# World Literature Today

2025 MEDIA KIT

> our 99*th* year



On Sex, Soul Long linest, and walking taward Terror

Eco Little Read Now

S Dubestims for Ceyvis Natera & Ana Ojeda Die Pro-Demobilicy Protest Poetry of Thailand's Disranas Popreetha

World Literature Today

# 2024 Neustadt Prize Laureate

MARGARITA ENGLE on the dangers of book bans

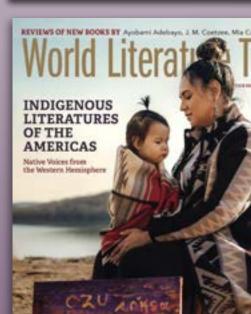
IMMANUEL KIM on reading in North Korea

plus The poetic prose of 2024 Nobel laureate HAN KANG

99th







"The absolute best international literature and culture magazine out there."

— E. CE MILLER, *BUSTLE* 

# **OUR READERS**

#### PRINT READERSHIP PER ISSUE

3,750

70% Subscribers / 30% Newsstand

#### PRINT CIRCULATION PER ISSUE



#### ANNUAL PRINT & DIGITAL READERSHIP

#### 2,100,000

*WLT*'s print readership applies our median pass-along rate of three to the subscription and single-copy sales of the print edition of the magazine. *WLT*'s annual print and digital readership calculates the average number of unique readers who engage with *WLT* each year. *WLT*'s content is read in print and online via worldlit.org, Project Muse, JSTOR, EBSCO, ProQuest, Gale, Cengage, Questia, and more.

#### **OUR ONLINE AUDIENCE**

518,000	ANNUAL VISITORS
43,000	MONTHLY VISITORS
1,570,000	ANNUAL PAGE VIEWS
131,000	MONTHLY PAGE VIEWS
10,750	OPT-IN EMAIL LIST
427,000	FACEBOOK FOLLOWERS
20,900	TWITTER FOLLOWERS
9,000	INSTAGRAM FOLLOWERS



# WHO READS WORLD LITERATURE TODAY?

*WLT*'s readers are educated professionals who read voraciously, keep their home libraries stocked with new books, and are active in a range of arts, culture, and literary activities.

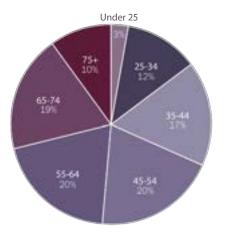
*WLT*'s readers **most frequently buy** books and magazines at bookstores or online, and they **least frequently borrow** digital books from the library.



Our readers **most frequently** go to the **movies**, shop at **bookstores**, attend **readings**, and visit **museums**.



*WLT*'s readers are adults of all ages. The highest percentage are **45-64 years old**.

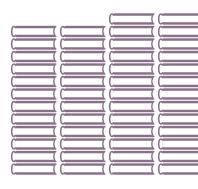


All data from WLT's 2024 Readership Survey.

Our audience reads between 25-50 books a year and buys an average of 25 books a year.

**READ 25-50 BOOKS A YEAR** 

BUY 25 BOOKS A YEAR





The majority of *WLT*'s overseas readers are in **Great Britain**, **Canada**, **Australia**, **India**, **and China**.

**More than 90% of WLT's readers** have a 4-year college degree or higher.

High school/GED	3%
Some college	3%
2-Year College Degree	3.5%
4-Year College Degree	19%
Mastés Degree	44%
Doctoral Degree	24%
Professional Degree	3.5%

"No other journal begins to do what *WLT* does routinely.... Extraordinary." — JOYCE CAROL OATES

#### Şş

"WLT is a rich international magazine that brings us news of literature across and around the world as it is being made, in the clash and blaze of revolution and in the silent solitude of poets working in the shadows."

#### — VIRGINIA EUWER WOLFF

#### **Ş**¢

"If WLT were not in existence, we would have to invent it." — CZESŁAW MIŁOSZ

#### Şş

"It's inspiring to see WLT confront head-on the cascade of crises in this world, insisting that literature matters more than ever and has something urgent to say about tolerance and empathy. WLT is living up to its name with courage and resilience." — RAY WADDLE

#### **\$**

"WLT is probably the most essential journal of its kind in the world, fostering global understanding, peace, and justice through literary conversation. It brings environment and culture together in a healing exchange."

