



120 Wall Street, 31st Floor, New York, NY 10005
 (212) 316-3120
editors@dissentmagazine.org

DISSIDENT

2018 ADVERTISING RATES AND INFORMATION

Dissent is a magazine of politics and culture, home to the American left's best longform writing. In the words of the *New York Times*, "*Dissent* ranks among the handful of political journals read most regularly by U.S. intellectuals." Each issue features incisive articles about domestic politics, probing social and cultural commentary, and in-depth international coverage. The magazine reaches a diverse audience of policymakers, academics, journalists, labor organizers, students (undergraduate and graduate), and social justice activists.

Print

ISSUANCE

ISSN: 0012-3846
 Frequency: Quarterly (4 issues per year)
 Mail Dates: January, April, July, October
 Circulation: 7,000
 Distributor: Ingram

ACCEPTANCE POLICY

All products, services, and ad copy are subject to *Dissent's* approval before insertion. Notice of cancellation must be received by artwork due date.

PRINT RATES AND CLOSING DATES

Full page (4.875 x 8.25 inches): \$500
 Half page (4.875 x 4 inches): \$300
 Inside back cover (4.875 x 8.25 inches): \$600

Issue	Reservation	Ad Deadline	Publication
Winter	October 15, 2017	November 1, 2017	January 2, 2018
Spring	January 15	February 1	April 1
Summer	April 15	May 1	July 1
Fall	July 15	August 1	October 1

MECHANICAL SPECIFICATIONS

- Ads may be emailed as print-optimized PDFs.
- Images should be at a resolution of 300 dpi.
- All fonts should be embedded (type I fonts recommended). Do not use Truetype fonts.
- Journal is printed offset on uncoated stock.
- Halftones are shot at 133-line screen.
- No bleeds.

EXCHANGE AD AGREEMENTS

Dissent welcomes the opportunity to establish ad exchanges with fellow magazines. Please contact us if you are interested in discussing an exchange.

DISCOUNTS

Combine your print ad with an ad on the *Dissent* website. Please email or call us for details.

CONTACT

Kaavya Asoka
 Senior Editor, *Dissent*
 120 Wall Street, Floor 31
 New York, NY 10005

ads@dissentmagazine.org
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Online / dissentmagazine.org

In addition to publishing four times a year in print, *Dissent* publishes several times a week online, hosts two podcasts, and has a dynamic social media presence, with 85,000 combined followers on Facebook and Twitter and more than 21,000 newsletter subscribers. *Dissent's* articles are regularly cited by outlets including the *New Republic*, the *Atlantic*, *Vox*, the *Financial Times*, and *Publishers Weekly*, as well as featured on Arts & Letters Daily, Digg, RealClearPolitics, Longreads, and more.

WHY ADVERTISE ON THE *DISSSENT* SITE?

- Average of 160,000+ unique visits per month
- Average of 185,000+ total pageviews per month
- Read in more than 180 countries (but two-thirds in the United States)
- Audience of avid book buyers and magazine readers
- Ads are fixed and appear on every page
- Combine your print ad with an online series for greater reach and a discount. Contact us for details.

	1 month	2 mo.	3 mo.
Sidebar 240 x 180 px	\$300	\$425	\$500
Sidebar 240 x 360 px	\$350	\$500	\$550
Footer banner 666 x 100 px	\$400	\$550	\$600

TECHNICAL SPECIFICATIONS

- Ads can be submitted as static jpg, png, or gif files; we do not accept animated gifs
- Clickthroughs measured using Google Analytics
- We do not use Doubleclick or any other third-party advertising plugin

NEWSLETTER & PODCASTS

Dissent is now offering a footer banner (600 x 80 px) in our weekly newsletter, which reaches 21,000+ attentive readers and growing. We are also accepting limited advertising on our flagship labor podcast, *Belabored*. Contact us for details.

CONTACT

Colin Kinniburgh
ads@dissentmagazine.org
(212) 316-3120

“A pillar of leftist intellectual provocation”
—*New York Times*

“*Dissent* is indispensable for anyone who wants to understand the strange times in which we live.”
—Katha Pollitt

“*Dissent* is one of the noblest and most decent publications in the country.”
—Benjamin Kunkel

“If you want to know what the left is thinking, read *Dissent*.”
—*National Review*