ANNUAL PRINT & DIGITAL READERSHIP

1,182,000

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.

Circulation, readership, and audience data updated September 2022.
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 readers are in the 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.

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

“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
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

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

A FEW OF OUR RECENT AUTHORS

- Chris Abani
- Marjorie Agosín
- Shokoofeh Azar
- Anna Badkhen
- Sherwin Bitsui
- Carmen Boullosa
- Sergio Chejfec
- Edwidge Danticat
- Najwan Darwish
- Natalie Diaz
- Carolyn Forché
- Aminatta Forna
- Leila Guerriero
- Eduardo Halfon
- Joy Harjo
- Major Jackson
- Ilya Kaminsky
- Salma Khadra Jayyusi
- Ismail Kadare
- Fabienne Kanor
- Fowzia Karimi
- Kapka Kassabova
- Mieko Kawakami
- Michelle de Kretser
- Yahia Lababidi
- Yelena Lembersky
- Ada Limón
- Dacia Maraini
- Khaled Mattawa
- Philip Metres
- Alan Moore
- Sahar Mustafah
- Ibrahim Nasrallah
- Viet Thanh Nguyen
- Dorthe Nors
- Naomi Shihab Nye
- Ben Okri
- Yvonne Owuor
- Juana Peñate Montejo
- Mayra Santos-Febres
- Craig Santos Perez
- Mikeas Sánchez
- Mahtem Shiferraw
- Patricia Smith
- Tracy K. Smith
- Alina Stefanescu
- Pia Tafdrup
- Dubravka Ugrešić
- Xi Xi
- Yu Xiuhua
- Zheng Min
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 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.

2023 AD SCHEDULE

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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.

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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 2021 WLT honored Muscogee author Cynthia Leitich Smith as the tenth laureate of the renowned NSK Neustadt Prize for Children's Literature, and in fall 2022 Senegalese writer Boubacar Boris Diop was feted as the twenty-seventh laureate of the prestigious Neustadt International Prize for Literature.
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