

World Literature Today



**2018
MEDIA KIT**

Advertising with *World Literature Today* offers the potential to connect annually with **more than half a million** cosmopolitan readers of the magazine and website who are voracious readers interested in international culture, contemporary literature, translation, new authors, and, of course, books and magazines from all over the world.

OUR READERS

READERSHIP: 281,000

WLT's circulation combines the subscription and single-copy sales of the print edition and the digital editions of WLT. WLT's readership includes the pass-along readership of its individual and institutional subscribers as well as its aggregator readership on JSTOR, ProQuest, and EBSCO. WLT is widely available in libraries and bookstores around the globe.

CIRCULATION: 4,000

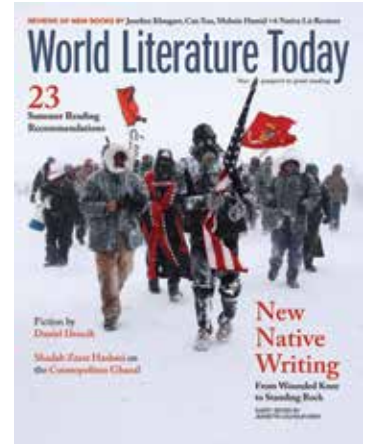
87% Subscribers / 13% Newsstand

ONLINE AUDIENCE: 373,500 Annual Unique Visitors

38,000 Monthly Visits / 55,250 Pages Viewed Monthly

31,500 Monthly Unique Visitors / 373,500 Annual Unique Visitors

10,500 Opt-in Email List / 460,000+ on Social Media



ABOUT WLT'S SUBSCRIBERS

WLT's subscribers read 25-50 books a year, and buy an average of 25 books a year.

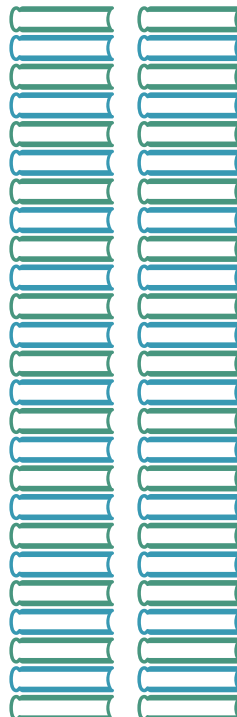
More than 90% of WLT's individual subscribers have a 4-year college degree or higher.

WLT's subscribers are 61% female and 39% male.

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

Data from 2017 Readership Survey.

READ 25-50 BOOKS A YEAR



BUY 25 BOOKS A YEAR



ACCOLADES

“No other journal begins to do what *WLT* does routinely. . . . Extraordinary.”

–Joyce Carol Oates

“If *WLT* were not in existence, we would have to invent it.”

–Czesław Miłosz

“*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

“I am OBSESSED with *World Literature Today*, and if one of your reading resolutions for 2017 is to read more diverse books, this bimonthly 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

Now in its ninth 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 twenty national publishing awards in the past dozen years.

MORE PRAISE FROM READERS

“*WLT* takes the time to pay tribute to the literature of the world, acknowledging the diversity and excellence in literature the world over. It is a fantastic resource for discovering new authors, and a good place to start if you’re looking for some good foreign literature to sink into.”—Raelke Grimmer, Adelaide

“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, Columbus, Ohio

“I personally have been so enriched by *WLT*. The articles, reviews, and especially the Nota Bene selections have had me chasing down superbly enlightening and beautiful literature. . . . I do not travel any more, but the world literature I read has made me more informed about the world than my friends who sit hours on airplanes to reach countries where their passports are stamped. The authors take me to meet the people of the world instantly from any chair I find.”—Dorothy Mikuska, Oak Brook, Illinois

