

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



# 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.

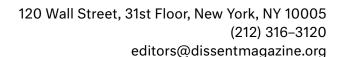
#### **DISCOUNTS**

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 (215) 573-1295





# Online / dissentmagazine.org

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

	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

#### **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 thirdparty advertising plugin

### **DISCOUNTS**

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

# CONTACT

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

"A pillar of leftist intelle	ctual 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