“Our mission is to be big not small; independent not partisan; and above all, rigorous.”

— Jeffrey Goldberg, Editor in Chief

OUR MISSION

Our founders set out to create a publication that would be indispensable for those deeply engaged with the most consequential ideas and issues of the day. They believed that the free exchange of ideas across ideological lines was crucial to the great American experiment.

Today our mission remains the same. Our goal is to publish the most urgent essays, uncover the most interesting ideas, and produce the most vital literature.

Everyday, we strive to pursue truth and disrupt consensus. Everyday, we endeavor to inform and inspire our readers through clear and concise reporting.

Educated, Affluent Readers Across Generations

<table>
<thead>
<tr>
<th>i142</th>
<th>$154K</th>
<th>i412</th>
<th>42%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduated College+</td>
<td>Average HHI</td>
<td>Opinion Leaders</td>
<td>Gen Z + Millennials</td>
</tr>
</tbody>
</table>
The Atlantic Across Platforms

**DIGITAL**
- 24M Monthly Uniques
- 72% mobile
- 28% desktop

**PRINT**
- 4M Average Issue Audience

**EVENTS**
- 19K Attendees

**AUDIO**
- 720k Monthly Downloads

**SOCIAL**
- 8.2M Followers

**NEWSLETTER**
- 1.3M Total Unique Subscribers

**40M+** Monthly Reach
EDITORIAL SECTIONS

Big Ideas, Broad Impact

IDEAS
News analysis, essays, and reporting on new ways of thinking.

TECHNOLOGY
Expansive reporting on the biggest tech companies, social media, and internet culture.

BUSINESS
How work and money shape our lives and our world.

HEALTH
Reporting on urgent health issues, mental health, behavioral science, health tech, medicine, and their collective societal impact.

POLITICS
Analysis and reporting on the current administration, Congress, the Supreme Court, and policy writ-large.

PLANET
The guide to life on a warming planet.

SCIENCE
Reporting on the natural world, the cosmos, the climate, with perspectives on where we go from here.

FAMILY
Dedicated coverage of the relationships that matter most: marriage, parenting, friendships, and more.

CULTURE
Critical commentary on the cultural movements that matter, alongside TV and movie reviews.

BOOKS
Literary coverage including essays, criticism, fiction, poetry, and recommendations.
The Atlantic 2023 Calendar

HAPPINESS

THE ATLANTIC FESTIVAL

RECONSTRUCTED

FLAGSHIPS

FRANCHISES

EVENTS

JAN  FEB  MAR  APR  MAY  JUN  JUL  AUG  SEPT  OCT  NOV  DEC

Black History Month  International Women’s Day  Earth Day — Indie Bookstore Day  Mother’s Day — Summer Reading Guide  Pride — Juneteenth — Father’s Day  Progress  Climate Week  Holiday & New Year

Tech/ Tech Expansion  Health Equity  Big Story: King Charles III’s Coronation  Progress  Literary Travels*  Books

T ECH/ T ECH EXPANSION

 tiến công

Citizen’s Guide to Privacy*  Progress Summit  Reconstructed  Banned Books  People v. Cancer  Evan Smith Project

HEALTH/ BODIES & MINDS*

* Built or sold
Details, projects, participation, and timing subject to change.
Landmark ideas, ambitious executions, cross-platform attention.

BUILDING A BETTER LIFE

Happiness
An Exploration of Purposeful Living

SOCIAL JUSTICE

Reconstructed
A Re-examination of the promises and perils of America’s Reconstruction Era

THOUGHT LEADERSHIP & POLICY

The Atlantic Festival
Bold Thinkers and Prominent Voices who shape the American Idea
Core editorial themes, ongoing journalism, engaged audiences.
A Year of Powerful Experiences

**APRIL 20: HEALTH EQUITY**  
*Boston*  
Critical conversations on creating and sustaining an equitable health system for all.

**JULY 13: PROGRESS SUMMIT**  
*Chicago*  
The Atlantic’s new framework for futurism, led by Derek Thompson.

**SEPTEMBER 28–29: THE ATLANTIC FESTIVAL**  
*Washington, D.C.*  
The Atlantic comes to life with bold thinkers and the prominent voices who shape the American idea and impact its future.

**SEPTEMBER: RECONSTRUCTED**  
*Washington, D.C.*  
Launch of Reconstructed, a joint project between The Smithsonian Institution and The Atlantic, at The National Museum of African American History and Culture.

**OCTOBER 5: BANNED BOOKS**  
*New York City*  
Intellectual freedom and free expression take center stage at a time when these freedoms are ever more precarious in America and around the world.

