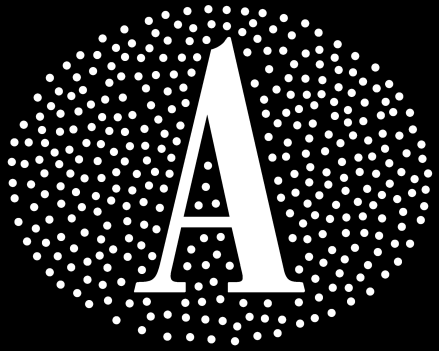




*The Atlantic*

MEDIA KIT 2023



“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

i142

*Graduated College+*

\$154K

*Average HHI*

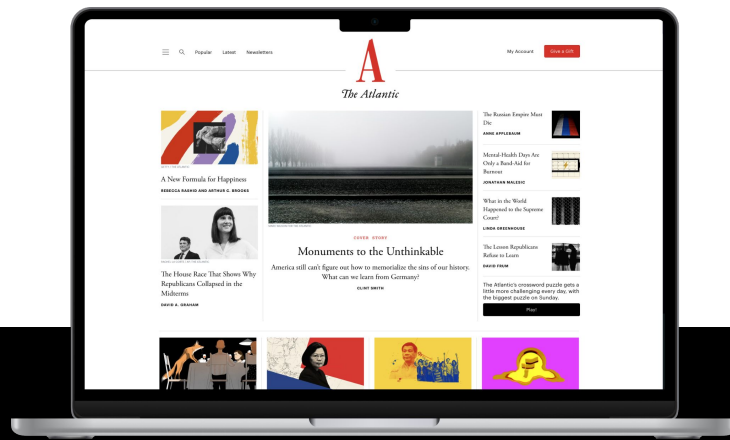
i412

*Opinion Leaders*

42%

*Gen Z + Millennials*

# The Atlantic Across Platforms



## DIGITAL

24M  
Monthly Uniques  
72% mobile  
28% desktop



## PRINT

4M  
Average Issue Audience



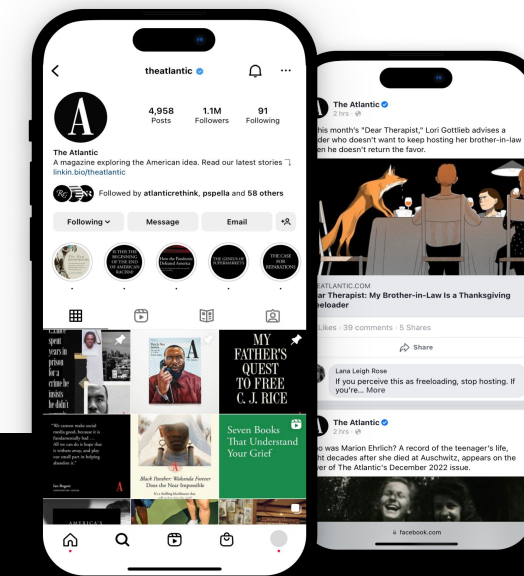
## EVENTS

19K  
Attendees



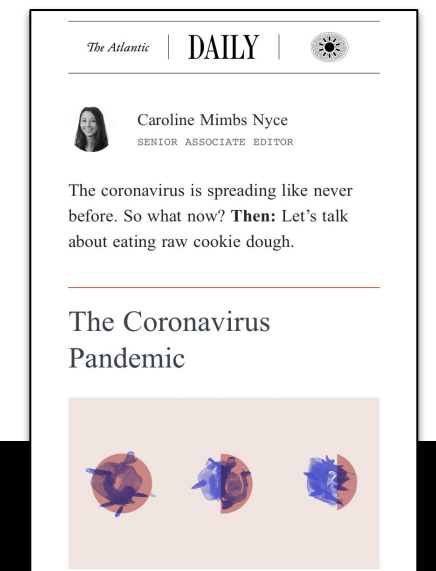
## AUDIO

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.

