



The Atlantic

“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



For over 160 years, The Atlantic has turned bold ideas into cultural flashpoints. We're not simply part of the conversation—*we ignite it.*

SPARKING IDEAS ACROSS PLATFORMS:

REACH

140M

Monthly Reach

SOCIAL

8.6M

Followers Across Platforms

PRINT

4.3M

Readers Per Issue

DIGITAL

14M

Monthly Uniques

NEWSLETTERS

2.3M

Unique Recipients

PODCASTS

1.4M

Monthly Downloads

SPENDING POWER

\$75B

Across All Categories

C-SUITE

2X

*More Concentrated vs.
Full-Time Gen Pop*

GEN Z / MILLENNIALS

45%

*Of Total Print & Digital
Readership*

2025 EDITORIAL PRIORITIES

AREAS OF EXPANSION:

ON THE FUTURE IN WASHINGTON D.C.



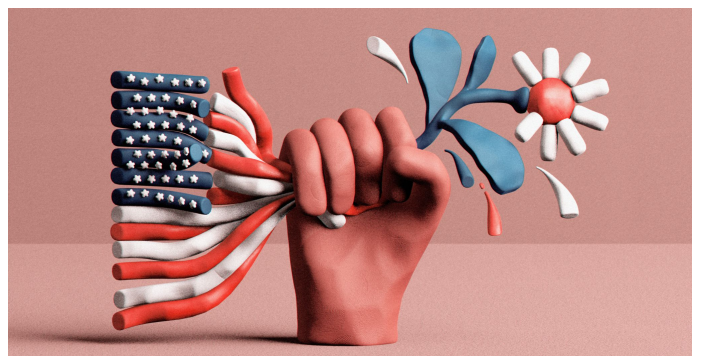
DEFENSE DESK LAUNCH



THE ATLANTIC FESTIVAL IN NYC



AMERICA 250



OUR COVERAGE AREAS:

Technology & AI

Science

Progress

Global

Culture

Fiction

Business

Books

Planet & Climate

Politics

Education

Defense

Health

Family

Happiness

Ideas

AD PRODUCTS & 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.



NEWSLETTERS

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



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.



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.



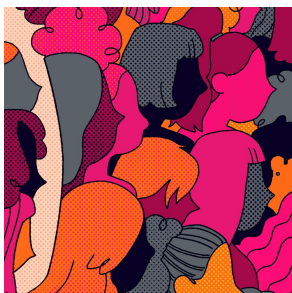
THE IMPACT AD SUITE

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.



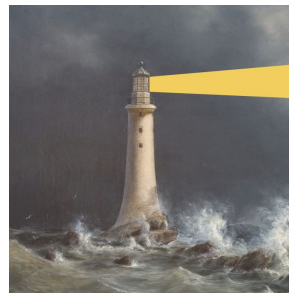
AUDIO

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



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.



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 2025 CALENDAR



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

EDITORIAL

		New Orleans Book Festival	Health Summit On The Future				Defense Issue	Family Issue Evergreen Climate Week The Atlantic Festival	America 250 Issue	Climate Issue
		← 50-State Tour →								

CULTURAL MOMENTS

	Black History Month	IWD Women's History Month	Earth Day	AAPI Heritage Month Mother's Day	Pride Juneteenth Father's Day			Hispanic Heritage Month	Thanksgiving	Holidays
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INDUSTRY EVENTS

Davos		SXSW	WHCD	ASCO	Cannes Lions			UNGA Climate Week		COP30
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2025 PRINT CALENDAR AND CLOSE DATES

ISSUE	SPACE CLOSE	AD MATERIALS DUE	NEWSSTAND ON-SALE
January	10/30/24	11/05/24	12/17/24
February	11/27/24	12/03/24	01/14/25
March	01/01/24	01/07/24	02/18/25
April	01/29/25	02/04/25	03/18/25
May	02/26/25	03/04/25	04/15/25
June	04/02/25	04/08/25	05/20/25
July	04/30/25	05/06/25	06/17/25
August	05/28/25	06/03/25	07/15/25
September	06/25/25	07/02/25	08/12/25
October	07/30/25	08/05/25	09/16/25
November	08/27/25	09/02/25	10/14/25
December	09/24/25	09/30/25	11/11/25
January	10/22/25	10/28/25	12/09/25

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