World Literature Today

The All-Translation Issue
Shining a Spotlight on Linguistic Diversity

2022 MEDIA KIT

World Literature Today

Palestine Voices
Guest-edited by Yousef Khanfar

World Literature Today

Neustadt Prize Laureate
Ismail Kadare
Suns Literature’s New Horizon

REDREAMING DREAMLAND
21 Writers & Artists Reflect on The Tulsa Race Massacre Centennial

World Literature Today
ANNUAL PRINT & DIGITAL READERSHIP

806,500

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

Circulation, readership, and audience data updated September 2021.
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 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.
“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

“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

“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. WLT comes as a blessing for translators, international writers, and latitudinarian readers.”
—NICHOLE REBER, THE REVIEW REVIEW
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

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 Magnum Opus Award for Best Editorial Letter
2012 General Apex Award of Excellence
2011 Apex Award of Excellence

A FEW OF OUR RECENT AUTHORS & TRANSLATORS

Chris Abani
Marjorie Agosín
Shokoofeh Azar
Anna Badkhen
Sherwin Bitsui
Carmen Boullosa
Sergio Chejfec
Alberto Chimal
Edwidge Danticat
Najwan Darwish
Natalie Diaz
Anastasia Edel
Carolyn Forché
Aminatta Forna
Joy Harjo
Alma Igra
Major Jackson
Salma Khadra Jayyusi
Ismail Kadare
Fabienne Kanor
Kapka Kassabova
Mieko Kawakami
Michelle de Kretser
Adnan Mahmutović
Khaled Mattawa
Philip Metres
Kiriu Minashita
Alan Moore
Sahar Mustafah
Ibrahim Nasrallah
Viet Thanh Nguyen
Naomi Shihab Nye
Achy Obejas
Carlos Pintado
Jewell Parker Rhodes
Mayra Santos-Febres
Craig Santos Perez
Mikeas Sánchez
Mahtem Shiferraw
Patricia Smith
Tracy K. Smith
Alina Stefanescu
Dubravka Ugrešić
Fernando Valverde
Alice Walker
Xi Xi
Yu Xiuhua
Zheng Min
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.

2022 AD SCHEDULE

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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 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, and in fall 2021 Muscogee author Cynthia Leitich Smith was feted as as the tenth laureate of the renowned NSK Neustadt Prize for Children's Literature.
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Your passport to great reading

World Literature Today

Reviews of Books by
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Michelle de Kretser
The Novel as World-Building
Notes from the Cataclysm
6 Writers Reckon with the Pandemic

Poetry from Greece, Hong Kong & Portugal
Fiction from Brazil, Germany & Kuwait

Antonio Mercadante finds a suitcase | Q&A with Translator Bonnie Huie | Portrait of Porto