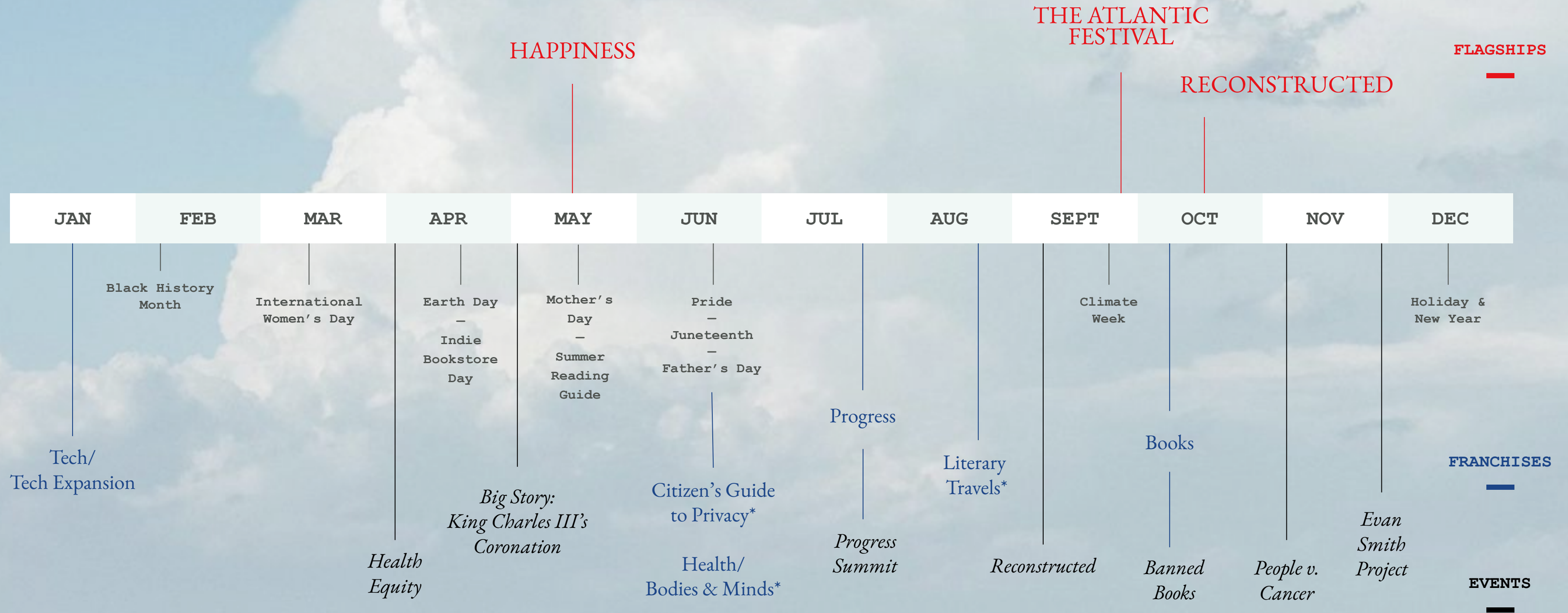
### CULTURE

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

### BOOKS

Literary coverage including essays, criticism, fiction, poetry, and recommendations.

# A The Atlantic 2023 Calendar



\* Built if sold  
Details, projects, participation, and timing subject to change.

**FLAGSHIPS**

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**

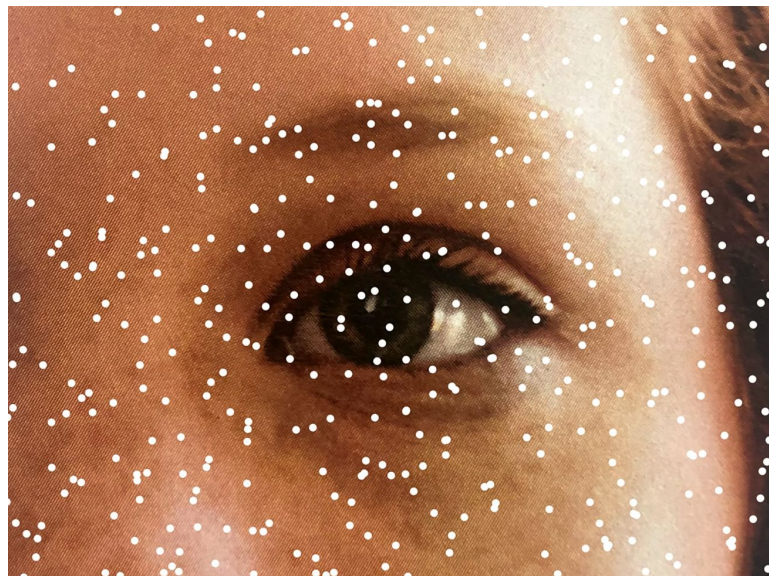
## The Atlantic Festival

Bold Thinkers and Prominent Voices who shape the American Idea

FRANCHISES

Core editorial themes, ongoing journalism, engaged audiences.

