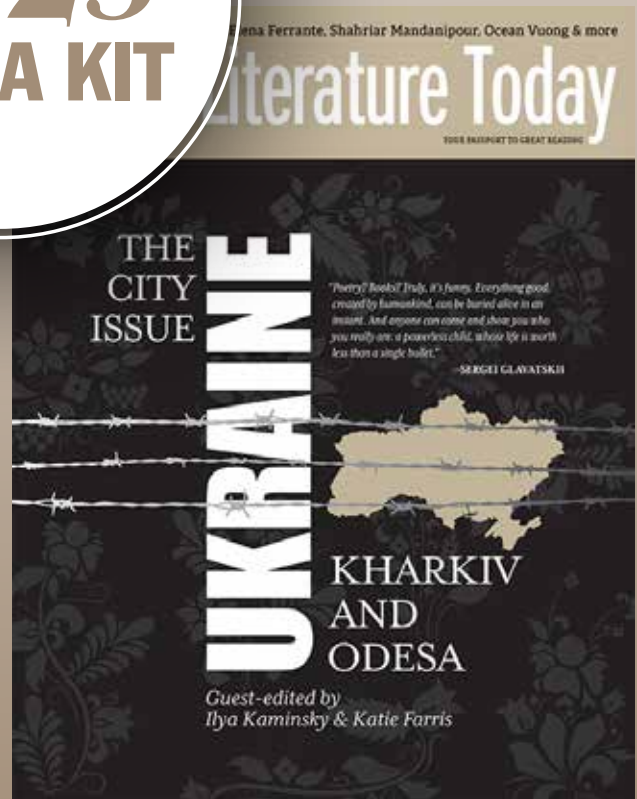
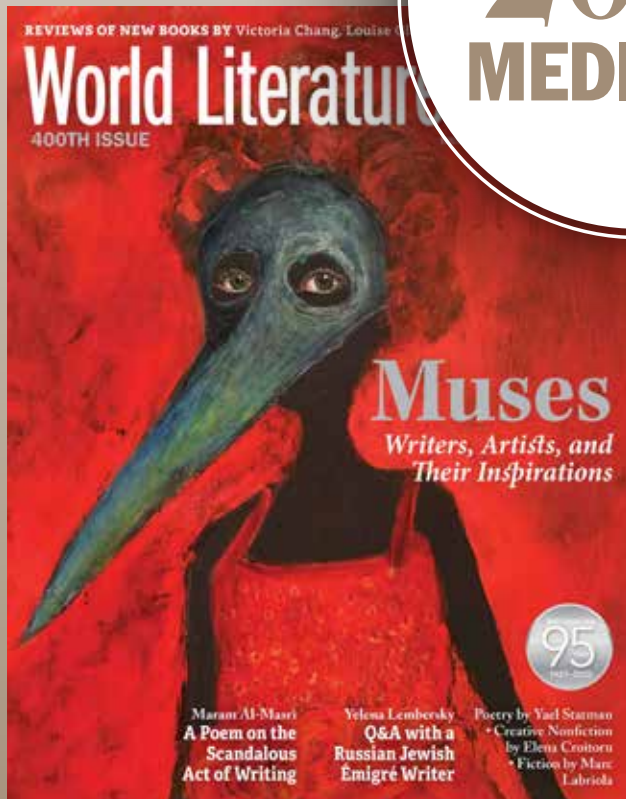


World Literature Today



2023
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

3,500

70% Subscribers / 30% Newsstand

PRINT CIRCULATION PER ISSUE

2,500

OUR ONLINE AUDIENCE

ANNUAL VISITORS	1,550,000
ANNUAL UNIQUE VISITORS	855,000
MONTHLY VISITORS	129,000
MONTHLY UNIQUE VISITORS	71,250
MONTHLY PAGE VIEWS	84,200
OPT-IN EMAIL LIST	15,000
FACEBOOK FOLLOWERS	439,000
TWITTER FOLLOWERS	21,300
INSTAGRAM FOLLOWERS	7,700

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.



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.

