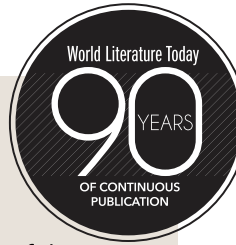


World Literature Today

2017 MEDIA KIT



Advertising with *World Literature Today* gives you the potential to connect annually with **more than half a million** cosmopolitan readers of the magazine and website who are actively interested in international culture, contemporary literature, translation, books, and new authors from all over the world.



OUR READERS

READERSHIP: 281,000

WLT's circulation combines the subscription and single-copy sales of the print edition and the digital editions of WLT. WLT's readership includes the pass-along readership of its individual and institutional subscribers as well as its aggregator readership on JSTOR, ProQuest, and EBSCO. WLT is widely available in libraries and bookstores around the globe.

CIRCULATION: 4,000

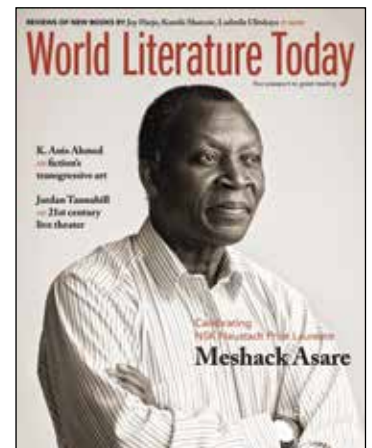
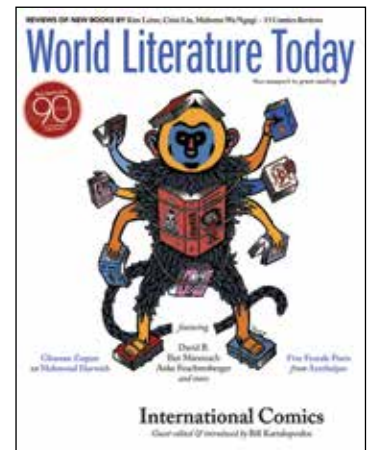
87% Subscribers / 13% Newsstand

DIGITAL AUDIENCE: 295,700 Annual Unique Visitors

31,500 Monthly Visits / 52,500 Pages Viewed Monthly

24,640 Monthly Unique Visitors / 295,700 Annual Unique Visitors

10,000 Opt-in Email List / 435,000 on Social Media



ABOUT WLT'S SUBSCRIBERS

WLT's subscribers read 25-50 books a year, and buy an average of 25 books a year.

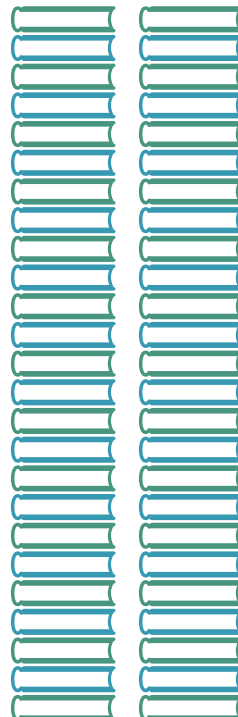
More than 90% of WLT's individual subscribers have a 4-year college degree or higher.

WLT's subscribers are 62% female and 38% male.

WLT's subscribers most frequently buy books/magazines at bookstores or online, and they least frequently borrow digital books from the library.

Data from 2014 Readership Survey.

READ 25-50 BOOKS A YEAR



BUY 25 BOOKS A YEAR



ACCOLADES

“WLT is definitely the deepest and most professional window on world literature we have in the country.”

–Margaret Randall

“No other journal begins to do what WLT does routinely. . . . Extraordinary.”

–Joyce Carol Oates

“If WLT were not in existence, we would have to invent it.”

–Czesław Miłosz

“WLT is a rich international magazine that brings us news of literature across and around the world as it is being made, in the clash and blaze of revolution and in the silent solitude of poets working in the shadows.”

–Virginia Euwer Wolff

“Beyond ‘global’ authors sanctioned by American/Western publishers, where do we turn? A fine place to start is [a] publication—nay, oracle—that’ll fill up your what-to-read-next card: *World Literature Today*. WLT comes as a blessing for translators, international writers, and latitudinarian readers.”

–Nichole Reber

WORLD LITERATURE TODAY

Now in its ninth decade of continuous publication, *WLT* has been recognized by the Nobel Prize committee as one of the “best edited and most informative literary publications” in the world. *WLT* has received over twenty national publishing awards in the past dozen years, including the Phoenix Award for Editorial Achievement from the Council of Editors of Learned Journals in 2002.

