



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

**DISSSENT**

## 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 should 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

Paul Chase  
 Journals Coordinator  
 University of Pennsylvania Press  
 3905 Spruce Street  
 Philadelphia, PA 19104-4112

[paulbc@upenn.edu](mailto:paulbc@upenn.edu)  
 (215) 573-1295

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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 a biweekly podcast, and has a dynamic social media presence, with 40,000 combined followers on Facebook and Twitter. *Dissent's* articles have been cited by the *Financial Times*, the *New Republic*, the *Atlantic*, *Vox*, *Publishers Weekly*, *Arts & Letters Daily*, *The Week*, Longreads, BuzzFeed, and many more in 2015 alone.

### WHY ADVERTISE ON THE *DISSENT* SITE?

- Average of 148,000 unique visitors per month
- Average of 172,000 total pageviews per month
- Read in over 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
- 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	\$250	\$350	\$425
Sidebar 240 x 360	\$300	\$400	\$475
Footer banner 666x100	\$350	\$450	\$525

### CONTACT

Colin Kinniburgh  
[kinniburgh@dissentmagazine.org](mailto:kinniburgh@dissentmagazine.org)  
(212) 316-3120

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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*