



The Atlantic

The Atlantic

Media Kit

2023

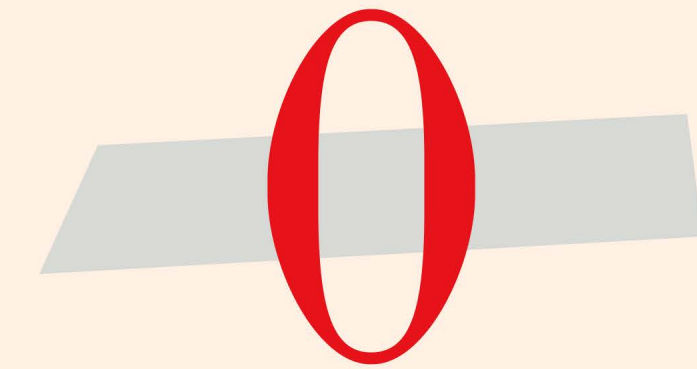
To learn more about all of our capabilities, including custom event and content executions, please contact: atlanticbrandpartners@theatlantic.com

OUR MISSION

“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. *A*

OUR AUDIENCE

Our readers are educated, affluent readers across generations

i142

Graduated College+

\$154k

Average HHI

i412

Opinion Leaders

42%

Gen Z and Millennials

40M+

Monthly Reach

PRINT

4M

Average Issue Readership

AUDIO

720K

Monthly Downloads

NEWSLETTER

1.3M

Total Unique Subscribers

DIGITAL

24M

Monthly Uniques

72%

Mobile

EVENTS

19K

Attendees

SOCIAL

8.2M

Followers

PRINT CIRC

880K

Average Monthly

28%

Desktop

EDITORIAL SECTIONS

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.

2023 EVENTS OVERVIEW

APR
20

Boston

JUL
13

Chicago

SEPT
28–29

DC

OCT
05

NYC

NOV
09

NYC

NOV
30

Jackson

Health
Equity

Critical conversations
on creating and
sustaining an equitable
health system for all.

Progress
Summit

The Atlantic’s new
framework for futurism,
led by Derek Thompson.

The Atlantic
Festival

The Atlantic comes to life with
bold thinkers and the prominent
voices who shape the American
idea and impact its future.

Banned
Books

Intellectual freedom and free
expression take center stage
at a time when these
freedoms are ever more
precarious in America
and around the world.

People v.
Cancer

Dispatches from the cancer
front-lines featuring in-depth
explorations of one of the
world’s most complex diseases.

The State of
Our Union

Our newest event
highlighting the importance
of regions across the United
States, how they impact
today’s biggest issues, and
what’s next for America.

AWARDS

The highest honors in the media industry, and beyond



WINNER

Explanatory Journalism:
We Need to Take
Away Children
by Caitlin Dickerson

FINALIST

Commentary:
Xochitl Gonzalez

Feature Writing:
Elizabeth Bruenig



WINNER

General Excellence

WINNER

Best Print Illustration
My Escape From the Taliban
by Sally Deng

RECIPIENT

**2023 NEXT Award for
Journalists Under 30**
Jerusalem Demsas



WINNER

Hottest in Events



WINNER

2022 Publisher of the Year



WINNER

Best Hybrid Experience:
In Pursuit of Happiness

WINNER

Best Festival:
The Atlantic Festival



WINNER ONE STAR

Phenakite at The Trees

PRINT

2023 Calendar and Specs

2023 MAGAZINE CALENDAR AND CLOSE DATES

ISSUE	SPACE CLOSE	AD MATERIALS DUE	NEWSSTAND ON-SALE
January/February	11/02/22	11/08/22	12/20/22
March	12/28/22	01/03/23	02/14/23
April	01/25/23	01/31/23	03/24/23
May	03/01/23	03/07/23	04/18/23
June	03/29/23	04/04/23	05/16/23
July/August	05/03/23	05/09/23	06/20/23
September	06/28/23	07/04/23	08/15/23
October	08/02/23	08/08/23	09/19/23
November	08/30/23	09/05/23	10/17/23
December	10/04/23	10/10/23	11/21/23
January/February 2024	11/01/23	11/06/23	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.

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 and 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:

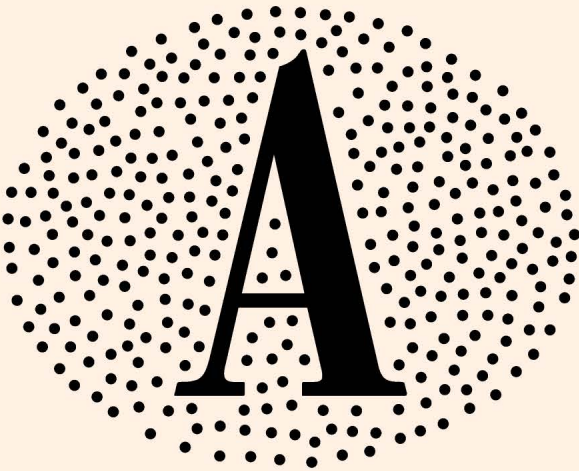
2400x1800 Horizontal
Dimension: 2400px x 1800px

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

DIGITAL SPECS

Billboard, Leaderboard,
Half Page, Box

DIMENSIONS		970X250 , 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	

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