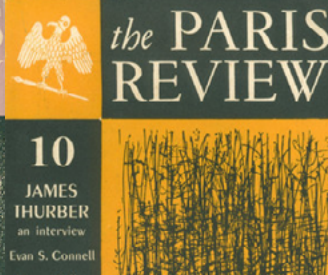
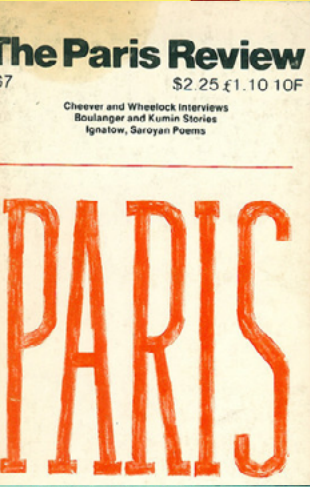
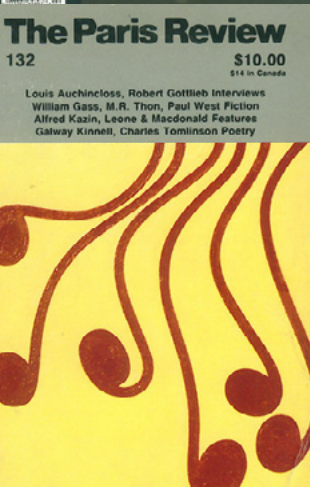
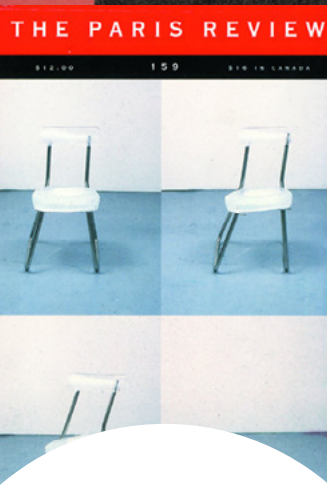




MEDIA KIT
2024





THE PARIS REVIEW

SELECTED PRAISE

“ONE OF THE MOST
PRESTIGIOUS JOURNALS
IN ENGLISH LITERATURE.”

THE OBSERVER (LONDON)

“THE ENDURING LION
OF AMERICAN LITERARY
MAGAZINES. A THING OF
BEAUTY.”

THE NEW YORK TIMES

“THE MOST PRESTIGIOUS
OF AMERICAN LITERARY
JOURNALS.”

THE FINANCIAL TIMES

“AN AMERICAN TREASURE
WITH TRUE INTERNATIONAL
REACH.”

LOS ANGELES TIMES

“IN A WORLD WHERE
LITERATURE SEEMS LIKE
AN AFTERTHOUGHT,
THE REVIEW COMMANDS
ATTENTION.”

CHICAGO TRIBUNE

“CLASSY AND
OLD SCHOOL.”

THE NEW YORK REVIEW OF MAGAZINES

“AMERICA’S GREATEST
LITERARY JOURNAL.”

TIME MAGAZINE

“AN INDISPENSABLE
PART OF THE LITERARY
CULTURE.”

GUARDIAN



THE PARIS REVIEW

ABOUT



Since its founding in 1953, *The Paris Review* has been America’s preeminent literary quarterly, dedicated to discovering the best new voices in fiction, nonfiction, and poetry. The *Review*’s renowned Writers at Work series of interviews is one of the great landmarks of world literature. Hailed by the *New York Times* as “the most remarkable interviewing project we possess,” the series received a George Polk Award and has been nominated for a Pulitzer Prize. With the December 2016 redesign of the *Review*’s website, the complete digital archive of everything we’ve published since 1953 is available to subscribers. In November 2017, the *Review* gave voice to over sixty years of writing and interviews with the launch of its first-ever podcast, featuring a blend of classic stories and poems, vintage interview recordings, and new work and original readings by the best writers of our time.

The Paris Review has published...

THE EARLIEST WRITINGS OF

Jack Kerouac
Philip Roth
T. C. Boyle
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W. H. Auden
Elizabeth Bishop
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by Philip Roth
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by Jim Carroll
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Ann Beattie
Jim Crace
Lorrie Moore
Denis Johnson
Rick Moody
Ann Patchett
Jim Shepard

...and countless others.



