World Literature Today

MEDIA KIT

11 Favorite Bookstores in "Flyover Country"

Is Ya’alumar Untranslatable? 
Vernica Esselute Explains Why

To Feed 
and Walking toward Terror

A Trip to Literary Los Angeles 
with Dana Gioia & Nigal Dewa

World Literature Today

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The Russophone Literature of Resistance

Latin America’s New Cadre of Women Writers

On Being a Zimbabwean Writer

PLUS 3 Must-Read Indigenous Horror Novels
**ANNUAL PRINT & DIGITAL READERSHIP**

1,320,000

WLT’s print readership applies our median pass-along rate of three to the subscription and single-copy sales of the print edition of the magazine. WLT’s annual print and digital readership calculates the average number of unique readers who engage with WLT each year. WLT’s content is read in print and online via worldlit.org, Project Muse, JSTOR, EBSCO, ProQuest, Gale, Cengage, Questia, and more.

**OUR ONLINE AUDIENCE**

<table>
<thead>
<tr>
<th>Category</th>
<th>Annual Count</th>
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<tbody>
<tr>
<td>Annual Visitors</td>
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<td>Annual Unique Visitors</td>
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<td>Instagram Followers</td>
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WHO READS WORLD LITERATURE TODAY?

WLT’s readers are educated professionals who read voraciously, keep their home libraries stocked with new books, and are active in a range of arts, culture, and literary activities.

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

Our readers most frequently go to the movies, shop at bookstores, attend readings, and visit museums.

WLT’s readers are adults of all ages. The highest percentage are 45–64 years old.

Our audience reads between 25-50 books a year and buys an average of 25 books a year.

The majority of WLT’s overseas readers are in Great Britain, Canada, Australia, India, and China.

More than 90% of WLT’s readers have a 4-year college degree or higher.

All data from WLT’s 2021 Readership Survey.
“No other journal begins to do what WLT does routinely. . . . Extraordinary.”
—JOYCE CAROL OATES

“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

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

“I am obsessed with World Literature Today, and if one of your reading resolutions is to read more diverse books, this magazine definitely needs to be your first stop. The absolute best international literature and culture magazine out there (IMO), WLT publishes interviews, essays, poetry, fiction, and book reviews, and is a great way to get a sense of what is going on in literature all over the world, in a multitude of global languages.”
—E. CE MILLER, BUSTLE

“You do such important work, and with such grace. In a world of frequent dark attrition, WLT is a light.”
—KIM STAFFORD

“The joy in reading a publication like WLT is the introduction to a globally wide range of authors and works. . . . I cannot imagine ever having been able to travel so far in so few pages in my life.
—DENISE HILL, NEWPAGES

“An excellent source of writings from around the globe by authors who write as if their lives depend on it.”
—CHRIS DODGE, UTNE READER

“WLT is one of the most vibrant literary magazines in the world and, with its particular sophistication, one of the most elegant.”
—MARJORIE AGOSÍN

“WLT is probably the most essential journal of its kind in the world, fostering global understanding, peace, and justice through literary conversation. It brings environment and culture together in a healing exchange.”
—JOHN KINSELLA

“World Literature Today is one of my favorite go-to’s for exquisite and daring writing about exquisite and daring writers. WLT is one of the very best literature magazines ever!”
—TESS O’DWYER, CHAIR OF THE ACADEMY OF AMERICAN POETS
MORE PRAISE & RECOGNITION

Now in its tenth 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 two dozen national publishing awards in the past two decades.

