For 161 years, The Atlantic has changed the way people think about the world.

In everything we do, our mission is to bring new perspectives to our audiences through thoughtful, rigorously reported storytelling.

Whether it’s introducing an unheard voice to an important conversation, or uncovering a different idea or an unexpected trend, we’ve challenged our audience to think differently about the world around them for 161 years.

It’s why we’re one of the most influential, discussed, debated, and newsworthy brands in the media industry.
Our Platforms

**Website**
36 MILLION
Unique Visitors

**Magazine**
1.9 MILLION
Print Readers

**Events**
19 THOUSAND
Influencers Attending

**Social**
5.3 MILLION
Social Followers

**Emerging**
10.8 MILLION
Visitors

**Newsletters**
569 THOUSAND
Subscribers

**Podcasts**
2.9 MILLION
Listeners

Our Audience

Digital:
Unique Visitors: 36MM
Average Age: 45
Average HHI: $89K
Male/Female: 46%/54%
Desktop/Mobile: 37%/63%

Print:
Audience: 1.9MM
Circulation: 565,968 (rate base: 450,000)
Average Age: 50
Average HHI: $112K
Male /Female: 50%/50%

Sources: Omniture January 2018, comScore/MRI Fusion 09-17, MRI Doublebase 2017, AAM Statement 2H 2017
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.

“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

CAPABILITIES

- Branded Content
- Video Production (VR/AR/360°)
- Podcast Production
- Innovative Ad Products
- Audience Targeting
- Data & Analytics
- Consumer insights
Atlantic Re:think is consistently recognized as the best in the business, in 2017 we were named “Studio of the Year” three times.
2018 Editorial Projects
Cross platform special opportunities.
Guide to the Future

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

Editorial is subject to approval and may change; mockups and images are for illustrative purposes only. Proprietary and Confidential to The Atlantic Monthly Group, Inc.
The Atlantic has the smartest, most engaged readers and we already know they’re eager to participate in Atlantic conversations, as evidence 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
**Event:** marquee event devoted to the topic of cancer
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" digital series

**Video:** "Parenting 101" original videos

**Newsletter:** "The Family" delivered weekly

**Podcast:** mini-series devoted to family

**Magazine:** recurring features in 2018

**Event:** Parenting Forums at select AtlanticLIVE events
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
<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Print Ad Materials Due</th>
<th>Newsstand On-Sale</th>
</tr>
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<tbody>
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<td>January/February</td>
<td>11/01/17</td>
<td>11/07/17</td>
<td>12/19/17</td>
</tr>
<tr>
<td>March</td>
<td>12/27/17</td>
<td>01/02/18</td>
<td>02/13/18</td>
</tr>
<tr>
<td>April</td>
<td>01/31/18</td>
<td>02/06/18</td>
<td>03/20/18</td>
</tr>
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<td>May: Sports Report</td>
<td>03/07/18</td>
<td>03/13/18</td>
<td>04/24/18</td>
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<tr>
<td>June</td>
<td>04/04/18</td>
<td>04/10/18</td>
<td>05/22/18</td>
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<tr>
<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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<tr>
<td>October</td>
<td>08/01/18</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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<td>December</td>
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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

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<thead>
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<th>Print ad size</th>
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<td>15.75” X 10.5”</td>
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<td>2.625” X 10.5”</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>
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** NO TOP BLEED FOR ⅓ PAGE ADS
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 file. 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: O 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

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<td>Audio initiation</td>
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<tr>
<td>Animation initiation</td>
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<tr>
<td>Animation length</td>
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<td>Third party tag type</td>
<td>Image file + 1X1 with Click Tracker</td>
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<td>Lead time</td>
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## Digital Specs: Box

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**Digital Specs: Half Page**

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<td>Animation initiation</td>
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### Digital Specs: Video Pre-roll

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<tr>
<td></td>
<td>VAST 1.0 or 2.0 or 3.0</td>
</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
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Michael Monroe: VP, Marketing, Atlantic Re:think
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