Media Kit
We Question Answers.

The Atlantic doesn't just report the news. For 160 years, we've been questioning the status quo and challenging readers to rethink the world around them.

- **We produce epiphanies**—big and small— for global audiences across a wide spectrum of interests.

- **We search for the deeper meaning** and uncover the unexplored perspectives.

- **We temper gravity with levity**, high with low, seriousness with fun.
We engage our audience across all platforms.

Website
42.3 MILLION
Unique Visitors

Magazine
1.8 MILLION
Print Readers

Events
19 THOUSAND
Influencers Attending

Social
4.9 MILLION
Social Followers

Emerging
16 MILLION
Visitors

Newsletters
500 THOUSAND
Subscribers*

Podcasts
2 MILLION
Listeners

Sources: Omniture May 2017, MRI Doublebase 2017, Internal Data. *Note: may be duplication across select newsletters.
Our Audience

**Digital:**
- Unique Visitors: 42.3 MM
- Average Age: 43
- Average HHI: $89,054
- Male/Female: 50%/50%
- Desktop/Mobile: 42%/58%

**Print:**
- Audience: 1.8 MM
- Circulation: 572,164 (rate base: 450,000)
- Average Age: 50
- Average HHI: $111,700
- Male/Female: 50%/50%

Atlantic Re:think
The Atlantic’s award winning marketing group.
Our work is measured against a 160-year tradition of unrivaled storytelling. That’s a high standard, but so is our ambition: to connect the most discerning audience on the web with the world’s leading brands.
In 2012 we launched Atlantic Re:think, our award-winning in-house creative marketing group. As a team of 50+ experienced creatives, journalists, data analysts, developers, designers, and producers, we’ve produced over 1,000 campaigns to date for a wide spectrum of premium partners.

**CAPABILITIES**

- Branded Content
- Video Production (VR/AR/360°)
- Podcast Production
- Innovative Ad Products
- Audience Targeting
- Data & Analytics
- Consumer insights

“The Atlantic’s native ads are getting shared more on social—platforms and they now outperform BuzzFeed and Mashable in terms of the time readers spend on them.” – DIGIDAY
Atlantic Re:think is consistently recognized as the best in the business, in 2017 we were named “Studio of the Year” three times.

**BEST CONTENT STUDIO**

2017 Digiday Publishing Awards

**STUDIO OF THE YEAR**

2017 Native Advertising Awards, Native Advertising Institute

**BEST CONTENT STUDIO**

2017 Digiday Publishing Awards Europe
2018 Editorial Projects
Cross platform special opportunities.
The modern media landscape is rife with predictions. From bloggers to journalists to policymakers and in between, everyone has a different take on the future. But not all predictions are created equal.

How are our readers supposed to make sense of it all? In 2018, The Atlantic is rounding up the brightest futurists and thought leaders imagining all possible futures—and putting their predictions to the test.

**Digital Series:** 2-3 articles per week for 6-8 months  
**Video:** animated explainers hosted by Atlantic Editors  
**Events:** The Future Forum at select AtlanticLIVE marquees
The Atlantic has the smartest, most engaged readers and we already know they’re eager to participate in Atlantic conversations, as evidenced by our Masthead membership program. So, we’re inviting them to help us — and other readers — step outside our bubbles. Via an all-new article functionality, our editors will argue for or against an issue pertaining to anything from pop culture to sports to policy and in between. We’ll invite readers to submit rebuttals through modules on our homepage, promotion in our daily newsletter, and calls to action on the article itself. Readers will upvote each other’s responses, and the winner will be posted on TheAtlantic.com.

**Digital:** a brand-new product on TheAtlantic.com

**Video:** arguments and counters by editors and readers

**Events:** Atlantic Debates at select AtlanticLIVE marquees

**Podcast:** onstage debates integrated into Radio Atlantic
Its effects are felt in families across the world, and its one day eradication is longed for unlike any medical advancement in the modern age. We're talking about cancer, and we're at a pivotal point in our race to beat it. In 2018, The Atlantic's editors are going inside research labs, universities, and hospital rooms all at the center of the cancer revolution to give an unprecedented look at the next frontier of treatment.

