

The Atlantic

2026 MEDIA KIT

The Atlantic stands apart as one of the last true general-interest magazines — defining the cultural moment, whatever it may be.

We illuminate American life — from business and culture to science and technology — with the curiosity, depth, and rigor that have made The Atlantic essential for over a century.

SPARKING IDEAS ACROSS PLATFORMS:

REACH

230M+

Monthly Reach

SOCIAL

10.9M

Followers Across Platforms

PRINT

4.5M

Readers Per Issue

DIGITAL

16.2M

Monthly Uniques

NEWSLETTERS

1.7M

Unique Recipients

PODCASTS

2.1M

Monthly Downloads

SPENDING POWER

\$90B

Across Consumer Categories

C-SUITE

2X

More Concentrated vs. Full-Time Employed Gen Pop

GEN Z / MILLENNIALS

58%

Reach Among Employed Print & Digital Readers

2026 Priorities



Technology & AI



Culture & Books



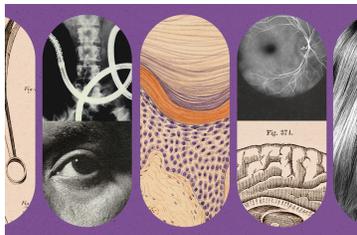
Economy & Business



America 250



Science & Planet



Health



Building a Better Life



Ideas & Policy

OUR COVERAGE AREAS:

Technology & AI

Global

Business

Politics

Health

Ideas

Science

Culture

Books

Education

Family

Fiction

Planet & Climate

Defense

Happiness

Ad Products & Capabilities

The Atlantic offers a suite of custom designed solutions that turn influence into impact. We have the best audience in America — and we know how to connect brands to them.



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.



EVENTS

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



CUSTOM CONTENT

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



AD PRODUCTS

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.



ADVANCED TARGETING

Through Beacon, The Atlantic’s proprietary audience targeting tool, we precisely target and amplify your message — reaching the people who shape the future.



MARKETING INSIGHTS

The Atlantic’s Marketing Research team provides partners with custom, data driven insights to help them establish subject matter expertise and industry thought leadership across key marketing objectives.

The Atlantic 2026 Calendar

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

EDITORIAL

New Orleans Book Festival

AI & The Future

Atlantic Reads Book Festival

A Night Out With *The Atlantic* World Cup

The Atlantic Festival
Evergreen Climate Week

Breakfast or Live Podcast
Recording of *Radio Atlantic* re:midterms

On The Future

Being Human
Atlantic Community

SPECIAL ISSUES

One More Look: America 250

Higher Education

American Culture

THE ATLANTIC ACROSS AMERICA

Tempe, Arizona
New Mexico

Miami, Florida

New Orleans, Louisiana
Durham, North Carolina

Omaha, Nebraska

Utah

Philadelphia, Pennsylvania

Burlington, Vermont

New York

Ohio
Maine
Texas

California

CULTURAL MOMENTS

Black History Month

IWD
Women's History Month

Earth Day
Earth Month

AAPI Heritage Month
Mother's Day

Pride
Juneteenth
Father's Day

Hispanic Heritage Month

Thanksgiving Holidays

INDUSTRY EVENTS

Davos

Munich Security

SXSW

WHCD

ASCO

Cannes Lions

UNGA
Climate Week

COP31

2026 Print Calendar and Close Dates

| ISSUE | SPACE CLOSE | AD MATERIALS DUE | NEWSSTAND ON-SALE |
|------------------|-------------|------------------|-------------------|
| January | 10/22/25 | 10/28/25 | 12/9/25 |
| February | 11/26/25 | 12/02/25 | 01/13/26 |
| March | 12/31/25 | 01/06/26 | 02/17/26 |
| April | 01/28/26 | 02/03/26 | 03/17/26 |
| May | 03/04/26 | 03/10/26 | 04/21/26 |
| June | 04/01/26 | 04/07/26 | 05/19/26 |
| July | 04/29/26 | 05/05/26 | 06/16/26 |
| August | 05/27/26 | 06/02/26 | 07/14/26 |
| September | 06/24/26 | 06/30/26 | 08/11/26 |
| October | 07/29/26 | 08/04/26 | 09/15/26 |
| November | 08/26/26 | 09/01/26 | 10/13/26 |
| December | 09/23/26 | 09/29/26 | 11/10/26 |
| January | 10/21/26 | 10/27/26 | 12/08/26 |
| February | 11/13/26 | 11/25/26 | 01/12/27 |

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.

Standard Display Specs

| 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 |
| Accepted file/creative types | Gif/JPEG, HTML5, 3rd party served |
| Border requirements | Non-transparent pixel border |

High Impact Video + Logo Specs

| DIMENSIONS | FULL FRAME/IMPACT VIDEO |
|----------------|-------------------------|
| Max file size | 15MB+ |
| Logo file size | 15MB+ |

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"

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.)

SWOP proofs deliver directly to press. For mailing and routing instructions please contact atlantic_production@theatlantic.com.

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 by the materials deadline for each issue.

Upload one AppleNews+ file per print ad by selecting ad type "digital ad" at theatlantic.sendmyad.com.
Contact atlantic_production@theatlantic.com with questions.

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 monthly (12 times a year)

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 202.266.7782

**For print materials questions/extensions, ad portal
help, and delivery or preflight questions:**

Jennifer Adams, Associate Production Director
202.266.7793