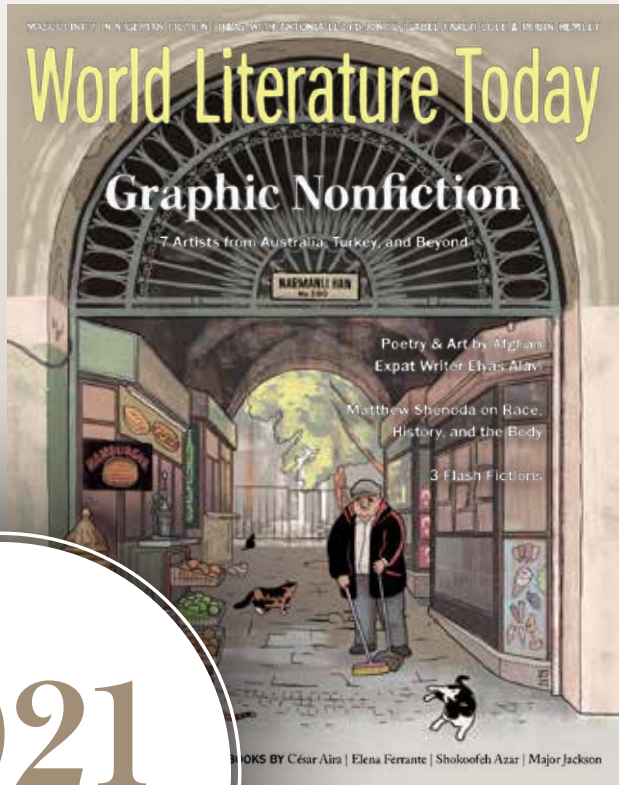
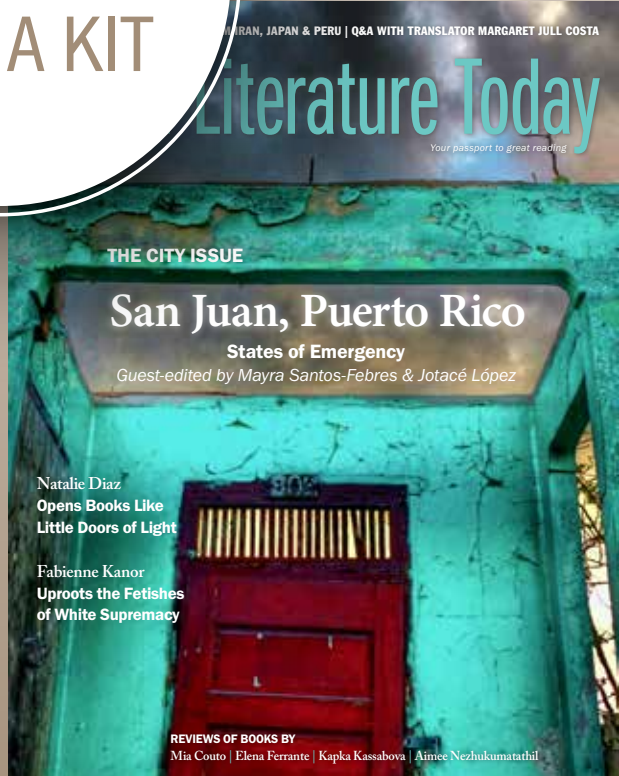
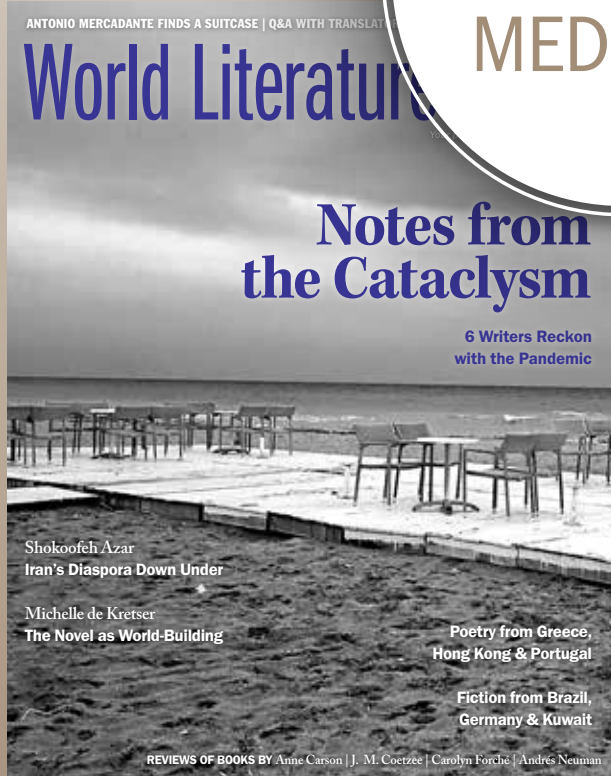


World Literature Today



2021
MEDIA KIT



World Literature Today

“The absolute best international literature and culture magazine out there.”

