
2018

The Atlantic

Media Kit

Our Mission

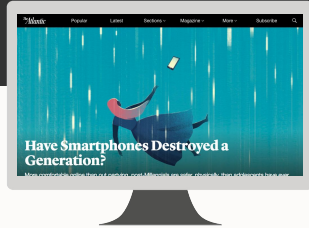
For 161 years,
The Atlantic has
changed the way
people think about
the world.

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

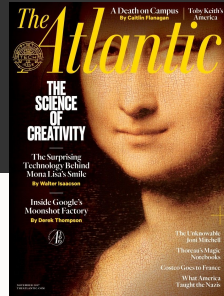
Whether it's introducing an unheard voice to an important conversation, or uncovering a different idea or an unexpected trend, we've challenged our audience to think differently about the world around them for 161 years.

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



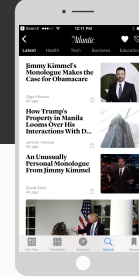
Magazine
1.9 MILLION
Print Readers



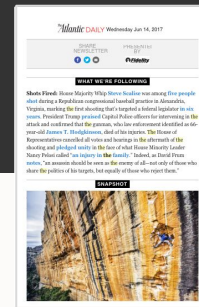
Events
19 THOUSAND
Influencers Attending



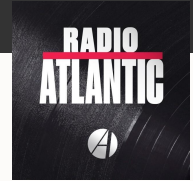
Social
5.3 MILLION
Social Followers



Emerging
10.8 MILLION
Visitors

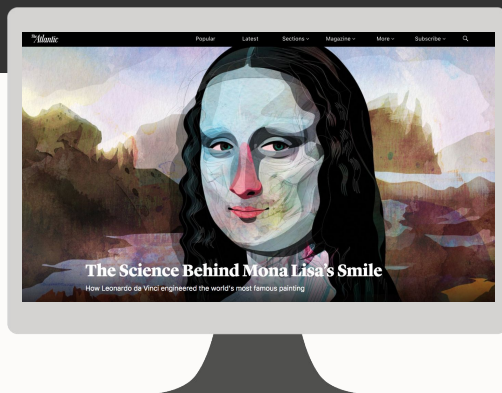


Newsletters
569 THOUSAND
Subscribers



Podcasts
3 MILLION
Listeners

Our Audience



Digital:

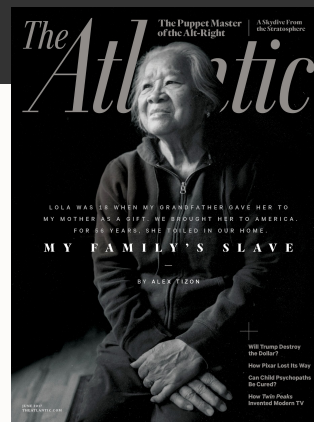
Unique Visitors: 36MM

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%



Atlantic Re:think

The Atlantic's award winning marketing group.



The Atlantic

Re:think

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.

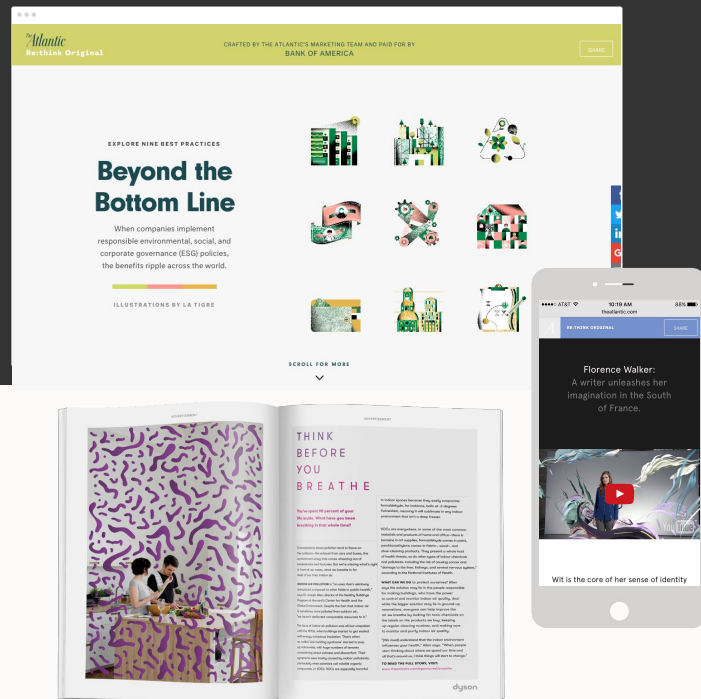
The Atlantic

Atlantic Re:think

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



Print & Digital Specs

[Print Edit Calendar](#)

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

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

Print ad size	bleed	trim	live area
Spread	16" X 10.75"	15.75" X 10.5"	15.75" X 10"
Full page	8.125" X 10.75"	7.875" X 10.5"	7.375" X 10"
$\frac{2}{3}$ vertical	5.25" X 10.75"	5" X 10.5"	4.5" X 10"
$\frac{1}{3}$ vertical	2.875" X 10.75"	2.625" X 10.5"	2.125" X 10"
$\frac{1}{2}$ page horizontal	8.125" X 5.25"	7.875" X 5.125"**	.25" from trim
$\frac{1}{2}$ page spread horizontal	16" X 5.25"	15.75" X 5.125"**	.25" from trim

** NO TOP BLEED FOR $\frac{1}{2}$ 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 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

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:

Jacquie Campbell,

Sales Planner 202.266.7112 jcampbell@theatlantic.com

**Digital Specs:
Leaderboard**

Dimensions	720X90	
Accepted file/creative types	Gif/JPEG	HTML 5 (preferred)
Max file size	40K	100K
Border requirements	1 pixel border	
Audio initiation	n/a	user click, on-load audio must be on mute
Animation initiation	n/a	user click or auto-play on mute
Animation length	n/a	:30sec
Third party tag type	Image file + 1X1 with Click Tracker	Javascript / iFrame and Internal Redirects
Lead time	5 business days	

Digital Specs: Box

Dimensions	330X250	
Accepted file/creative types	Gif/JPEG	HTML 5 (preferred)
Max file size	40K	100K
Border requirements	1 pixel border	
Audio initiation	n/a	user click, on-load audio must be on mute
Animation initiation	n/a	user click or auto-play on mute
Animation length	n/a	:30sec
Third party tag type	Image file + 1X1 with Click Tracker	Javascript / iFrame and Internal Redirects
Lead time	5 business days	

**Digital Specs:
Half Page**

Dimensions	300X600	
Accepted file/creative types	Gif/JPEG	HTML 5 (preferred)
Max file size	50K	100K
Border requirements	1 pixel border	
Audio initiation	n/a	user click, on-load audio must be on mute
Animation initiation	n/a	user click or auto-play on mute
Animation length	n/a	:30sec
Third party tag type	Image file + 1X1 with Click Tracker	Javascript / iFrame and Internal Redirects
Lead time	5 business days	

**Digital Specs:
Video Pre-roll**

Dimensions	1280X720	
Accepted file/creative types	MP4 + 1X1	VAST
Max File Size	Need three files: Low Bandwidth: 2mb Avg. Bandwidth: 3.5mb High Bandwidth: 7mb	n/a
Video Length	:15s or :30s	
Video File Size	7MB	
Bit Rate	30BPS	
Aspect Ratio	16:09	
Third party tag type	.mp4 Video File + 1X1 with click tracker	VAST 1.0 or 2.0 or 3.0
Lead time	5 business days	

Contacts

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