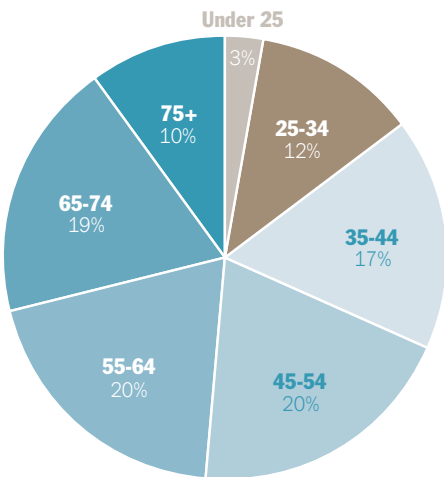
WLT's readers **most frequently buy** books and magazines at bookstores or online, and they **least frequently borrow** digital books from the library.



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



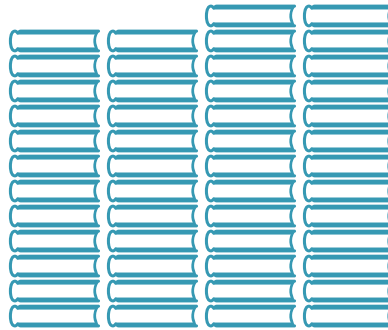
WLT's readers are adults of all ages. The highest percentage are **45-64 years old**.



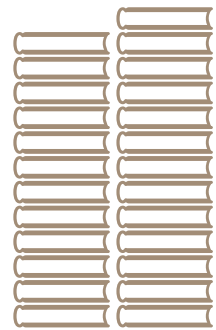
All data from *WLT*'s 2021 Readership Survey.

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

READ 25-50 BOOKS A YEAR

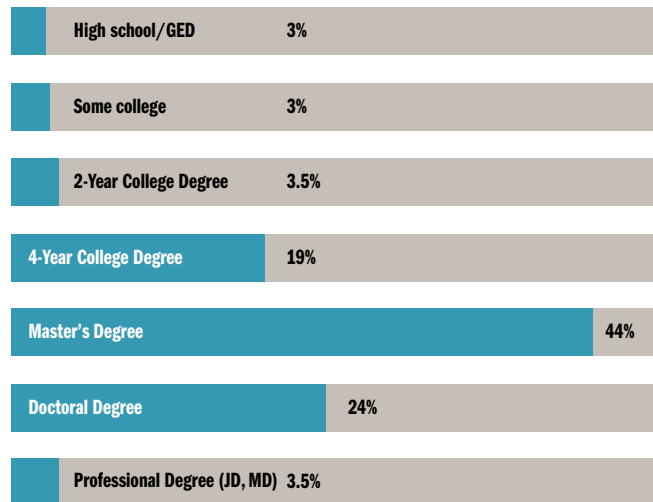


BUY 25 BOOKS A YEAR



The majority of *WLT*'s readers are in the **Great Britain, Canada, Australia, India, and China**.

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



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*

“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

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

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

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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): \$500

DISCOUNTS

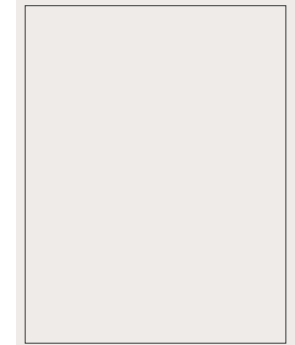
- 5% off – Prepaid ads
- 10% off – Two ads booked at the same time
- 15% off – Three ads booked at the same time
- 15% off – Agency discount
- Nonprofits and independent presses, ask us about our special rates!

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.



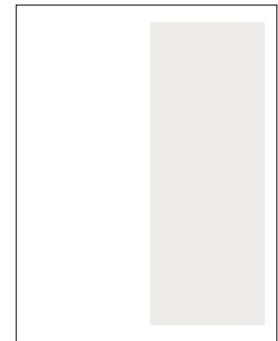
FULL PAGE
COVER (inside front)
COVER (inside back)
7.5" x 9.875"



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"

2023 AD SCHEDULE

ISSUE	RESERVATIONS DUE	MATERIALS DUE	PUBLICATION DATE
JANUARY	Nov 1	Nov 25	Jan 1
MARCH	Jan 1	Jan 25	Mar 1
MAY	Mar 1	Mar 25	May 1
JULY	May 1	May 25	July 1
SEPTEMBER	July 1	July 25	Sept 1
NOVEMBER	Sept 1	Sept 25	Nov 1

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WEB ADVERTISING RATES

LARGE LEADERBOARD TAKEOVER DIMENSIONS
1170 x 250 pixels

WEBSITE RATES

BY MONTH

- BOX (300 x 250px): \$650

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 (564 x 375px): \$650

NEWSLETTER BOX DIMENSIONS
564 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.



