“The Atlantic leads the way. We illuminate the most complicated issues; we ask the hardest questions; and we host the best writers and the most urgent conversations, here and around the world.”

JEFFREY GOLDBERG
Editor-In-Chief
The ideas contained within the pages of The Atlantic—and supported by a tapestry of brand and institution partners of like mind—inspire policy, debate, and change. Because of these ideas, of this storytelling, we're not simply part of the conversation—we ignite it.

REACH

50M
Monthly Reach

SOCIAL

8.3M
Followers

PRINT

4.1M
Readers

DIGITAL

17M
Uniques

NEWSLETTERS

1.5M
Total Reach

PODCASTS

1.1M
Monthly Downloads

SPENDING POWER

1.2T
Across All Categories

C-SUITE

2X
More Likely To Be

GEN Z / MILLENNIALS

43%
Print & Digital Readership
AD PRODUCTS AND CAPABILITIES

The Atlantic curates a smart, thoughtfully designed media environment, shining the spotlight on your brand, and doing it in such a way that invites engagement from our audience. We aim to create dialogue so your brand can be part of the conversation.

**PRINT**
The Atlantic print magazine offers a premium opportunity to reach our highly influential audience – bring your most powerful creative to The Atlantic’s most prestigious real estate.

**NEWSLETTERS**
The Atlantic’s suite of newsletters allow our readers to hear directly from our writers about ideas that matter.

**ATLANTICLIVE**
The Atlantic’s journalism comes to life onstage—bringing can’t-miss, interactive, editorial experiences can’t-miss, interactive editorial experiences to audiences across the country.

**RE:THINK**
Our full service creative studio, providing partners access to the world of The Atlantic via strategic development, creative design, and cross-platform storytelling.

**THE IMPACT AD SUITE**
The Atlantic has created a best-in-class environment for high-impact brand creative to shine across TheAtlantic.com, reaching a highly qualified and engaged audience.

**AUDIO**
The Atlantic extends its journalism into audio formats, from limited run series to our flagship Radio Atlantic podcast, audio articles and more.

**BEACON**
Beacon, The Atlantic’s proprietary audience targeting tool, lets your brand tailor its message to the right person, at the right time, in the right place.

**WASHINGTON WEEK WITH THE ATLANTIC BROADCAST**
The Atlantic is the new editorial and business partner to PBS NewsHour “Washington Week with The Atlantic. Together, this is the most influential duo in D.C.”
# 2024 Print 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>
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<tbody>
<tr>
<td>January/February Election 2024 Issue</td>
<td>11/1/23</td>
<td>11/07/23</td>
<td>12/19/23</td>
</tr>
<tr>
<td>March</td>
<td>12/27/23</td>
<td>01/02/24</td>
<td>02/13/24</td>
</tr>
<tr>
<td>April</td>
<td>01/24/24</td>
<td>01/30/24</td>
<td>03/12/24</td>
</tr>
<tr>
<td>May</td>
<td>02/28/24</td>
<td>03/05/24</td>
<td>04/16/24</td>
</tr>
<tr>
<td>June</td>
<td>04/03/24</td>
<td>04/09/24</td>
<td>05/21/24</td>
</tr>
<tr>
<td>July/August Climate Issue</td>
<td>05/01/24</td>
<td>05/07/24</td>
<td>06/18/24</td>
</tr>
<tr>
<td>September</td>
<td>06/26/24</td>
<td>07/02/24</td>
<td>08/13/24</td>
</tr>
<tr>
<td>October The Atlantic Festival Issue</td>
<td>07/31/24</td>
<td>08/06/24</td>
<td>09/17/24</td>
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<tr>
<td>November</td>
<td>08/28/24</td>
<td>09/03/24</td>
<td>10/15/24</td>
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<tr>
<td>December</td>
<td>10/02/24</td>
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<tr>
<td>January/February 2025</td>
<td>10/30/24</td>
<td>11/05/24</td>
<td>12/17/24</td>
</tr>
</tbody>
</table>

**Please Note:** 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.
## STANDARD DISPLAY SPECS

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>970x250, 728x90, 300x600, 300x250</th>
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</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>
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<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>
<tr>
<td>Accepted file/creative types</td>
<td>Gif/JPEG, HTML5, 3rd party served</td>
</tr>
<tr>
<td>Border requirements</td>
<td>Non-transparent pixel border</td>
</tr>
</tbody>
</table>

## HIGH IMPACT VIDEO + LOGO SPECS

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>FULL FRAME/IMPACT VIDEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max file size</td>
<td>15MB+</td>
</tr>
<tr>
<td>Logo file size</td>
<td>15MB+</td>
</tr>
</tbody>
</table>
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
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 AND CONTACT INFORMATION

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