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 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.
Our audience

Our readers are educated, affluent readers across generations

i142
Graduated College+

154k
Average HHI

i412
Opinion Leaders

42%
Gen Z and Millennials
### ACROSS PLATFORM

<table>
<thead>
<tr>
<th>Platform</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT</td>
<td>4M</td>
</tr>
<tr>
<td></td>
<td>Average Issue Readership</td>
</tr>
<tr>
<td>AUDIO</td>
<td>720K</td>
</tr>
<tr>
<td></td>
<td>Monthly Downloads</td>
</tr>
<tr>
<td>NEWSLETTER</td>
<td>1.3M</td>
</tr>
<tr>
<td></td>
<td>Total Unique Subscribers</td>
</tr>
<tr>
<td>DIGITAL</td>
<td>24M</td>
</tr>
<tr>
<td></td>
<td>Monthly Uniques</td>
</tr>
</tbody>
</table>

### Monthly Reach

- **40M+**

### Other Metrics

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENTS</td>
<td>19K</td>
</tr>
<tr>
<td></td>
<td>Attendees</td>
</tr>
<tr>
<td>SOCIAL</td>
<td>8.2M</td>
</tr>
<tr>
<td></td>
<td>Followers</td>
</tr>
<tr>
<td>PRINT CIRC</td>
<td>880K</td>
</tr>
<tr>
<td></td>
<td>Average Monthly</td>
</tr>
</tbody>
</table>

### Mobile & Desktop

- Mobile: 72%
- Desktop: 28%
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.

The Atlantic

Media Kit 2023
2023 EVENTS OVERVIEW

**APR 20**
*Boston*

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

**JUL 13**
*Chicago*

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

**SEPT 28-29**
*DC*

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

**OCT 05**
*NYC*

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.

**NOV 09**
*NYC*

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

**NOV 30**
*Jackson*

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.
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**
Best Print Illustration
My Escape From the Taliban
by Sally Deng

**RECIPIENT**
2023 NEXT Award for Journalists Under 30
Jerusalem Demas

**WINNER**
General Excellence

**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
2023 Calendar and Specs
## 2023 Magazine Calendar and 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>03/24/23</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>11/06/23</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.*
Live Area, Safety, and Trim for Bleed Ads

Trimm: 7.875” x 10.5” (page), 15.75” x 10.5” (spread)

Bleed: 8.125 x 10.75” (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.

Material 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 will 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

<table>
<thead>
<tr>
<th><strong>Dimensions</strong></th>
<th>970x250, 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>
</tr>
</tbody>
</table>
CONTACT

To learn more about all of our capabilities, including custom event and content executions, please contact:

atlanticbrandpartners@theatlantic.com