ANNUAL PRINT & DIGITAL READERSHIP

**804,967**

WLT’s print readership applies our median pass-along rate of 3 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.

OUR ONLINE AUDIENCE

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Visitors</td>
<td>555,000</td>
</tr>
<tr>
<td>Annual Unique Visitors</td>
<td>442,500</td>
</tr>
<tr>
<td>Monthly Visitors</td>
<td>46,250</td>
</tr>
<tr>
<td>Monthly Unique Visitors</td>
<td>36,875</td>
</tr>
<tr>
<td>Monthly Page Views</td>
<td>62,600</td>
</tr>
<tr>
<td>Opt-In Email List</td>
<td>11,150</td>
</tr>
<tr>
<td>Facebook Followers</td>
<td>448,000</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>15,300</td>
</tr>
<tr>
<td>Instagram Followers</td>
<td>5,800</td>
</tr>
</tbody>
</table>

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.

All data from WLT’s 2017 Readership Survey.
“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
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

- 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
- Claribel Alegría
- Meena Alexander
- David B
- Anna Badkhen
- Susan Bernofsky
- Sherwin Bitsui
- Carmen Boullosa
- Hayan Charara
- Sergio Chejfec
- Alberto Chimal
- Jessica Cohen
- Haydar Ergülen
- Jenny Erpenbeck
- Carolyn Forché
- Aminatta Forna
- Rodrigo Fresán
- Edward Gauvin
- Marilyn Hacker
- Nathalie Handal
- Han Kang
- Kapka Kassabova
- Ted Kooser
- Liu Xia
- Li-Young Lee
- Joseph O. Legaspi
- Alain Mabanckou
- Philip Metres
- Dunya Mikhail
- Kiriu Minashita
- Alan Moore
- Fabio Morábito
- Marilyn Nelson
- Viet Thanh Nguyen
- Masatsugu Ono
- Ladan Osman
- Elise Paschen
- Lilliam Rivera
- Kathleen Rooney
- Craig Santos Perez
- Mahtem Shiferraw
- Zsuzsa Takács
- Samantha Thornhill
- Dubravka Ugrešić
- Alice Walker
- Sylvie Weil
- Yu Xiuhua
- Ghassan Zaqtan
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.

2019 AD SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATIONS DUE</th>
<th>MATERIALS DUE</th>
<th>PUBLICATION DATE</th>
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</thead>
<tbody>
<tr>
<td>WINTER</td>
<td>Nov 1</td>
<td>Nov 25</td>
<td>Jan 1</td>
</tr>
<tr>
<td>SPRING</td>
<td>Feb 1</td>
<td>Feb 25</td>
<td>Apr 1</td>
</tr>
<tr>
<td>SUMMER</td>
<td>May 1</td>
<td>May 25</td>
<td>July 1</td>
</tr>
<tr>
<td>FALL</td>
<td>Aug 1</td>
<td>Aug 25</td>
<td>Oct 1</td>
</tr>
</tbody>
</table>
WEB ADVERTISING RATES

WEBSITE RATES
BY MONTH
• BOX (300 x 250px): $450
• SIDEBAR BANNER (300 x 75px): $225

NEWSLETTER RATES
PER NEWSLETTER
(Newsletters are emailed twice monthly.)
• NEWSLETTER (450 x 375px): $450

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
• Low-res (72dpi) GIF, PNG or JPEG 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: 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, and they draw thousands of attendees to our receptions, readings, keynote talks, dance performances, live theater, film screenings, and more.

In 2018, WLT welcomed German author Jenny Erpenbeck to the OU campus as the 29th Puterbaugh Fellow, and in 2017 NSK Prize winner, poet, and children's literature author Marilyn Nelson visited the OU campus as the eighth laureate of the renowned prize for children's literature. The events during these festivals take place across the University of Oklahoma campus, and we are always inviting new organizations to join us in making these events inspiring and memorable. Contact Terri Stubblefield at tdstubb@ou.edu for sponsorship opportunities.
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University of California Press
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