWS

650,000 MONTHLY UNIQUE VISITORS

Social Media

995,000 TWITTER FOLLOWERS

400,000 FACEBOOK FANS

260,000 INSTAGRAM FOLLOWERS

the PARIS REVIEW

WHO READS THE PARIS REVIEW

DEMOGRAPHICS

Average Household Income **\$118,500**

48% Female **52%** Male

Average Age **45**

ENGAGEMENT

8 YEARS *average length of readership*

86% *plan to renew their subscription*

87% *spend 2+ hours with each issue*

75% *of our readers keep issues as part of their regular book collections*

94% *visit our website parisreview.org*

85% *spend 10+ minutes on the website*

70% *share content from the website via social media*

LIFESTYLE

82% *have purchased 10+ books in the past year*

95% *attended readings in the past year*

99% *visited a gallery or museum in the past year*

97% *attended a live performance event in the past year*

72% *have booked 5+ night in a hotel for vacation travel*

58% *traveled internationally*

90% *identified culture as important in lifestyle spending decisions*

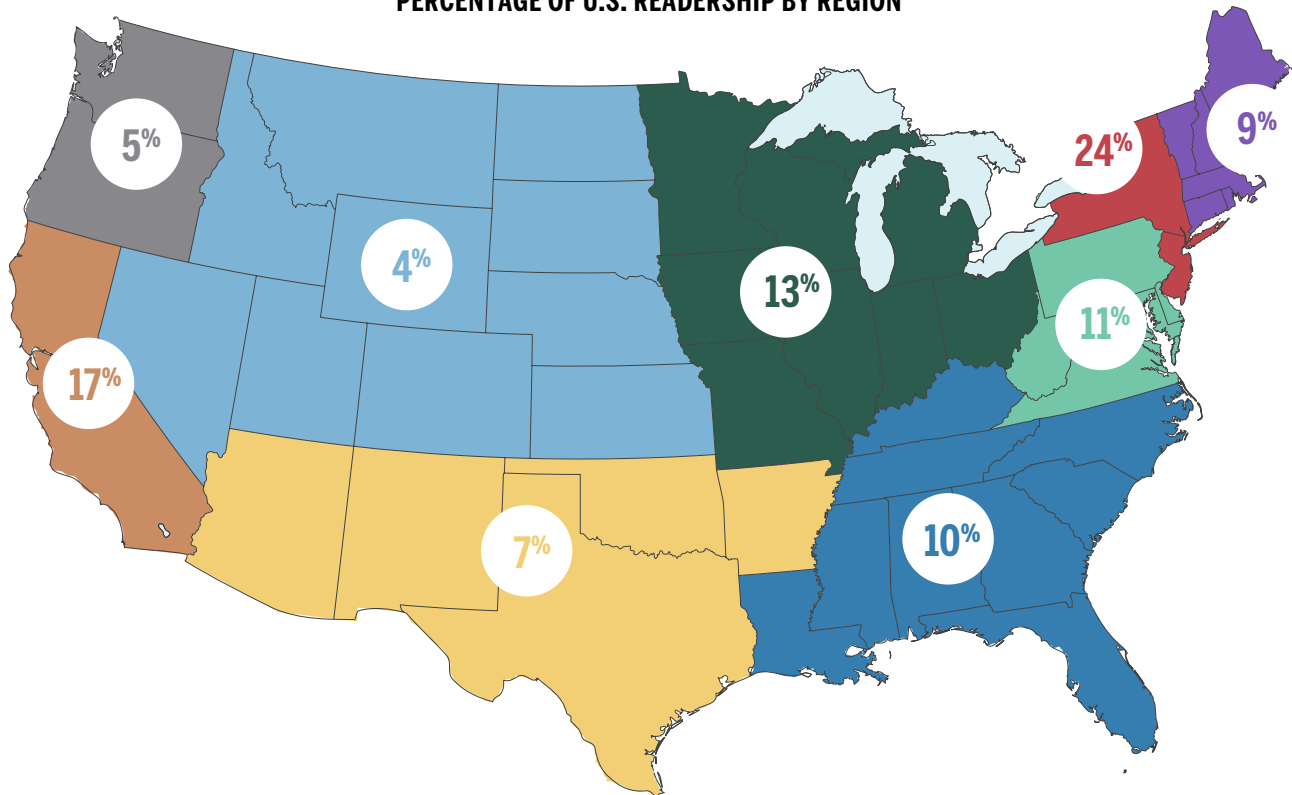
73% *identified food and restaurants as important in lifestyle spending decisions*

77% *identified travel as important in lifestyle spending decisions*

the PARIS REVIEW

WHO READS THE PARIS REVIEW

PERCENTAGE OF U.S. READERSHIP BY REGION



TOP US CITIES

*NYC, L.A., San Fran,
D.C., Boston*

TOP INTERNATIONAL CITIES

*London, Toronto,
Melbourne*

TOP INTERNATIONAL TERRITORIES

*Canada, GB, EU,
Australia*

FIND THE PARIS REVIEW AT ...

MAJOR BOOKSTORES *and newsstands in the U.S. and Canada*

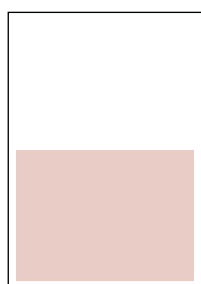
HOTELS, *including The Standard, The Bowery Hotel, and Chiltern Firehouse*

SPECIALTY STORES *such as Clare Vivier and Aesop shops worldwide*

the PARIS REVIEW

PRINT ADVERTISING

The *Paris Review*'s highly educated readership regularly makes luxury and art purchases, and 75% of our readers keep issues as part of their regular book collections. Preserve your brand in perpetuity by making it a part of *The Paris Review* archive, America's most prestigious literary magazine, read around the world.



