



The **AMERICAN READER**

“Credited with bringing
books back to the
forefront of American
culture.”

—*VOGUE PARIS*

“Proof that even in this iPhone age, some
paper-based dreams have not died.”

—*THE NEW YORK TIMES*

**PARTNERSHIPS
ADVERTISING
PRESS**

THE MAGAZINE

SINCE 2012, THE AMERICAN READER has established itself in international literary culture by publishing only the brightest new fiction, poetry, literature in translation and criticism and by pairing substance with inimitable style.

“Its inception has already taken on a kind of mythic gloss,” writes the *Guardian*.

WE ARE scholars, artists, critics, culturemakers, emerging writers and household names: Ben Marcus, Ben Lerner, Joyce Carol Oates, László Krasznahorkai, John Ashbery, Rae Armantrout.

“The *American Reader* isn’t your average literary magazine.”
—*THE NEW YORK OBSERVER*

“The *American Reader* is the new *Paris Review*.”
—*VICE*

“Style as well as substance.”
—*NET-A-PORTER*

“Thick, twisty fiction and high-brow commentary with an edge...our new favorite journal.”
—*FLAVORPILL*

THIS YEAR, we won two O. Henry prizes for fiction. We also began editorial partnerships with *Slate* and the *Huffington Post*. We held readings and partnership events with select hotels, retailers and cultural groups in Los Angeles, Malibu, New York, and San Francisco.

“...encapsulates the spirit of the age.” —*Forbes*

AUDIENCE

THE READER ADDRESSES all the arts and each aspect of cultural and social life: literature, music, poetry, fashion, dance, opera, photography, visual art, philosophy, politics, theater and cinema. We are distributed by Ingram and are stocked in independent bookstores and major retailers across the country.

OUR READERS ARE INFLUENCERS.

They are diverse, educated, engaged tastemakers with an enthusiasm for connoisseurship and the intellectual life—they share their ideas and our magazine with their peers.

THEY RESIDE IN MAJOR CITIES:

Paris, London, Lisbon, Berlin, Rome, New York, San Francisco, Los Angeles, Boston, Chicago, Austin, DC.

“Generation Y’s literary world has found its leader.” —*POLICY MIC*

“The *New Yorker’s* younger, cooler sister.”
—*REFINERY 29*



Creative lead Shala Monroque and editor-at-large Stephanie LaCava, in Paris.

OUR READERS CARE ABOUT LIFESTYLE, and about purchasing thoughtfully. They are your customers, your guests—and a market to which we offer unique access.

THEY CARE ABOUT ART, and about material culture. In the age of digital, they read and subscribe to our print magazine—in growing numbers, year after year.

Additional & forthcoming press:

*The Economist - NPR - W - Vogue (Paris) - Cosmopolitan - Lucky - Glamour - The Washington Post - CNN
Katie Couric - Bookforum - Women’s Wear Daily - The Daily Beast - Business Insider - Marie Claire - The National
New York Magazine - The Root - The Monocle - Bullett - Jezebel - African Sun Times - Il Sole - Dazed - Library Journal - WNYC*

ADVERTISING



THE AMERICAN READER offers competitive print and digital rates. We circulate 6,000 print issues six times yearly and push new online-only content to our website daily; the site attracts 40,000 visitors a month. For full advertising terms and conditions, contact:

*advertising@
theamericanreader.com*

INTERIOR PRINT RATES*

full-page B&W
11" x 7.25"
\$800

full-page CMYK
11" x 7.25"
\$1000

1/2 page B&W
5.5" x 3.725"
\$400

1/2 page CMYK
5.5" x 3.625"
\$450

DIGITAL

*exclusive sidebar:
we run one digital ad a month at \$500*

PARTNERSHIPS



THE READER ALSO OFFERS A FULL RANGE OF PARTNERSHIP OPTIONS. All include consulting services and brand strategy to help our partners reach young intellectual audiences. Events—readings, parties, performances—are tailored to each partner, linked to issue releases or readings or positioned as cultural happenings in their own right. Prices below are departure points only; please contact our publisher directly: *awyman@theamericanreader*.

One-time partnership
\$3,000

One event
Two full page ads (CMYK)
Promotion & publicity

Year-long partnership
\$2,500 per month

3-event series
Six full page ads (CMYK)
Promotion & publicity

**We offer special rates for nonprofit advertisers and partners; please inquire.*



PRINT SCHEDULE

VOL. 2 No. 2 JULY
issue release: 6/15

No. 3 SEPTEMBER

PRINT AD DEADLINES—

7/8, reservation deadline

7/15, submission with design services

8/1, submission without.

issue release: 8/25

No. 4 NOVEMBER

8/15, reservation

9/1, submission with design

9/15, submission without.

issue release: 10/15

No. 5/6 DECEMBER / JANUARY

10/1, reservation

10/15, submission with design

11/1, submission without.

issue release: 12/1

VOL. 3 No. 1 FEBRUARY / MARCH

1/5, reservation

1/10, submission with design

1/15, submission without.

issue release: 2/12

No. 2 APRIL / MAY

2/15, reservation

3/1, submission with design

3/15, submission without.

issue release: 4/13

No. 3 JUNE / JULY

SUMMER SPECIAL ISSUE

4/15, reservation

5/1, submission with design

5/15, submission without.

issue release: 7/4

*Print ads and art for print ads
should be furnished as an:*

- eps
- tif, or
- jpeg,

AT A RESOLUTION OF AT LEAST 300 DPI
AND MAY BE EMAILED TO
ADVERTISING@THEAMERICANREADER.COM
OR SENT VIA DROPBOX.

Digital ad reservations
are accepted one month in advance,
on the 1st of the month.
Art is due a week later, on the 7th.
If design services are not desired,
completed ads are due on the 15th,
at 728 x 90 pixels and 300 dpi.



THE READER PROVIDES DESIGN SERVICES AT A FLAT \$50 FEE.
INQUIRE FOR INSERTION ORDER FORMS AND TERMS OF SERVICE.

CONTACT

We look forward to working with you.
Please direct all advertising and partnership requests to:

ANNIE JULIA WYMAN
Publisher

THE AMERICAN READER
779 Riverside Drive
New York, NY 10032
advertise@theamericanreader.com