RECENT AWARDS

**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**

RATES

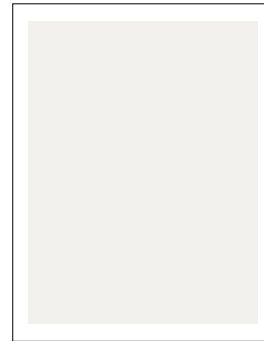
- FULL PAGE (vertical): \$500
- COVER (inside front): \$700
- COVER (inside back): \$700
- BACK COVER: \$1000
- HALF PAGE (inside cover, horizontal): \$350
- HALF PAGE (interior, vertical): \$350

DISCOUNTS

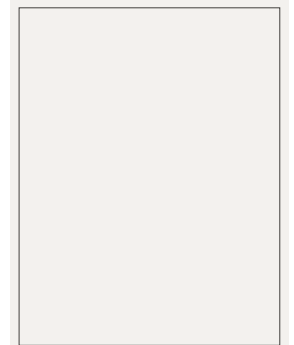
- 5% off - Prepaid ads
- 10% off - Two ads booked at the same time
- 15% off - Three ads booked at the same time
- 15% off - Agency discount
- Nonprofits and independent presses, ask us about our special rates!

TECHNICAL REQUIREMENTS

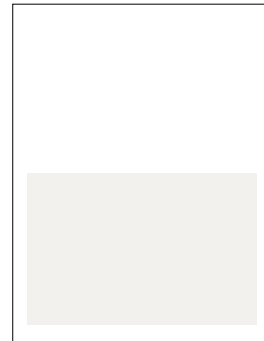
- High-res (300dpi) PDF files required.
- Back cover ads must include 1/8" bleed on all sides.
- All ads are full color. CMYK color space only; no spot colors.
- Include a hyperlink for your ad to link to; this bonus enhancement is used in the Magzter edition.



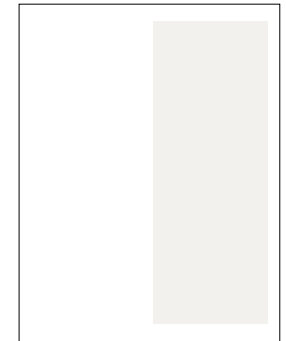
**FULL PAGE
COVER (inside front)
COVER (inside back)
7.5" x 9.875"**



**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"**

2018 AD SCHEDULE

ISSUE	RESERVATIONS DUE	MATERIALS DUE	PUBLICATION DATE
January	11/15/2017	11/25/2017	1/1/2018
March	1/15/2018	1/25/2018	3/1/2018
May	3/15/2018	3/25/2018	5/1/2018
July	5/15/2018	5/25/2018	7/1/2018
September	7/15/2018	7/25/2018	9/1/2018
November	9/15/2018	9/25/2018	11/1/2018