**Digital:** in-depth features and weekly stories  
**Video:** a documentary series from Atlantic Studios  
**Podcast:** a limited run audio series  
**Magazine:** feature in our July/August issue  
**Event:** marquee event devoted to the topic of cancer
In Pioneers: the turning point stories of technology, The Atlantic's editors are exploring the most pivotal and critical moments of our technology revolution through the lives of the people who helped create them firsthand.

Enlisting the work of a leading illustrator and reporter, these stories will be told as vivid oral histories. Potential topics include The Women Engineers at the Dawn of the PC, The Creation of Virtual Reality, and The Development of GPS.

**Digital:** ongoing digital series
2018 marks a pivotal moment in the sports world. The World Cup in Russia. The Winter Games in South Korea. The future of the NFL. It's the kind of critical moment made for The Atlantic perspective, which is why we're launching our brand new sports channel in 2018.

As with our previous sports reporting, we won't simply be covering wins and losses. We'll be reporting the important and telling stories that intersect with policy, culture, and business.

**Digital:** brand new channel on TheAtlantic.com

**Video:** a series of animated profiles with some of the most recognizable names in sports

**Magazine:** "Sports Report" in our May issue

**Event:** "Athletes & Activism" forum in Chicago
The American family is in the midst of significant change: Gen-Xers are beginning to look after their parents; tweens and teens have stretched gender roles well beyond their moms and dads; we're learning more about brains, biomes, and behavior; technology is fundamentally altering how we interact.

We're going to bring all of The Atlantic's editorial strengths to bear on understanding these shifts, and how families will change in light of them.

Digital: "Family in the Fast Lane" digital series
Video: “Better Than Your Parents” original videos
Newsletter: weekly Atlantic Family guide
Podcast: mini-series devoted to family
Magazine: recurring features in 2018
Event: Parenting Forums at select AtlanticLIVE marquees
Gender + Power will examine the shifting dynamics of gender across business, culture and society.

In addition to our ongoing reporting in the wake of the Weinstein scandal, The Atlantic will investigate the roots of this movement. We'll explore everything from changing depictions of women in literature/art, to gender fluidity through the ages.

**Digital Series:** 8-12 articles  
**Video:** animated videos  
**Magazine:** recurring topic
Print & Digital Specs
**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.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Print Ad Materials Due</th>
<th>Newsstand On-Sale</th>
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<tbody>
<tr>
<td>January/February</td>
<td>11/01/17</td>
<td>11/07/17</td>
<td>12/19/17</td>
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<tr>
<td>March</td>
<td>12/27/17</td>
<td>01/02/18</td>
<td>02/13/18</td>
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<td>April</td>
<td>01/31/18</td>
<td>02/06/18</td>
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<td>May: Sports Report</td>
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<td>03/13/18</td>
<td>04/24/18</td>
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<td>June</td>
<td>04/04/18</td>
<td>04/10/18</td>
<td>05/22/18</td>
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<td>July/August: Health Report</td>
<td>05/09/18</td>
<td>05/15/18</td>
<td>06/26/18</td>
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<td>September</td>
<td>06/27/18</td>
<td>07/03/18</td>
<td>08/14/18</td>
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<td>October</td>
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<td>09/18/18</td>
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<td>November: Technology Issue</td>
<td>08/29/18</td>
<td>09/04/18</td>
<td>10/16/18</td>
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<tr>
<td>December</td>
<td>10/03/18</td>
<td>10/09/18</td>
<td>11/20/18</td>
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## Print Specs