#### -JOHN KINSELLA

"WLT is absolutely the most welcome reading I've found in years. I can't believe I tried to live my life, pretending knowledge and posing intelligently, without these volumes." — MAYA ANGELOU

#### Şş

"An excellent source of writings from around the globe by authors who write as if their lives depend on it." —CHRIS DODGE, UTNE READER

#### 84

"WLT is one of the most vibrant literary magazines in the world and, with its particular sophistication, one of the most elegant." — MARJORIE AGOSÍN

#### 84

"You do such important work, and with such grace. In a world of frequent dark attrition, *WLT* is a light." — KIM STAFFORD

#### 84

*"World Literature Today* is one of my favorite go-to's for exquisite and daring writing about exquisite and daring writers. WLT is one of the very best literature magazines ever!"
— TESS O'DWYER, CHAIR OF THE

ACADEMY OF AMERICAN POETS

# MORE PRAISE & RECOGNITION

Now in its tenth decade of continuous publication, *WLT* has been recognized by the Nobel Prize committee as one of the "best edited and most informative literary publications" in the world. *WLT* has received over two dozen national publishing awards in the past two decades.

#### **RECENT AWARDS**

2022 Oklahoma House of Representatives Citation 2020 APEX Award of Excellence – "Green" Category 2019 APEX Grand Award for Publication Excellence 2016 Oklahoma Arts Council Governor's Arts Award 2013 & 2014 FAME Award for Literary Festivals 2012 Magnum Opus Award for Best Editorial Letter 2012 General Apex Award of Excellence 2011 Apex Award of Excellence

# **A FEW OF OUR RECENT AUTHORS**

Santiago Acosta Susan Afterman Andrej Al-Asadi Rachel Tzvia Back Vonani Bila Gloria Blizzard Olga Bragina Gabriel Bump Erica N. Cardwell Mircea Cărtărescu Bora Chung Aaron Coleman Ananda Devi Margarita Engle Mariana Enriquez Mahmoud Fikry Leila Guerriero Praveen Herat

Coreco Hibino Virginia Higa Han Kang Juhani Karila E. J. Koh Julia Kornberg Gene Yuen Lang John Ajvide Lindqvist Ma Yongbo Charif Majdalani Patrícia Melo Mihaela Moscaliuc Mai Al-Nakib Junko Mase Vuyokazi Ngemntu Cheryl S. Ntumy Radhika Oberoi Shizue Ogawa

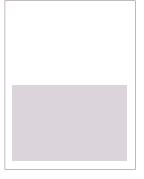
Nnamdi Oguike Ana Ojeda Pádraig Ó Tuama Hiroko Oyamada Alejandro Puyana Barrack Zailaa Rima **Edel Rodriguez** Ethel Rohan Sumana Roy **Timothy Schaffert** Liesl Schwabe Elif Shafak Mahmoud Shukair Maddalena Vaglio Tanet Isabel Zapata Joseph Zárate

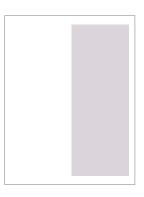
# **PRINT ADVERTISING RATES**

### RATES

FULL PAGE COVER (inside front) COVER (inside back) 7.5" x 9.875"

BACK COVER (bleed) 8.5" x 10.875" (plus bleed 8.75" x 11.125")





INSIDE COVER HALF PAGE 7.5" × 4.75"

INTERIOR HALF PAGE 4" x 9.875"

2025 AD SCHEDULE					
ISSUE	<b>RESERVATIONS DUE</b>	MATERIALS DUE	PUBLICATION DATE		
JANUARY	Nov 1	Nov 15	Jan 1		
MARCH	Jan 1	Jan 15	Mar 1		
MAY	Mar 1	Mar 15	May 1		
JULY	May 1	May 15	July 1		
SEPTEMBER	July 1	July 15	Sept 1		
NOVEMBER	Sept 1	Sept 15	Nov 1		