THE PARIS REVIEW

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Waris Ahluwalia	Deborah Eisenberg	Wayne Koestenbaum	Adam Phillips
Hilton Als	Louise Erdrich	Tony Kushner	Carl Phillips
Alexia Arthurs	Elena Ferrante	Rachel Kushner	Claudia Rankine
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Roberto Bolaño	Walton Ford	Ben Lerner	James Salter
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Robert Caro	William Gibson	Janet Malcolm	David Sedaris
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Thomas Demand	Imre Kertesz	Sharon Olds	Joy Williams
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Bret Easton Ellis	Alexandra Kleeman	Parsons	Kate Zambreno
	Karl Ove Knausgaard	Raymond Pettibon	

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Riverhead	New York Review of	McNally Jackson Books
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The Morgan Library &	CELINE	Gagosian
Museum	Art Basel	Massican
Metrograph	NeueHouse	Pioneer Works
Sofia Wines	The Standard Hotels	Hammer Museum
Veda	W. W. Norton & Co.	PRX
Channing Daughters	Clare Vivier	The Metropolitan Opera
Winery	Rag & Bone	The Armory Show



THE PARIS REVIEW

CIRCULATION

TOTAL CIRCULATION	PASS-ALONG RATE	TOTAL READERSHIP
27,000	1.8	48,600

The Paris Review Online

750,000 MONTHLY PAGEVIEWS

400,000 MONTHLY UNIQUE VISITORS

Social Media

985,000 TWITTER FOLLOWERS

400,000 FACEBOOK FANS

370,000 INSTAGRAM FOLLOWERS



THE PARIS REVIEW

WHO READS THE PARIS REVIEW

DEMOGRAPHICS

Average Household Income \$118,500

48% Female 52% Male

Average Age 45

ENGAGEMENT

8 YEARS average length of readership

86% plan to renew their subscription

87% spend 2+ hours with each issue

75% of our readers keep issues as part of their regular book collections

94% visit our website parisreview.org

85% spend 10+ minutes on the website

70% share content from the website via social media

LIFESTYLE

82% have purchased 10+ books in the past year

95% attended readings in the past year

99% visited a gallery or museum in the past year

97% attended a live performance event in the past year

72% have booked 5+ night in a hotel for vacation travel

58% traveled internationally

90% identified culture as important in lifestyle spending decisions

73% identified food and restaurants as important in lifestyle spending decisions

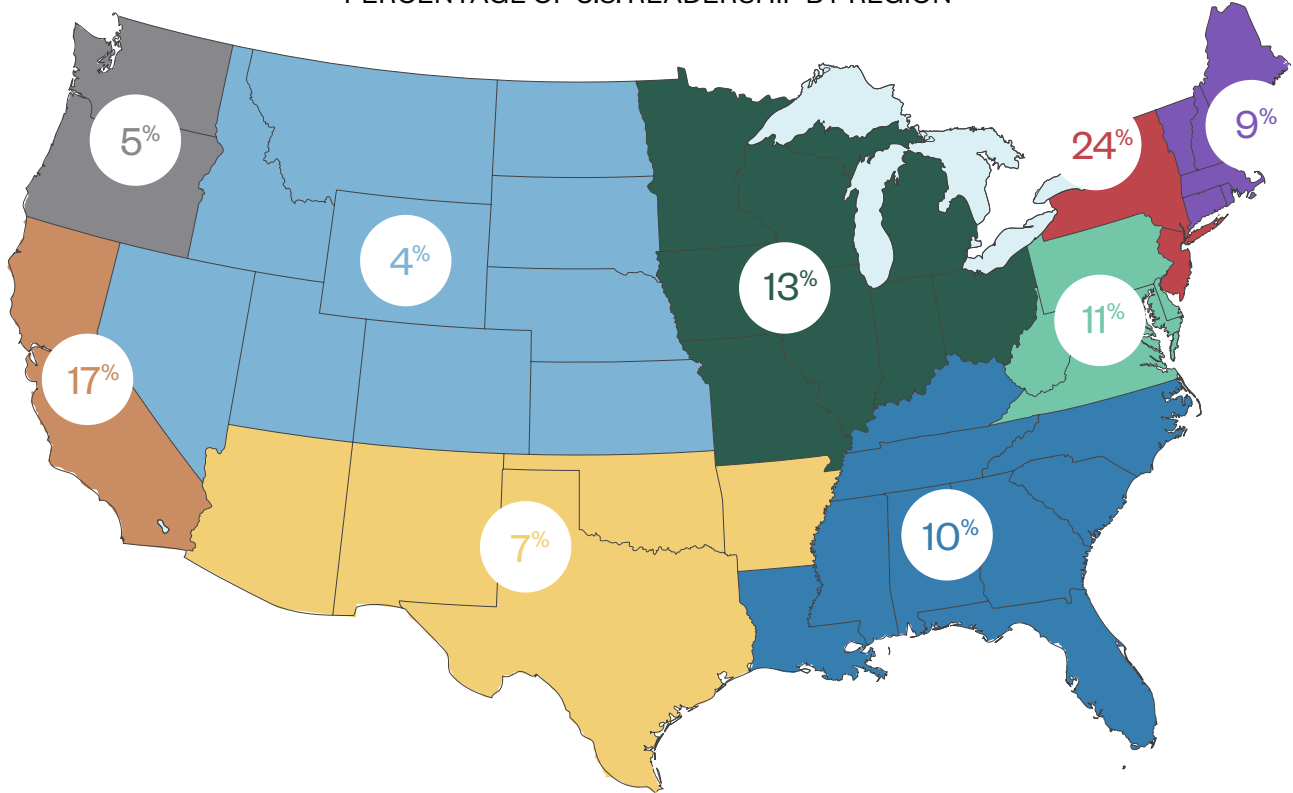
77% identified travel as important in lifestyle spending decisions