WEBSITE RATES

BY MONTH

- BOX (600x500px): \$300
- SIDEBAR BANNER (600x150px): \$100

NEWSLETTER RATES

BY MONTH

- BOX (600x500px): \$300

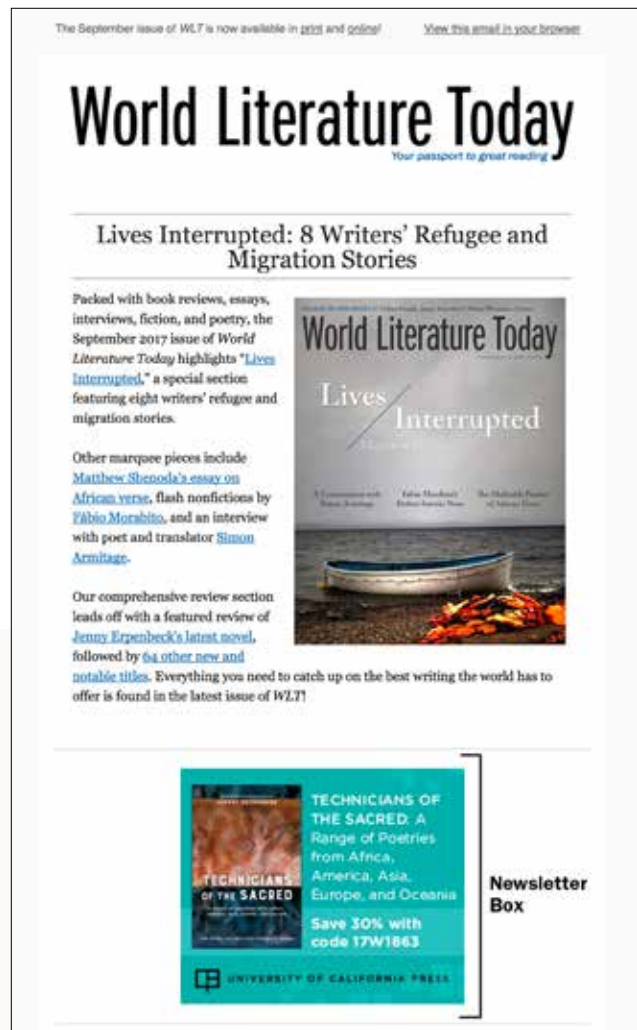
DISCOUNTS

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

TECHNICAL REQUIREMENTS

- Low-res (72dpi) GIFs or JPEGs in RGB color
- Images may be static or animated.
- Max animation loop: 3
- Max file size: 60kb
- No sound or Flash.
- Include a hyperlink for your ad to link to.

Note: Required ad dimensions are doubled in scale for retina screens.



ADVERTISING PACKAGES

These cross-platform packages are designed to maximize your ad campaign's visibility by running web ads and/or email newsletter ads during the same months that your print ad will be available in the magazine on newsstands, in bookstores, and delivered to individual and institutional subscribers.

OFFER	TOTAL	PRICE	DISCOUNT
Back Cover Maximum Impact Package: Back Cover (print) + Two-month Box Ad (web) + Two Newsletter Ads (web)	\$2,200	\$1,650	25% off
Back Cover Print and Website Package: Back Cover (print) + Two-month Box Ad (web)	\$1,600	\$1,200	25% off
Inside Cover Maximum Impact Package: Inside Cover (print) + Two-month Box Ad (web) + Two Newsletter Ads (web)	\$1,900	\$1,425	25% off
Inside Cover Print and Website Package: Inside Cover (print) + Two-month Box Ad (web)	\$1,300	\$975	25% off
Full Page Print and Website Package: Full Page (print) + Two-month Box Ad (web)	\$1,100	\$825	25% off
Half Page Print and Website Package: Half Page (print) + Two-month Box Ad (web)	\$950	\$712	25% off
Full Digital Package: Two-month Box Ad (web) + Two Newsletter Ads (web)	\$1,200	\$900	25% off



World Literature Today

Want a Custom Sponsorship Package?

Create a customized advertising package that includes a combination of print, website, email, and/or special event advertising. To get information or to schedule your advertising, contact:

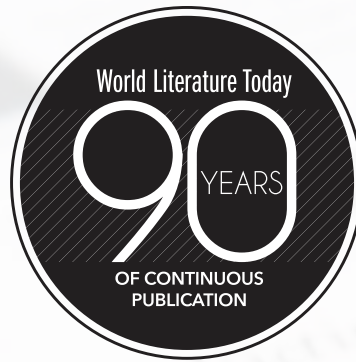
Terri Stubblefield
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RECENT ADVERTISERS

University of Oklahoma Press	Yale University
University of California Press	Coach House Books
University of Alabama Press	<i>The Mantle</i>
University of Chicago Press	Haus Publishing
White Pine Press	<i>Brick</i>
Open Letter Books	Biblioasis
Phoneme Media	Red Hen Press
Viking Books	Deep Vellum Publishing
Graywolf Press	Pen American
Feminist Press	Modern Language Association
Duke University Press	Restless Books
Stephen F. Austin Press	



World Literature Today



Praise for *WLT*

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

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Joyce Carol Oates

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Czesław Miłosz

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