MORE PRAISE FROM READERS

“*WLT* is absolutely wonderful. It is like Christmas six times a year. . . . Since I can’t get ‘out and about’ in the world as I would like, please accept my subscription renewal because *WLT* brings the world to me.”—Jaye Jenkins, Burlington, Ontario

“I honestly think *WLT* is one of the most diverse and intelligent literary publications in the world. The magazine is amazing at finding new writers and poets from all over the world, absolutely true to its name.”—Dinah Assouline Stillman, Jerusalem

“I personally have been so enriched by *WLT*. The articles, reviews, and especially the Nota Bene selections have had me chasing down superbly enlightening and beautiful literature. . . . I do not travel any more, but the world literature I read has made me more informed about the world than my friends who sit hours on airplanes to reach countries where their passports are stamped. The authors take me to meet the people of the world instantly from any chair I find.”—Dorothy Mikuska, Oak Brook, Illinois

RECENT AWARDS

2013 & 2014 FAME Award for Literary Festivals

2012 Magnum Opus Award for Best Editorial Letter

2012 General Apex Award of Excellence

2011 Apex Award of Excellence

2011 & 2010 Annual Gold Ink Awards for Printing

ADVERTISING RATES

World Literature Today

RATES

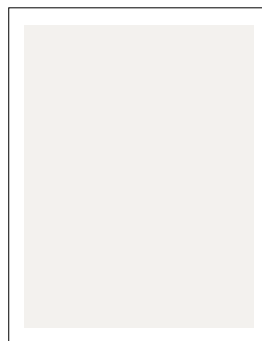
- FULL PAGE (vertical): \$500
- COVER (inside front): \$700
- COVER (inside back): \$700
- BACK COVER: \$1000
- HALF PAGE (inside cover, horizontal): \$350
- HALF PAGE (interior, vertical): \$350

DISCOUNTS

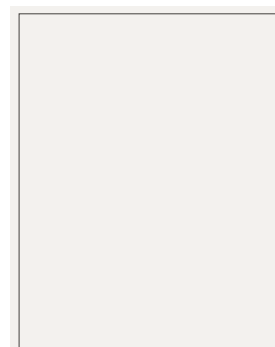
- 5% off - Prepaid ads
- 10% off - Two ads booked at the same time
- 15% off - Three ads booked at the same time
- 15% off - Agency discount
- Nonprofits and independent presses, ask us about our special rates!

TECHNICAL REQUIREMENTS

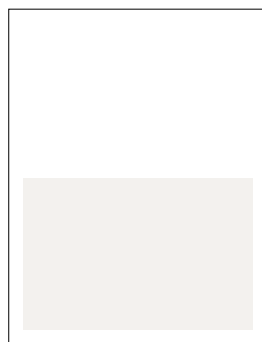
- High-res (300dpi) PDF files required.
- Back cover ads must include 1/8" bleed on all sides.
- All ads are full color. CMYK color space only; no spot colors.
- Include a hyperlink for your ad to link to; this bonus enhancement is used in the Magzter edition.



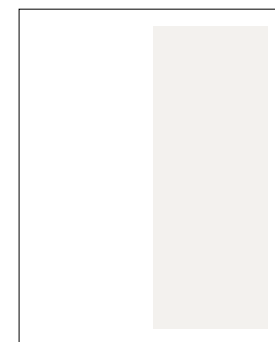
**FULL PAGE
COVER (inside front)
COVER (inside back)
7.5" x 9.875"**



**BACK COVER (bleed)
8.5" x 10.875"
(plus bleed 8.75" x 11.125")**



**INSIDE COVER HALF PAGE
7.5" x 4.75"**



**INTERIOR HALF PAGE
4" x 9.875"**

2017 AD SCHEDULE

ISSUE	RESERVATIONS DUE	MATERIALS DUE	PUBLICATION DATE
January	11/15/2016	11/25/2016	1/1/2017
March	1/15/2017	1/25/2017	3/1/2017
May-August (Summer Issue)	3/15/2017	3/25/2017	5/1/2017
September	7/15/2017	7/25/2017	9/1/2017
November	9/15/2017	9/25/2017	11/1/2017

RATES

BY MONTH

- BOX (300x250): \$250
- SMALL BANNER (300x75): \$75

BY IMPRESSION

- BOX (300x250): \$10 CPM
- SMALL BANNER (300x75): \$6 CPM

DISCOUNTS

- 5% off - Prepaid ads
- 10% off - Two ads booked at the same time
- 15% off - Three ads booked at the same time
- 15% off - Agency discount
- Nonprofits and independent presses, ask us about our special rates!

TECHNICAL REQUIREMENTS

- Low-res (72dpi) GIFs or JPEGs in RGB color.
- Images may be static or animated.
- Max animation loop: 3
- Max file size: 40kb
- No sound or Flash.
- Include a hyperlink for your ad to link to.

BY MONTH OR IMPRESSION?

If you select by month, your ad will run for a precise amount of time. You can run your ad for several months at a time.

If you select by impression, your ad will display on our website up to an exact amount of impressions. For example, if you choose to run your ad for 10,000 impressions, the ad will stay on the website based on how many viewers see your ad. After 10,000 views, the ad will automatically stop running. Scheduling based on availability.