<table>
<thead>
<tr>
<th>Print ad size</th>
<th>bleed</th>
<th>trim</th>
<th>live area</th>
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<tbody>
<tr>
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<td>16” x 10.75”</td>
<td>15.75” x 10.5”</td>
<td>15.75” x 10”</td>
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<tr>
<td>Full page</td>
<td>8.125” x 10.75”</td>
<td>7.875” x 10.5”</td>
<td>7.375” x 10”</td>
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<tr>
<td>⅔ vertical</td>
<td>5.25” x 10.75”</td>
<td>5” x 10.5”</td>
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<td>⅓ vertical</td>
<td>2.875” x 10.75”</td>
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<tr>
<td>½ page horizontal</td>
<td>8.125” x 5.25”</td>
<td>7.875” x 5.125”**</td>
<td>.25” from trim</td>
</tr>
<tr>
<td>½ page spread horizontal</td>
<td>16” x 5.25”</td>
<td>15.75” x 5.125”**</td>
<td>.25” from trim</td>
</tr>
</tbody>
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** NO TOP BLEED FOR ½ PAGE ADS
Print Specs

Live area, safety, and trim for bleed ads
Trim size: 7.875" x 10.5"
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 e-mail. 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 le. A majority of our advertisers are now choosing this option.)
Send one SWOP proof to:
Jennifer Adams
Atlantic Production
600 New Hampshire Ave NW Washington, DC 20037 202.266.7077
Materials specifications and schedule available online at advertising.theatlantic.com/specs

General information
Frequency: Published 10 times a year, with double issues in January/February and July/August, by:
The Atlantic Monthly Group
600 New Hampshire Avenue NW Washington, DC 20037 202.266.6000
Printing process: 0 set Full Run, 133 line screen
Binding: Perfect Bound
Layouts: 2 and 3 columns

Printing process: 0 set Full Run, 133 line screen
Binding: Perfect Bound
Layouts: 2 and 3 columns

Contacts
Media Kit: rethink.theatlantic.com
Advertising information and rates: atlantic_advertising@theatlantic.com, 646.539.6700
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
Tablet/mobile materials questions and to opt-in/out of tablet/mobile editions: Bridget LaPoint, Sales Planner 646.539.6779 blapoint@theatlantic.com
# Digital Specs:
## Leaderboard

<table>
<thead>
<tr>
<th>Dimensions</th>
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<td>Accepted file/creative types</td>
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<td>Max file size</td>
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<tr>
<td>Border requirements</td>
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<tr>
<td>Audio initiation</td>
<td>n/a user click, on-load audio must be on mute</td>
</tr>
<tr>
<td>Animation initiation</td>
<td>n/a user click or auto-play on mute</td>
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<tr>
<td>Animation length</td>
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<tr>
<td>Third party tag type</td>
<td>Image file + 1X1 with Click Tracker</td>
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<tr>
<td>Lead time</td>
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</tr>
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<td>Max file size</td>
<td>100K</td>
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<td>Border requirements</td>
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<td>Audio initiation</td>
<td>n/a user click, on-load audio must be on mute</td>
</tr>
<tr>
<td>Animation initiation</td>
<td>n/a user click or auto-play on mute</td>
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<td>Animation initiation</td>
<td>n/a</td>
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<tr>
<td>Animation length</td>
<td>n/a</td>
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<td>Image file + 1X1 with Click Tracker</td>
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<tr>
<td>Lead time</td>
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# Digital Specs: Half Page

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<td>Border requirements</td>
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<td>Audio initiation</td>
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<td>Animation initiation</td>
<td>n/a</td>
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<tr>
<td>Animation length</td>
<td>n/a</td>
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<tr>
<td>Third party tag type</td>
<td>Image file + 1X1 with Click Tracker</td>
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<tr>
<td>Lead time</td>
<td>5 business days</td>
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<tr>
<td><strong>Dimensions</strong></td>
<td><strong>1280X720</strong></td>
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<td>Lead time</td>
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</tr>
</tbody>
</table>
Let’s Talk.

Have questions? Reach out to someone from our Management Team for more information.

Hayley Romer: SVP and Publisher
HRomer@TheAtlantic.com

Liz Lorenzoni: VP Sales, West Coast
Elorenzoni@theatlantic.com

Ryan McRae: VP Sales, East Coast
RMcrae@theatlantic.com

Michael Monroe: VP, Marketing, Atlantic Re:think
MMonroe@TheAtlantic.com