— E. CE MILLER, *BUSTLE*

OUR READERS

PRINT READERSHIP PER ISSUE

5,200

83% Subscribers / 17% Newsstand

PRINT CIRCULATION PER ISSUE

2,775

OUR ONLINE AUDIENCE

ANNUAL VISITORS	681,700
ANNUAL UNIQUE VISITORS	558,000
MONTHLY VISITORS	56,800
MONTHLY UNIQUE VISITORS	46,500
MONTHLY PAGE VIEWS	74,150
OPT-IN EMAIL LIST	23,700
FACEBOOK FOLLOWERS	455,000
TWITTER FOLLOWERS	17,400
INSTAGRAM FOLLOWERS	6,000

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.

Online audience data collected Sept. 2019. Circulation and readership data updated April 2019.



World Literature Today

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.

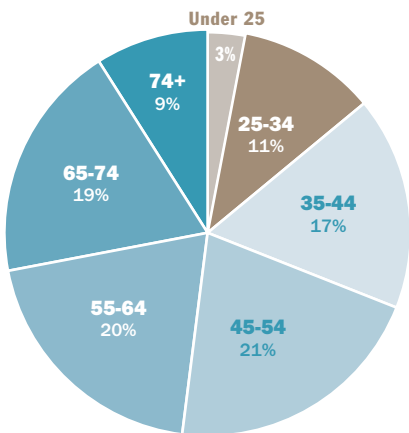
WLT's readers **most frequently buy** books and magazines at bookstores or online, and they **least frequently borrow** digital books from the library.



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



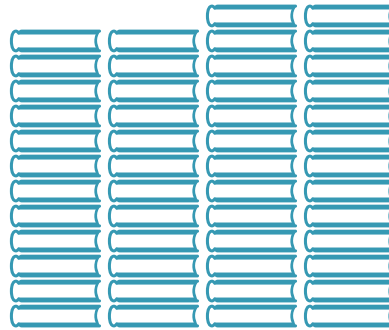
WLT's readers are adults of all ages. The highest percentage are **45-64 years old**.



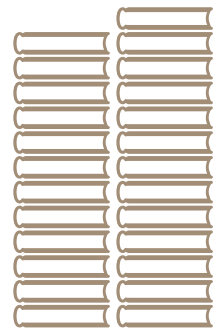
All data from *WLT*'s 2017 Readership Survey.

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

READ 25-50 BOOKS A YEAR

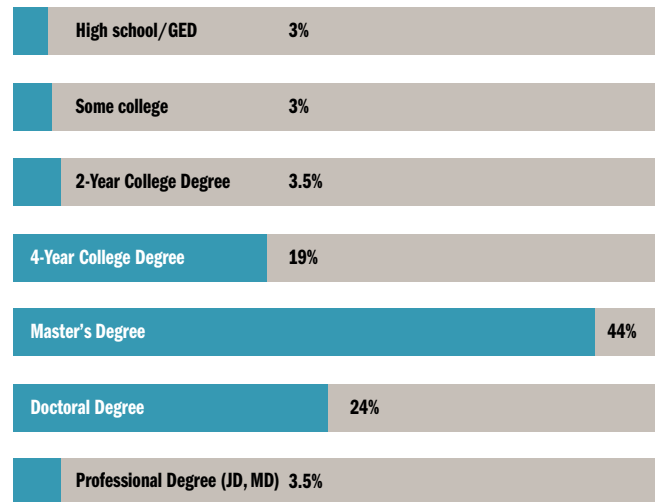


BUY 25 BOOKS A YEAR



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.



World Literature Today

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

World Literature Today

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	Lilliam Rivera
Susan Bernofsky	Han Kang	Kathleen Rooney
Sherwin Bitsui	Kapka Kassabova	Craig Santos Perez
Carmen Boullosa	Michelle de Kretser	Mahtem Shiferraw
Hayan Charara	Li-Young Lee	Zsuzsa Takács
Sergio Chejfec	Joseph O. Legaspi	Samantha Thornhill
Alberto Chimal	Alain Mabanckou	Dubravka Ugrešić
Edwidge Danticat	Khaled Mattawa	Alice Walker
Natalie Diaz	Dunya Mikhail	Sylvie Weil
Jenny Erpenbeck	Kiri Minashita	Xi Xi
Carolyn Forché	Alan Moore	Yu Xiuhua
Aminatta Forna	Vi Khi Nao	Ghassan Zaqtan

World Literature Today

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

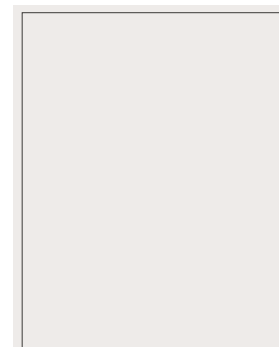
- 5% off – Prepaid ads
- 10% off – Two ads booked at the same time
- 15% off – Three ads booked at the same time
- 15% off – Agency discount
- Nonprofits and independent presses, ask us about our special rates!