HEALTH



EXPANSION

Bodies & Minds

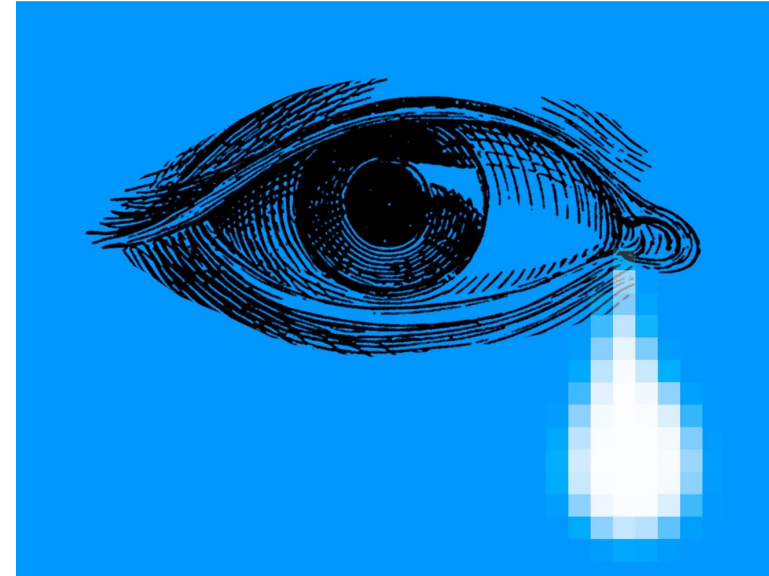
BOOKS



EXPANSION

Banned Books

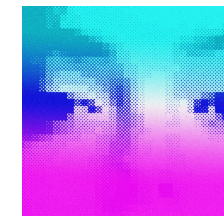
TECH



EXPANSION

The Reality Channel

PROGRESS



WATCH THIS SPACE  
Privacy



WATCH THIS SPACE  
Journeys

## 2023 EVENTS OVERVIEW

# 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*.



AUDIO

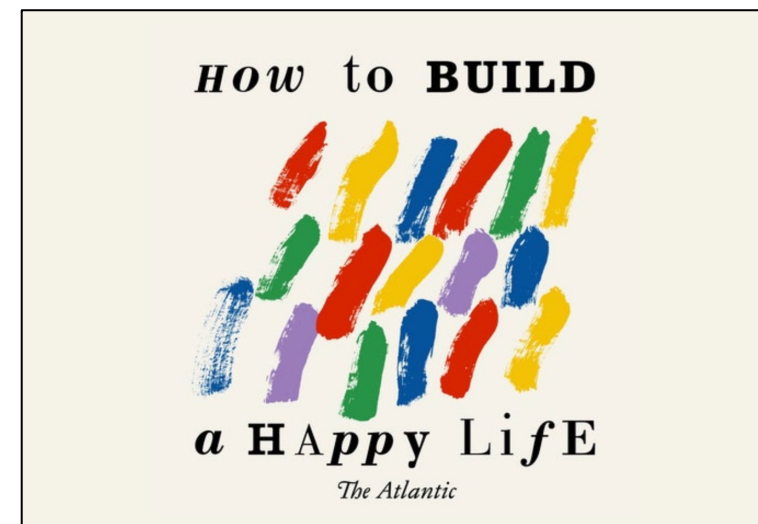
The Atlantic extends our journalism into audio formats, from limited run series to a flagship Atlantic show, audio articles, and more.



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.

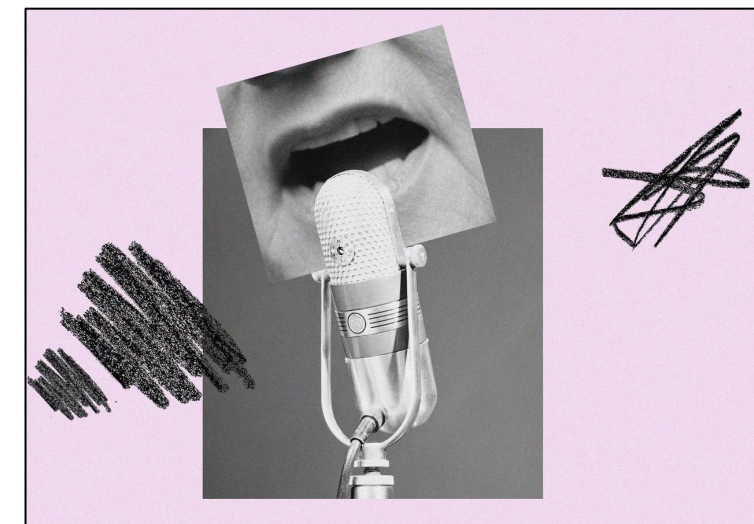
*Weekly*



"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.