THE PARIS REVIEW

WHO READS THE PARIS REVIEW

PERCENTAGE OF U.S. READERSHIP BY REGION



TOP US CITIES
*NYC, L.A., San Fran,
 D.C., Boston*

TOP INTERNATIONAL CITIES
*London, Toronto,
 Melbourne*

TOP INTERNATIONAL
 TERRITORIES
*Canada, GB, EU,
 Australia*

FIND THE PARIS REVIEW AT ...

MAJOR BOOKSTORES *and newsstands in the U.S. and Canada*

HOTELS, *including The Standard, The Bowery Hotel, and Chiltern Firehouse*

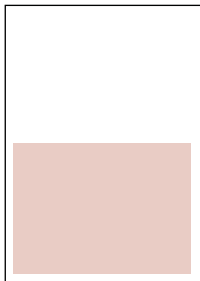
SPECIALTY STORES *such as Clare Vivier and Aesop shops worldwide*



THE PARIS REVIEW

PRINT ADVERTISING

The *Paris Review*'s highly educated readership regularly makes luxury and art purchases, and 75% of our readers keep issues as part of their regular book collections. Preserve your brand in perpetuity by making it a part of *The Paris Review* archive, America's most prestigious literary magazine, read around the world.



HALF PAGE 4.25" × 5.25"

Color

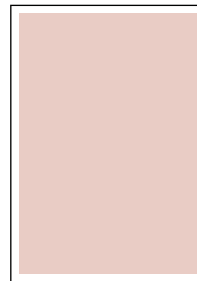
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4x \$7,200

B&W

1x \$1,500

4x \$4,500



FULL PAGE 8.5" × 5.25"

Color

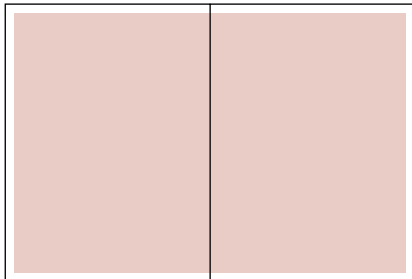
1x \$4,500

4x \$13,500

B&W

1x \$3,000

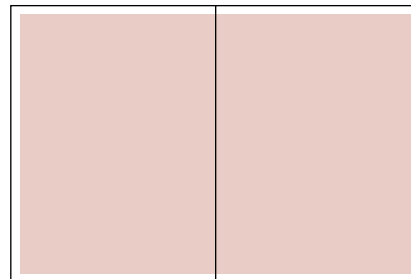
4x \$9,000



SPREAD 8.5" × 10.5"

Color 1x \$7,500 4x \$22,500

B&W 1x \$4,500 4x \$13,500



INSIDE COVER

8.5" × 5.25"

1x \$7,500

4x \$22,500

BACK COVER

8.5" × 5.25"

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4x \$45,000

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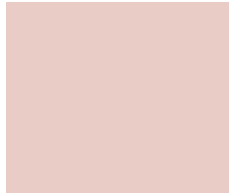
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970px × 250px \$10 cpm



BANNER
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MEDIUM
RECTANGLE
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TECHNICAL REQUIREMENTS For Web ads, please supply low-res GIFs or JPEGs (72 dpi) in RGB color. Images may be static or animated.

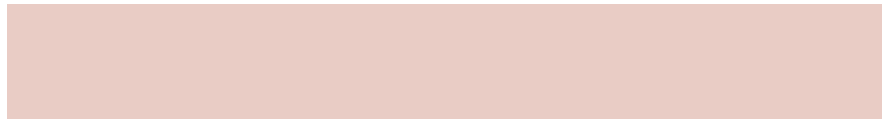
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THE PARIS REVIEW

NEWSLETTER ADVERTISING

With 100,000 subscribers, *The Paris Review's* email newsletter is an excellent way to reach our most engaged readers. Newsletters are sent weekly on Fridays.



BANNER

728px × 90px

\$1,500 per newsletter

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Materials Due 1/22

On-sale Date 3/19

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Ad Reservations 4/12

Materials Due 4/22

On-sale Date 6/18

FALL ISSUE

Ad Reservations 7/5

Materials Due 7/15

On-sale Date 9/10

WINTER ISSUE

Ad Reservations 10/4

Materials Due 10/14

On-sale Date 12/10

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