The screenshot shows the World Literature Today website. The main article is titled "The Unvarnished Tales of the Brothers Grimm: A Conversation with Jack Zipes" by Michael Merriman, dated July 29, 2015. The article features an illustration of a large, stylized letter 'S' with a face, set against a dark background with a small figure at the bottom. The text discusses the history and reception of Grimm's fairy tales, mentioning Michael Cunningham's work and Jack Zipes' translations. The sidebar on the right includes a search bar, subscription options, and a list of blog categories such as "AUDIO", "BOOK REVIEWS", "BY THE COVER", "CULTURAL CROSS-SECTIONS", "CURRENT EVENTS", "FICTION", "FRIDAY LIT LINKS", "FROM THE ARCHIVES", "FROM THE ROAD", "INTERVIEWS", "LETTER FROM THE DIRECTOR", "LETTER FROM THE EDITOR", "LIT LISTS", "LITERARY TRIBUTES", "NEWS AND EVENTS", "PHOTO ESSAY", "POETRY", "QUIZZES", "SOUND IT OUT", "THE ONCE OVER", "THE WRITER'S WORKSPACE", "TRANSLATION TUESDAY", "TRAVELS IN LITERATURE", "VIDEO", and "WORDS FOR THOUGHT". There are also social media icons for Facebook, Twitter, and YouTube, and a "FOLLOW US" button.

ADVERTISING PACKAGES

These cross-platform packages are designed to maximize your ad campaign's visibility by running web ads during the same months that your print ad will be available in the magazine on newsstands, in bookstores, and delivered to individual and institutional subscribers.

OFFER

Back Cover (Print) + Box Ad (Web)
 Inside Cover (Print) + Box Ad (Web)
 Full Page (Print) + Box Ad (Web)
 Half Page (Print) + Box Ad (Web)

DETAILS

One print ad + two months online
 One print ad + two months online
 One print ad + two months online
 One print ad + two months online

TOTAL PRICE DISCOUNT

~~\$1500~~ **\$1000** 33% off
~~\$1200~~ **\$800** 33% off
~~\$1000~~ **\$670** 33% off
~~\$850~~ **\$570** 33% off

RECENT ADVERTISERS

Brick Magazine, Dalkey Archive Press, Europa Editions, The Feminist Press, HarperCollins, *London Review of Books*, PEN, *Prairie Schooner*, Restless Books, University of Chicago Press, University of Oklahoma Press, Viking, and more.

Want a Custom Sponsorship Package?

Create a customized advertising package that includes a combination of print, web, and/or special event advertising. To get information or schedule your advertising, contact:

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World Literature Today
 630 Parrington Oval, Suite 110
 Norman, OK 73019
 (405) 325-4531
 tdstubb@ou.edu



A look back at 2016: *WLT*'s 90th Year

We kicked off the magazine's 90th year of publication by honoring the winner of the 2015 NSK Neustadt Prize for Children's Literature, Ghanaian author-illustrator Meshack Asare. We inaugurated a new Puterbaugh essay series with K. Anis Ahmed (Bangladesh) on the liberating power of writing. We ran groundbreaking essays in the series by Ghassan Zaqtan (Palestine), Bernice Chauly (Malaysia), Dubravka Ugrešić (Croatia/Holland), and Porochista Khakpour (Iran/US).

The March 2016 issue highlighted contemporary comics from Germany, France, Greece, and Japan accompanied by a specially curated comics review section. We also debuted work by five women writers from Azerbaijan whose astounding poetry had never been translated into English!

In May 2016 *WLT* featured an exclusive interview with 2016 Man Booker Prize winner Han Kang in a section highlighting writers from Asia who are reshaping the region's literature. William Marling and Rebecca Walkowitz also offered insights about how world literature continues to evolve in the 21st century. The September issue featured 2016 Puterbaugh Fellow Alain Mabanckou, and for the first time ever, the November issue was entirely devoted to writing by women.

In 2016 we also created the first fully digital edition of the magazine on our website and introduced micropayment options to make it easier to support our cause. Each month, through email and social media we are now connecting with our wonderful friends who number almost half a million. Advertising with *World Literature Today* is a great opportunity to make a lasting impression with avid readers, scholars, writers, and translators.



World Literature Today

Circulation: 4,000 Readership: 281,000
Digital Audience: 295,700

Now in its ninth decade of continuous publication, *WLT* has been recognized by the Nobel Prize committee as one of the “best edited and most informative literary publications” in the world. *WLT* has received more than twenty national publishing awards in the past dozen years, including the Phoenix Award for Editorial Achievement from the Council of Editors of Learned Journals in 2002.

Praise for *WLT*

“An excellent source of writings from around the globe by authors who write as if their lives depend on it.”

Chris Dodge, *Utne Reader*, January 2005

**“No other journal begins to do what *WLT* does routinely. . . .
Extraordinary.”**

Joyce Carol Oates

“If *WLT* were not in existence, we would have to invent it.”

Czesław Miłosz

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