Advertising Contact: Terri Stubblefield (tdstubb@ou.edu) • 405-325-4531
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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 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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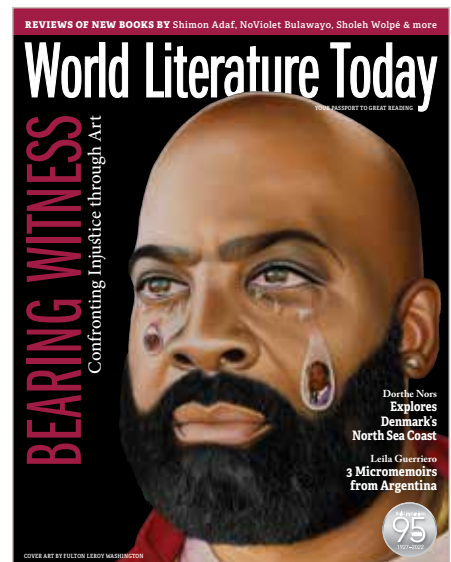
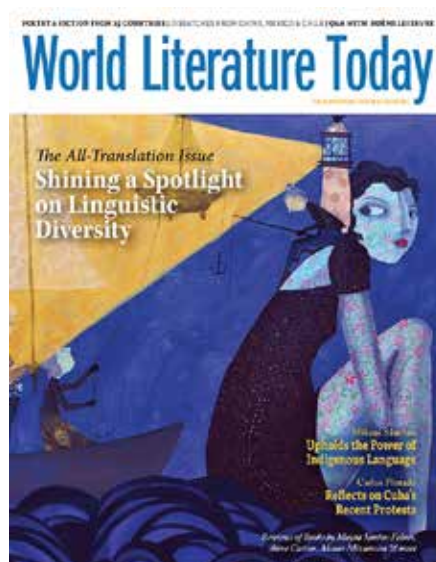
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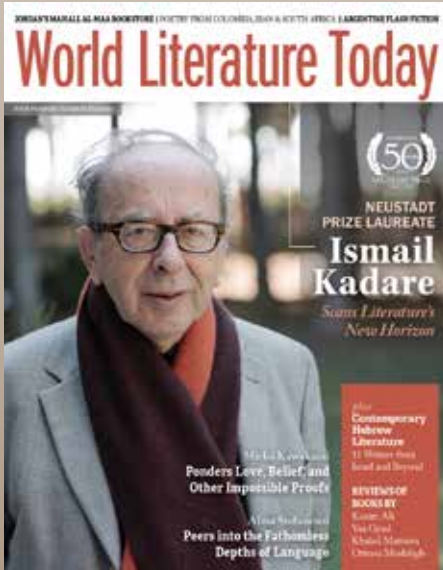
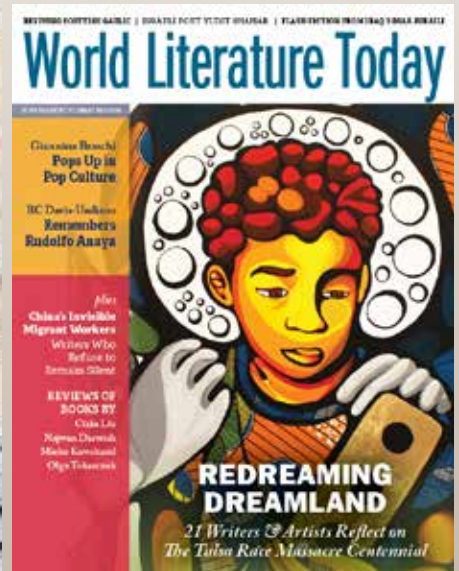
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