AD REQUIREMENTS

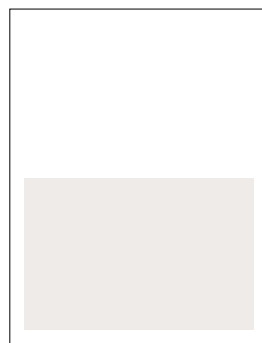
- High-res (300dpi) PDF files required.
- Back cover ads must include 1/8" bleed on all sides.
- All ads are full color. CMYK color space only; no spot colors.
- Include a hyperlink for your ad to link to; this bonus enhancement is used in the Magzter edition.



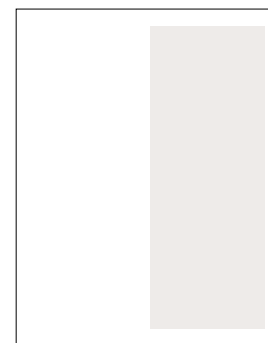
FULL PAGE
COVER (inside front)
COVER (inside back)
7.5" x 9.875"



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"

2021 AD SCHEDULE

ISSUE	RESERVATIONS DUE	MATERIALS DUE	PUBLICATION DATE
WINTER	Nov 1	Nov 25	Jan 1
SPRING	Feb 1	Feb 25	Apr 1
SUMMER	May 1	May 25	July 1
FALL	Aug 1	Aug 25	Oct 1

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WEB ADVERTISING RATES

LARGE LEADERBOARD TAKEOVER DIMENSIONS
1170 x 250 pixels

WEBSITE RATES

BY MONTH

- BOX (300 x 250px): \$550

ONE-DAY SITE TAKEOVER

- LARGE LEADERBOARD (1170 x 250px) + BOX (300 x 250px): \$1,000

WEBSITE BOX DIMENSIONS
300 x 250 pixels

NEWSLETTER RATE

PER NEWSLETTER

(Newsletters are emailed twice monthly.)

- NEWSLETTER (450 x 375px): \$550

NEWSLETTER BOX DIMENSIONS
450 x 375 pixels

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.



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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, 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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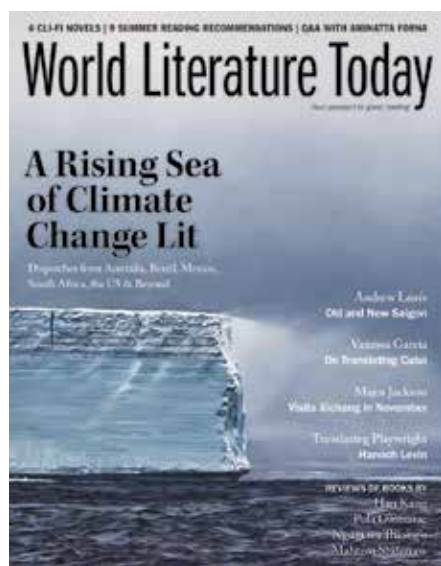
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Want a Custom Sponsorship Package?

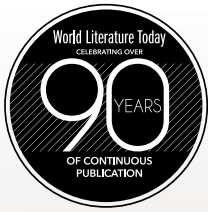
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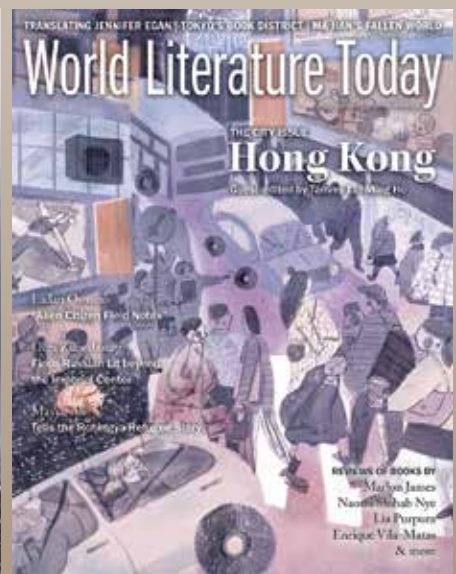
- | | |
|--|----------------------------------|
| ALTA | PEN America |
| Academy of American Poets | Phoneme Media |
| <i>Brick</i> | Red Hen Press |
| Coach House Books | Restless Books |
| Deep Vellum Publishing | Stephen F. Austin Press |
| Duke University Press | <i>Times Literary Supplement</i> |
| Feminist Press | University of Alabama Press |
| Graywolf Press | University of California Press |
| <i>Los Angeles Review of Books</i> | University of Chicago Press |
| NYU Press | University of Texas Press |
| Pacific University (after Open Letter Books) | White Pine Press |
| Open Letter Books | Windham-Campbell Prizes |



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