**NOVEMBER 9: PEOPLE V CANCER**  
*New York City*  
Dispatches from the cancer front-lines featuring in-depth explorations of one of the world’s most complex diseases.

**NOVEMBER 30: Watch this space!**  
Collaboration with Evan Smith of *The Texas Tribune.*
The Atlantic extends our journalism into audio formats, from limited run series to a flagship Atlantic show, audio articles, and more.

**Radio Atlantic**

Radio Atlantic is a magazine news show where listeners come to hear deeply reported, audio-rich stories from Atlantic writers as well as conversations that illuminate the news moment.

**“How To” Series**

In our pursuit of a happy life, we build, we structure, and we plan. How To seeks to navigate the unexpected curves on the path to personal happiness—with data-driven insights and a healthy dose of introspection.

**Narrative Podcasts**

**Holy Week:** Building on his Peabody Award-winning Floodlines podcast, senior editor Vann R. Newkirk II, will take listeners into a cataclysmic moment in America’s “second reconstruction”—the week after MLK’s assassination in 1968.

**Narrated Articles**

Watch this space for the rollout of a new embedded audio player.
Our newsletters bring Atlantic journalism to 1.3M+ opt-in readers

**DAILY**

**THE ATLANTIC DAILY**
Tom Nichols and colleagues guide you through today’s biggest news, ideas, and cultural happenings.

**THIS WEEK**
An editor’s selection of the Atlantic stories that will continue to spark conversations in the week ahead.

**THE WEEKLY PLANET**
Our climate reporter, Robinson Meyer, brings you the biggest ideas and most vital information to help you flourish on a changing planet.

**WORK IN PROGRESS**
Thought-provoking future of work coverage on economics, technology, politics, and culture.

**THE BOOKS BRIEFING**
Our culture editors’ weekly guide to the best in books.

**THE WONDER READER**
A weekend escape in which our editors recommend a set of stories to spark your curiosity and fill you with delight.

Weekday Evenings and Sunday Mornings

Sunday Evenings

Wednesday Mornings

Weekly

Friday Mornings

Saturday Mornings
Atlantic Re:think

Who Tells Your Story Matters

Atlantic Re:think is our full service creative studio, providing partners access to our world via strategic development, creative design and cross-platform storytelling.

Re:think applies The Atlantic’s editorial sensibility to best-in-class branded content via a curated group of writers, filmmakers, and designers.

OPORTUNITIES

Content
Connecting audiences to the stories and people that matter most

Design
Next generation design and development studio, building custom campaigns and innovative ad products

Video/Multimedia
Full service production studio for branded films, doc series, podcasts, and interactive multimedia creative

Trends & Research
Analytics and custom research that glean compelling insights and strategy
AWARDS

The highest honors in the media industry, and beyond

WINNER:
Feature Writing:
Twenty Years Gone by Jennifer Senior

WINNER:
Feature Writing:
Twenty Years Gone by Jennifer Senior

WINNER:
General Excellence

WINNER:
Hottest in Events

WINNER:
2022 Publisher of the Year

FINALIST:
Criticism: Sophie Gilbert

FINALIST:
Public Interest: Ed Yong for his pandemic reporting
AWARDS

The highest honors in the media industry, and beyond

WINNER:
Best Hybrid Experience:
In Pursuit of Happiness

WINNER ONE STAR:
Phenakite at The Trees

FINALIST:
Best Festival:
The Atlantic Festival
2023 Calendar and Specs
### 2023 Magazine Calendar & Close Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Ad Materials Due</th>
<th>Newsstand On-Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>11/02/22</td>
<td>11/08/22</td>
<td>12/20/22</td>
</tr>
<tr>
<td>March</td>
<td>12/28/22</td>
<td>01/03/23</td>
<td>02/14/23</td>
</tr>
<tr>
<td>April</td>
<td>01/25/23</td>
<td>01/31/23</td>
<td>03/14/23</td>
</tr>
<tr>
<td>May</td>
<td>03/01/23</td>
<td>03/07/23</td>
<td>04/18/23</td>
</tr>
<tr>
<td>June</td>
<td>03/29/23</td>
<td>04/04/23</td>
<td>05/16/23</td>
</tr>
<tr>
<td>July/August</td>
<td>05/03/23</td>
<td>05/09/23</td>
<td>06/20/23</td>
</tr>
<tr>
<td>September</td>
<td>06/28/23</td>
<td>07/04/23</td>
<td>08/15/23</td>
</tr>
<tr>
<td>October</td>
<td>08/02/23</td>
<td>08/08/23</td>
<td>09/19/23</td>
</tr>
<tr>
<td>November</td>
<td>08/30/23</td>
<td>09/05/23</td>
<td>10/17/23</td>
</tr>
<tr>
<td>December</td>
<td>10/04/23</td>
<td>10/10/23</td>
<td>11/21/23</td>
</tr>
<tr>
<td>January/February 2024</td>
<td>11/01/23</td>
<td>11/07/23</td>
<td>12/19/23</td>
</tr>
</tbody>
</table>