A FEW OF OUR RECENT AUTHORS

- Anna Badkhen
- Carmen Boullosa
- Sergio Chejfec
- Edwidge Danticat
- Najwan Darwish
- Natalie Diaz
- Boubacar Boris Diop
- Carolyn Forchê
- Aminatta Forna
- Anna Frajlich
- Leila Guerriero
- Eduardo Halfon
- Joy Harjo
- Major Jackson
- Ismail Kadare
- Ilya Kaminsky
- Fowzia Karimi
- Kapka Kassabova
- Mieko Kawakami
- Michelle de Kretser
- R. O. Kwon
- Andrew Lam
- Ada Limón
- Alexandra Lytton Regalado
- Adnan Mahmutović
- Khaled Mattawa
- Philip Metres
- Sahar Mustafah
- Azar Nafisi
- Ibrahim Nasrallah
- Cleyvis Natera
- Siphiwe Ndlovu
- Viet Thanh Nguyen
- Idra Novey
- Naomi Shihab Nye
- Chigozie Obioma
- Shizue Ogawa
- Ben Okri
- Yvonne Owuor
- Craig Santos Perez
- Mikeas Sánchez
- Mikhail Shishkin
- Ire’ne Lara Silva
- Patricia Smith
- Tracy K. Smith
- Maria Stepanova
- Gerald Vizenor
- Tatiana Voltskaya
- Abdourahman Waberi
- Cornel West
- Yu Xiuhua

RECENT AWARDS

- 2022 Oklahoma House of Representatives Citation
- 2020 APEX Award of Excellence – “Green” Category
- 2019 APEX Grand Award for Publication Excellence
- 2016 Oklahoma Arts Council Governor’s Arts Award
- 2013 & 2014 FAME Award for Literary Festivals
- 2012 Magus Opus Award for Best Editorial Letter
- 2012 General Apex Award of Excellence
PRINT ADVERTISING RATES

RATES

• BACK COVER: $1250
• COVER (inside front): $800
• COVER (inside back): $800
• FULL PAGE (vertical): $700
• HALF PAGE (inside cover, horizontal): $500
• HALF PAGE (interior, vertical): $500

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

AD 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.

2024 AD SCHEDULE

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<th>ISSUE</th>
<th>RESERVATIONS DUE</th>
<th>MATERIALS DUE</th>
<th>PUBLICATION DATE</th>
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<tr>
<td>JANUARY</td>
<td>Nov 1</td>
<td>Nov 25</td>
<td>Jan 1</td>
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<tr>
<td>MARCH</td>
<td>Jan 1</td>
<td>Jan 25</td>
<td>Mar 1</td>
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<td>MAY</td>
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<td>JULY</td>
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<tr>
<td>SEPTEMBER</td>
<td>July 1</td>
<td>July 25</td>
<td>Sept 1</td>
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<tr>
<td>NOVEMBER</td>
<td>Sept 1</td>
<td>Sept 25</td>
<td>Nov 1</td>
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Advertising Contact: Terri Stubblefield (tdstubb@ou.edu) • 405-325-4531
630 PARRINGTON OVAL, SUITE 110 • NORMAN, OKLAHOMA 73019 • www.worldlit.org
WEB ADVERTISING RATES

WEBSITE RATES
BY MONTH
• BOX (300 x 250px): $650

ONE-DAY SITE TAKEOVER
• LARGE LEADERBOARD (1170 x 250px) + BOX (300 x 250px): $1,000

NEWSLETTER RATE
PER NEWSLETTER
(Newsletters are emailed twice monthly.)
• NEWSLETTER (564 x 375px): $650

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!

AD REQUIREMENTS
• Web-res (72dpi) GIF, PNG or JPEG in RGB color
• Images may be static or animated.
• Max animation loop: 3
• Max file size: 120kb
• No sound or Flash.
• Include a hyperlink for your ad to link to.

Note: You may double the pixel dimensions of these web ad sizes if you want your ad optimized for retina displays.
LITERARY & CULTURAL EXPERIENCES

*World Literature Today* also sponsors major literary and cultural events at the University of Oklahoma in Norman. The annual Neustadt Lit Fest brings in the laureates of the Neustadt and the NSK literary prizes every fall. These festivals feature accomplished writers, translators, artists, performers, and scholars. They draw thousands of attendees to our receptions, readings, keynote talks, dance performances, live theater, film screenings, and more.

In 2023 *WLT* honored Chinese American writer and illustrator Gene Luen Yang as the eleventh laureate of the renowned NSK Neustadt Prize for Children’s and Young Adult Literature, and in fall 2024 Mauritian writer Ananda Devi will be feted as the twenty-eighth laureate of the prestigious Neustadt International Prize for Literature.
Want a Custom Sponsorship Package?

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RECENT ADVERTISERS

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Graywolf Press
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NYU Press
Open Letter Books
Pacific University
PEN America
Phoneme Media
Red Hen Press
Restless Books
Stephen F. Austin Press
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