ANNUAL PRINT & DIGITAL READERSHIP

891,320

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, Magzter, JSTOR, EBSCO, ProQuest, Gale, Cengage, Questia, and more.


“The absolute best international literature and culture magazine out there.”
— E. CE MILLER, BUSTLE
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 audience reads between 25-50 books a year and buys an average of 25 books a year.

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.

The majority of WLT’s readers are in the United States, India, United Kingdom, the Philippines, and Canada.

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

All data from WLT’s 2017 Readership Survey.
SELECTED PRAISE

“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

“World Literature Today is a stunning magazine that always recognizes the greats; not to read it is regrettable.”
—FREDDA MUSIC, SUBSCRIBER

“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

“I believe 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 definitely the deepest and most professional window on world literature we have in the country.”
—MARGARET RANDALL

“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, THE REVIEW REVIEW

Advertising Contact: Terri Stubblefield (tdstubb@ou.edu) • 405-325-4531
630 PARRINGTON OVAL, SUITE 110 • NORMAN, OKLAHOMA 73019 • www.worldlit.org
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.

RECENT AWARDS

2019 APEX Grand Award for Publication Excellence
2016 Oklahoma Arts Council Governor’s Arts Award
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

A FEW OF OUR RECENT AUTHORS & TRANSLATORS

Chris Abani  Rodrigo Fresán  Marilyn Nelson
Leila Aboulela  Edward Gauvin  Viet Thanh Nguyen
Shokoofeh Azar  Joy Harjo  Achy Obejas
  David B  Jane Hirshfield  Ladan Osman
Anna Badkhen  Major Jackson  Kathleen Rooney
Susan Bernofsky  Han Kang  Craig Santos Perez
Sherwin Bitsui  Kapka Kassabova  Zsuzsa Takács
Carmen Boullosa  Michelle de Kretser  Samantha Thornhill
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Alberto Chimal  Alain Mabanckou  Sylvie Weil
Edwidge Danticat  Khaled Mattawa  Xi Xi
Natalie Diaz  Dunya Mikhail  Yu Xiuhua
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Carolyn Forché  Alan Moore  World Literature Today
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Advising Contact: Terri Stubbe (dstubb@ou.edu) • 405-325-4531
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## 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): $400

### 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

- 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.

### 2021 AD SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATIONS DUE</th>
<th>MATERIALS DUE</th>
<th>PUBLICATION DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINTER</td>
<td>Nov 1</td>
<td>Nov 25</td>
<td>Jan 1</td>
</tr>
<tr>
<td>SPRING</td>
<td>Feb 1</td>
<td>Feb 25</td>
<td>Apr 1</td>
</tr>
<tr>
<td>SUMMER</td>
<td>May 1</td>
<td>May 25</td>
<td>July 1</td>
</tr>
<tr>
<td>FALL</td>
<td>Aug 1</td>
<td>Aug 25</td>
<td>Oct 1</td>
</tr>
</tbody>
</table>
WEB ADVERTISING RATES

WEBSITE RATES

BY MONTH
• BOX (300 x 250px): $550

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): $550

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.
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, and the biennial Puterbaugh Lit Fest brings in renowned authors in the spring. Both of 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 2019 Cuban American poet and YA author Margarita Engle visited campus as the ninth laureate of the renowned NSK Neustadt Prize for Children's Literature, and in 2020 WLT honored Albanian writer Ismail Kadare as the twenty-sixth laureate of the prestigious Neustadt International Prize for Literature during its first ever 100 percent online festival.
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