No cancellations will be accepted after space close. Materials received after close will be inspected if time allows but may run as sent. For ad specs and shipping info, refer to advertising.theatlantic.com/specs.
Print Specs

LIVE AREA, SAFETY, AND TRIM FOR BLEED ADS
Trim size: 7.875” x 10.5” (page), 15.75” x 10.5” (spread)
Bleed: 8.125” x 10.75” (page), 16” x 10.75” (spread)
Keep live matter .25” from trim, .375” from bleed edge.
Gutter safety .25”
For spread bleed ads, supply separate proof ruled with trim marks to show position on page.

FILE FORMAT
File: PDF x1a preferred. All graphics minimum 300dpi.
Total combined density should not exceed 280%.
Color: 4-Color Process; Matched: GAA/SWOP.

5th cylinder available upon approval; premium charge applies. Incorrect spot or RGB color can be converted to CMYK at advertiser risk by written request.

MATERIALS/PROOFS
Submit all files online: theatlantic.sendmyad.com
Files are not accepted via email. If more than one file is uploaded, The Atlantic will run the most recent and delete duplicates.
Proofs: Ads submitted without a SWOP-standard proof waive the right to question color/reproduction. (In the absence of SWOP we run on press to a digital version of the supplied file. A majority of our advertisers are now choosing this option.)

Send one SWOP proof to:
Jennifer Adams | Atlantic Production
610 Water Street SW, 5th Floor, Washington DC 20024
202.266.7077

THE ATLANTIC ON APPLE NEWS+
Advertisers with half-page or larger print ads may opt in to the magazine’s AppleNews+ digital edition by uploading additional creative.
Upload ONE AppleNews+ file per ad under Tablet Ads at theatlantic.sendmyad.com.
[Please ignore the site’s warning to upload both horizontal and vertical files—only one file is required.]
For Spreads:
2400x1800 Horizontal
Dimension: 2400px x 1800px
For Pages:
1800x2400 Vertical
Dimension: 1800px x 2400px

Requirements:
File Type: JPEG Only
Resolution: 300 PPI
Max file size: 20MB
Please include clickthrough URL

GENERAL INFORMATION
Frequency: Published 10 times a year, with double issues in January/February and July/August by:
Emerson Collective
555 Bryant St. #259
Palo Alto, CA 94301
The Atlantic Monthly Group
610 Water Street SW, 5th Floor
Washington, DC 20024
202.266.6000

Printing process: Offset Full Run, 133 line screen
Binding: Perfect Bound
Layouts: 2, 3, and 4 columns

CONTACTS
Advertising information and rates: atlantic_advertising@theatlantic.com
Print production and materials information: atlantic_production@theatlantic.com
For split distributions, inserts, and manufacturing:
John Kefferstan, Production Director 202.266.7076
For print materials questions/extensions, ad portal help, and delivery or preflight questions:
Jennifer Adams, Associate Production Director 202.266.7077

The Atlantic
DIGITAL

2023 Specs
## DIGITAL SPECS:

**Billboard, Leaderboard, Half Page, Box**

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>970x260, 728x90, 300x600, 300x250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepted file/creative types</td>
<td>Gif/JPEG, HTML5, 3rd party served</td>
</tr>
<tr>
<td>Max file size</td>
<td>500KB</td>
</tr>
<tr>
<td>Border requirements</td>
<td>Non-transparent pixel border</td>
</tr>
<tr>
<td>Audio initiation</td>
<td>User initiated, on-load audio must be on mute</td>
</tr>
<tr>
<td>Animation initiation</td>
<td>User initiated or auto-play on mute</td>
</tr>
<tr>
<td>Animation length</td>
<td>:15 secs</td>
</tr>
<tr>
<td>Third-party tag type</td>
<td>Javascript / iFrame and Internal Redirects OR image with 1x1</td>
</tr>
<tr>
<td>Lead time</td>
<td>5 business days</td>
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</tbody>
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