Advertising Contact: Terri Stubblefield (tdstubb@ou.edu) • 405-325-4531 630 PARRINGTON OVAL, SUITE 110 • NORMAN, OKLAHOMA 73019 • www.worldlit.org

- BACK COVER: \$1250
- COVER (inside front): \$800
- COVER (inside back): \$800
- FULL PAGE (vertical): \$700
- HALF PAGE (inside cover, horizontal): \$500
- HALF PAGE (interior, vertical): \$500

# DISCOUNTS

- 5% off Prepaid ads
- 10% off Two ads booked at the same time
- 15% off Three ads booked at the same time
- 15% off Agency discount
- Nonprofits and independent presses, ask us about our special rates!

# **AD REQUIREMENTS**

- High-res (300dpi) PDF files required.
- Back cover ads must include 1/8" bleed on all sides.
- All ads are full color. CMYK color space only; no spot colors.
- Include a hyperlink for your ad to link to.

# **WEB ADVERTISING RATES**

LARGE LEADERBOARD TAKEOVER DIMENSIONS 1070 x 109 pixels

# **WEBSITE RATES**

BY MONTH

• BOX (300 x 250px): \$650

ONE-DAY SITE TAKEOVER

• LARGE LEADERBOARD (1170 x 250px) + BOX (300 x 250px)l: \$1,000

#### **NEWSLETTER RATE**

PER NEWSLETTER (Newsletters are emailed weekly)

• NEWSLETTER (564 x 375px): \$650

#### DISCOUNTS

- 5% off Prepaid ads
- 10% off Two ads booked at the same time
- 15% off Three ads booked at the same time
- 15% off Agency discount
- Nonprofits and independent presses, ask us about our special rates!

#### **AD REQUIREMENTS**

- Web-res (72dpi) GIF, PNG or JPEG in RGB color
- Images may be static or animated.
- Max animation loop: 3
- Max file size: 120kb
- No sound or Flash.
- Include a hyperlink for your ad to link to.

Note: You may double the pixel dimensions of these web ad sizes if you want your ad optimized for retina displays.



WEBSITE BOX DIMENSIONS 300 x 250 pixels

NEWSLETTER BOX DIMENSIONS 564 x 375 pixels



# **LITERARY & CULTURAL EXPERIENCES**

*World Literature Today* also sponsors major literary and cultural events at the University of Oklahoma in Norman. The annual Neustadt Lit Fest brings in the laureates of the Neustadt and the NSK literary prizes every fall. These festivals feature accomplished writers, translators, artists, performers, and scholars. They draw thousands of attendees to our receptions, readings, keynote talks, dance performances, live theater, film screenings, and more.

In 2024 WLT honored Mauritian writer Ananda Devi as the twenty-eighth laureate of the prestigious Neustadt International Prize for Literature, and in fall 2025 Georgian Bay Métis writer Cherie Dimaline will be celebrated as the next laureate of the NSK Neustadt Prize for Children's & Young Adult Literature.



# **CUSTOM SPONSORSHIP PACKAGES**

# Want a Custom Sponsorship Package?

Create a customized advertising package that includes a combination of print, website, email, and/or special event advertising. To get information or to schedule your advertising, contact Terri Stubblefield at tdstubb@ou.edu.

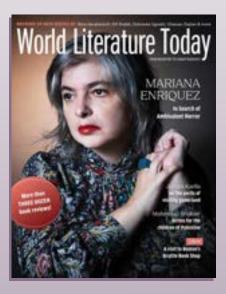
# **RECENT ADVERTISERS**

Academy of American Poets American Literary Translators Association Brick Cambridge University Press Coach House Books Deep Vellum Publishing Duke University Press Feminist Press Graywolf Press Los Angeles Review of Books NYU Press Open Letter Books Pacific University PEN America Phoneme Media Red Hen Press Restless Books Stephen F. Austin Press Times Literary Supplement University of Alabama Press University of California Press University of Chicago Press University of Texas Press White Pine Press White Pine Press Yale University Press











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