The Atlantic

2024 MEDIA KIT
“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**.

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**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.

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.

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.

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.

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

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.

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

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>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>11/1/23</td>
<td>11/07/23</td>
<td>12/19/23</td>
</tr>
<tr>
<td>Election 2024 Issue</td>
<td></td>
<td></td>
<td></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</td>
<td>05/01/24</td>
<td>05/07/24</td>
<td>06/18/24</td>
</tr>
<tr>
<td>Climate Issue</td>
<td></td>
<td></td>
<td></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</td>
<td>07/31/24</td>
<td>08/06/24</td>
<td>09/17/24</td>
</tr>
<tr>
<td>The Atlantic Festival Issue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>08/28/24</td>
<td>09/03/24</td>
<td>10/15/24</td>
</tr>
<tr>
<td>December</td>
<td>10/02/24</td>
<td>10/08/24</td>
<td>11/19/24</td>
</tr>
<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.
# 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>
</tr>
<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"

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 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:
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atlantic_production@theatlantic.com

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For print materials questions/extensions, ad portal help, and delivery or preflight questions:
Jennifer Adams, Associate Production Director 202.266.7793