*1x Spring/1x Fall*



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.

*Limited Run: March*

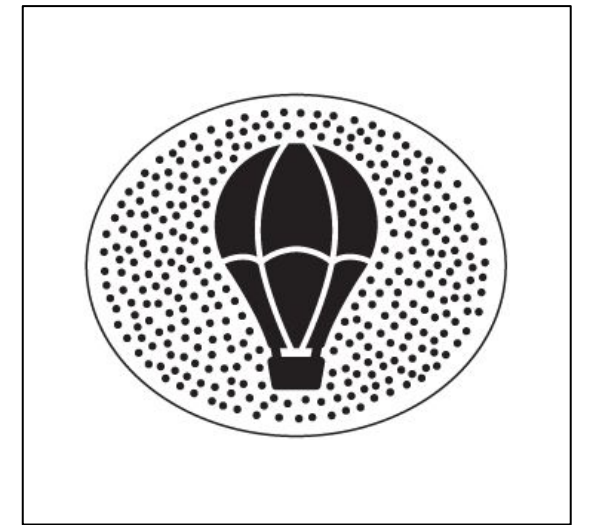
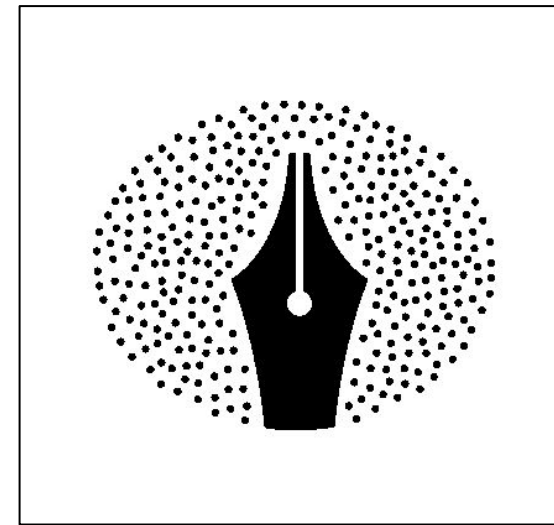
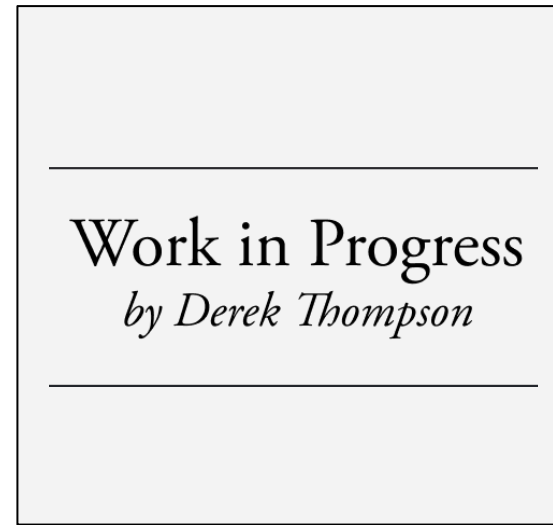
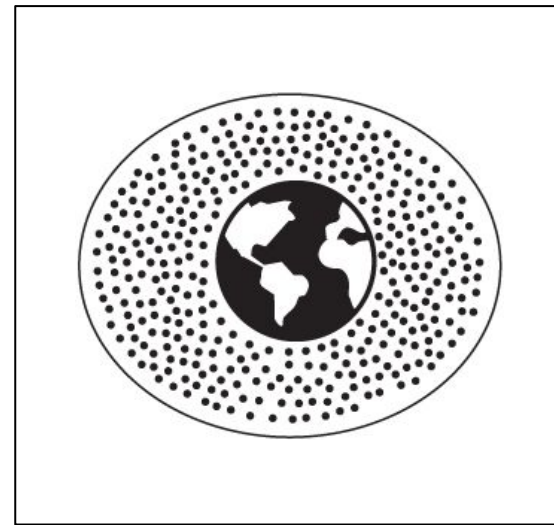
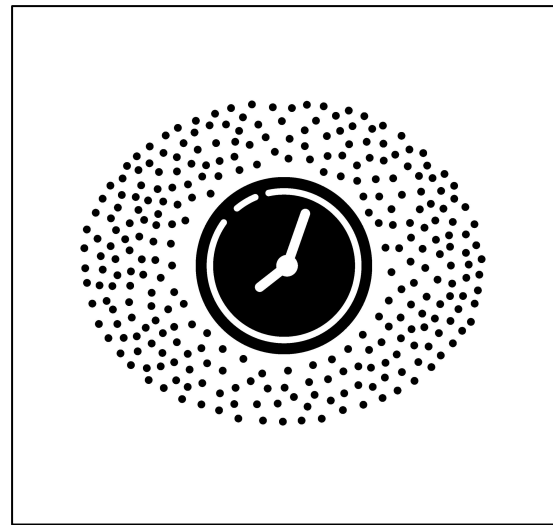


