“The absolute best international literature and culture magazine out there”
— E. CE MILLER, BUSTLE

OUR READERS

CIRCULATION
4,000
87% Subscribers / 13% Newsstand

READERSHIP
281,000

WLT’s circulation combines the subscription and single-copy sales of the print edition and the digital editions of the magazine. 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. It is widely available in libraries and bookstores around the globe.

OUR ONLINE AUDIENCE

ANNUAL VISITORS 555,000
ANNUAL UNIQUE VISITORS 442,500
MONTHLY VISITORS 46,250
MONTHLY UNIQUE VISITORS 36,875
MONTHLY PAGE VIEWS 62,600
OPT-IN EMAIL LIST 11,150
FACEBOOK FOLLOWERS 448,000
TWITTER FOLLOWERS 15,300
INSTAGRAM FOLLOWERS 5,800

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

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

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

The majority of WLT’s readers are in the United States, India, United Kingdom, the Philippines, and Canada.

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

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 OBSESSSED 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

Advertising Contact: Terri Stubblefield (tdstubb@ou.edu) • 405-325-4531
630 PARRINGTON OVAL, SUITE 110 • NORMAN, OKLAHOMA 73019 • www.worldlit.org
2019 AD SCHEDULE

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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): $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.

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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.

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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, 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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