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**DISSIDENT**

## 2017 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: 5,000  
 Distributors: Ingram, Ubiquity

### 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	November 1	January 2
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

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## Online / [dissentmagazine.org](http://dissentmagazine.org)

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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 67,000 combined followers on Facebook and Twitter and more than 16,000 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 *DISSENT* SITE?

- Average of 200,000+ unique visitors per month
- Average of 250,000+ total pageviews per month
- Read in more than 180 countries (but two-thirds in the United States)
- Audience of avid book consumers and magazine readers
- Ads are fixed and appear on every page

### 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 Google Ads or any other third-party advertising plugin

### DISCOUNTS

Combine your online ad with an ad in the print issue. Please email or call us for details.

	1 month	2 months	3 months
Sidebar 240 x 180	\$275	\$375	\$450
Sidebar 240 x 360	\$325	\$425	\$500
Footer banner 666x100	\$375	\$475	\$550

### CONTACT

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“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*