NARRATED ARTICLES

Watch this space for the rollout of a new embedded audio player.

NEWSLETTERS

# Our newsletters bring Atlantic journalism to 1.3M+ opt-in readers



**THE ATLANTIC DAILY**

Tom Nichols and colleagues guide you through today's biggest news, ideas, and cultural happenings.

*Weekday Evenings  
and Sunday Mornings*

**THIS WEEK**

An editor's selection of the Atlantic stories that will continue to spark conversations in the week ahead.

*Sunday Evenings*

**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.

*Wednesday Mornings*

**WORK IN PROGRESS**

Thought-provoking future of work coverage on economics, technology, politics, and culture.

*Weekly*

**THE BOOKS BRIEFING**

Our culture editors' weekly guide to the best in books.

*Friday Mornings*

**THE WONDER READER**

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

*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.



### OPPORTUNITIES

#### 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

**FINALIST:**

Criticism: Sophie Gilbert

**COMMENTARY:**

Julian Aguon  
and Zeynep Tufekci



**WINNER:**

General Excellence

**FEATURE WRITING:**

*Twenty Years Gone*  
by Jennifer Senior

**FINALIST:**

Public Interest: Ed Yong  
for his pandemic reporting



**WINNER:**

Hottest in Events



**WINNER:**

2022 Publisher of the Year



SEPTEMBER 2021  
THEATLANTIC.COM



*Twenty Years Gone*  
One family's struggle to make sense of 9/11  
By Jennifer Senior

**AWARDS**

The highest honors in the media industry, and beyond

**BIZBASH**



**WINNER:**

Best Hybrid Experience:  
In Pursuit of Happiness

**WINNER ONE STAR:**

Phenakite at The Trees

**FINALIST:**

Best Festival:  
The Atlantic Festival



PRINT

# 2023 Calendar and Specs

**2023 MAGAZINE CALENDAR & CLOSE DATES**

<b>ISSUE</b>	<b>SPACE CLOSE</b>	<b>AD MATERIALS DUE</b>	<b>NEWSSTAND ON -SALE</b>
<b>January/February</b>	11/02/22	11/08/22	12/20/22
<b>March</b>	12/28/22	01/03/23	02/14/23
<b>April</b>	01/25/23	01/31/23	03/14/23
<b>May</b>	03/01/23	03/07/23	04/18/23
<b>June</b>	03/29/23	04/04/23	05/16/23
<b>July/August</b>	05/03/23	05/09/23	06/20/23
<b>September</b>	06/28/23	07/04/23	08/15/23
<b>October</b>	08/02/23	08/08/23	09/19/23
<b>November</b>	08/30/23	09/05/23	10/17/23
<b>December</b>	10/04/23	10/10/23	11/21/23
<b>January/February 2024</b>	11/01/23	11/07/23	12/19/23

*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](http://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"x10.75" (page), 16"x10.75" (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](http://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](http://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](mailto:atlantic_advertising@theatlantic.com)

**Print production and materials information:**

[atlantic\\_production@theatlantic.com](mailto: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



DIGITAL

# 2023 Specs

**DIGITAL SPECS:**

# Billboard, Leaderboard, Half Page, Box

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



*The Atlantic*

MEDIA KIT 2023