HALF PAGE

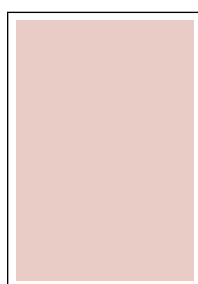
3.75" × 4.3625"

1x \$2,400

4x \$7,200

1x *b/w* \$1,500

4x *b/w* \$4,500



FULL PAGE

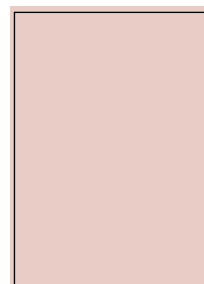
7.875" × 4.3625"

1x \$4,500

4x \$13,500

1x *b/w* \$3,000

4x *b/w* \$9,000



FULL-PAGE BLEED

bleed size

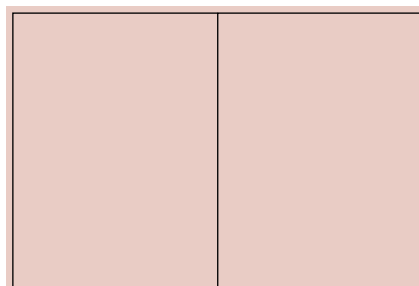
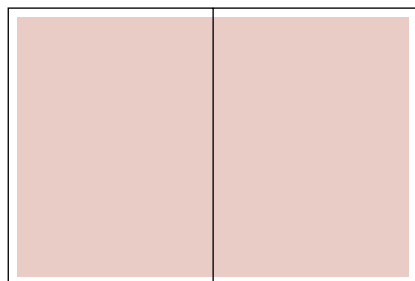
9.5" × 6.375"

trim size

9.25" × 6.125"

1x \$4,500

4x \$13,500



BOOKMARK BLOW-IN

bleed size

8.75" × 2"

1x \$7,500

4x \$22,500

SPREAD 7.875" × 10.65"

1x \$7,500

4x \$22,500

1x *b/w* \$4,500

4x *b/w* \$13,500

SPREAD WITH BLEED

bleed size 9.5" × 12.5"

trim size 9.25" × 12.25"

1x \$7,500

4x \$22,500

INSIDE COVER

1x \$7,500

4x \$22,500

BACK COVER

1x \$15,000

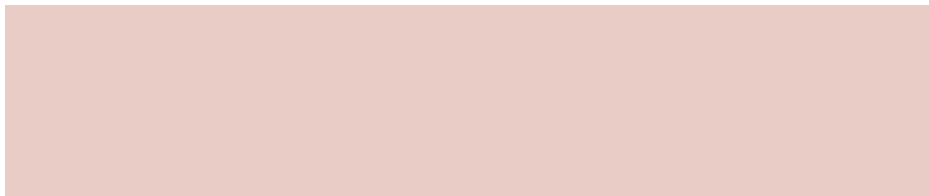
4x \$45,000

Technical Requirements For print ads, please supply hi-res PDFs (300 dpi) with embedded fonts and hi-res art. Color ads are 4-color only (CMYK). No Pantone colors.

the PARIS REVIEW

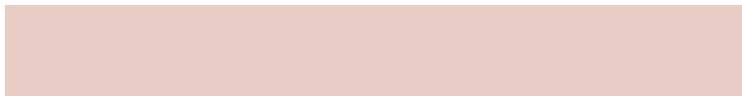
WEB ADVERTISING

With over 650,000 unique visitors a month, advertisers may choose placement anywhere on *The Paris Review's* website, including the homepage, the archive, or the Daily, featuring regularly updated cultural commentary by *Review* staff and contributors.



BANNER

970px × 250px \$10 cpm



BANNER

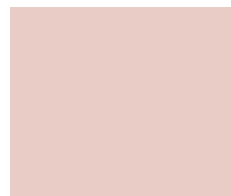
728px × 90px \$10 cpm



MOBILE BANNER

320px × 50px

\$8 cpm



MEDIUM RECTANGLE

300px × 250px

\$8 cpm



HALF PAGE

300px × 600px

\$8 cpm

Technical Requirements For Web ads, please supply low-res GIFs or JPEGs (72 dpi) in RGB color. Images may be static or animated.

Please note that we cannot implement cache busters in an ad's link.

the PARIS REVIEW

NEWSLETTER ADVERTISING

With 100,000 subscribers, *The Paris Review's* email newsletter is an excellent way to reach our most engaged readers. Newsletters are sent weekly on Fridays.



BANNER

728px × 90px

\$1,500 per newsletter

Technical Requirements For newsletter ads, please supply low-res GIFs or JPEGs (72 dpi) in RGB color. Images for the newsletter must be static.

Please note that we cannot implement cache busters in an ad's link.

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SCHEDULE

SPRING ISSUE

Ad Reservations 1/14

Materials Due 1/25

On-sale Date 3/9

SUMMER ISSUE

Ad Reservations 4/8

Materials Due 4/19

On-sale Date 6/8

FALL ISSUE

Ad Reservations 7/8

Materials Due 7/19

On-sale Date 9/7

WINTER ISSUE

Ad Reservations 10/7

Materials Due 10/18

On-sale Date 12/7

SPONSORSHIP PACKAGE

We are happy to work with you to customize a sponsorship opportunity that includes print and online advertising, events, premiums, and promotions. For more information, please contact:

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(212) 343-1333
ldorr@theparisreview.org