

YOUR PASSPORT
TO GREAT READING

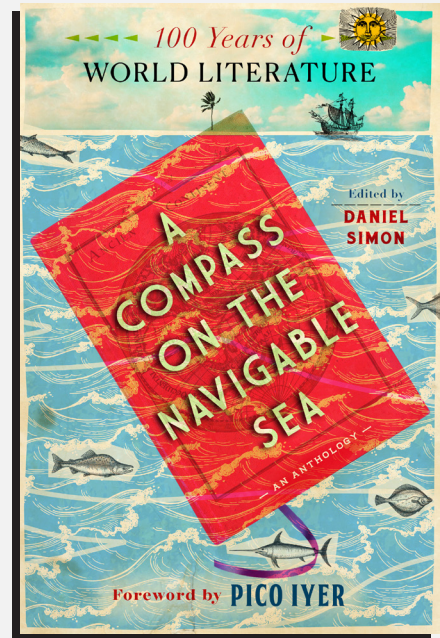
A circular logo for World Literature Today's 100th anniversary. The text "WORLD LITERATURE TODAY" is arched across the top. In the center, "100th" is written in a large, stylized font, with "YEAR" written below it. The entire text is enclosed within a laurel wreath.



Founded in the mid-1920s as a modest 32-page pamphlet with a \$150 budget, *World Literature Today* kicks off its 100th year of continuous publication in 2026. Fostering international cultural exchange, this renowned publication—based at the University of Oklahoma—hails from a crossroads of cultures on the Southern Plains and is a testament to the transformative power of literature.

As of 2026, *WLT* has built up a global base of subscribers while consistently elevating voices from around the world and fostering deep engagement with literature's role in cultural understanding.

WLT keeps a finger on the cultural pulse of the globe, serving as an indispensable index to contemporary international literature. More than 2.2 million annual readers engage with *WLT*'s content, representing 300 percent growth in the past decade. According to a 2024 readership survey, 95% of respondents said they were “very” (82%) or “somewhat” (19%) satisfied with *WLT*.



As the centerpiece of the centennial, in February 2026 Restless Books will publish the anthology *A Compass on the Navigable Sea: 100 Years of World Literature*. Compiled by *WLT* editor in chief Daniel Simon, with a foreword by Pico Iyer, the book will feature more than 130 essays, book reviews, interviews, poems, and stories that have appeared in the magazine since its founding. A national marketing campaign will include various launch events around the country, and “The Art of the Literary Magazine,” an exhibition of the top 10 covers of *WLT* in the past 50 years, will open at the Fred Jones Jr. Museum of Art in fall 2026.

WLT will publish a marquee centennial issue in September 2026, with a commissioned illustration on the cover, plus highlights from the first 100 years and a variety of special features inside.

In the following pages, you'll find dozens of reasons to advertise in the pages of *WLT*. Contact Terri Stubblefield to discover the exceptional value to be found in a print, web, or custom sponsorship package.

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.

READER ENGAGEMENT

PRINT READERSHIP
PER ISSUE

3,750

70% Subscribers / 30% Newsstand

PRINT CIRCULATION
PER ISSUE

2,650

ANNUAL PRINT &
DIGITAL READERSHIP

2,200,000

ANNUAL VISITORS

430,000

MONTHLY VISITORS

35,800

ANNUAL PAGE VIEWS

1,775,000

MONTHLY PAGE VIEWS

148,000

OPT-IN EMAIL LIST

10,780

FACEBOOK FOLLOWERS

421,000

X FOLLOWERS

20,100

INSTAGRAM FOLLOWERS

10,700

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

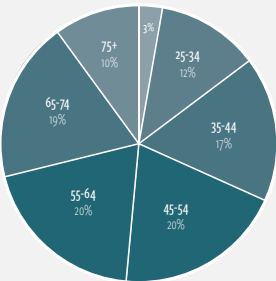


Our readers **most frequently** go to the **movies**, shop at **bookstores**, attend **readings**, and visit **museums**.



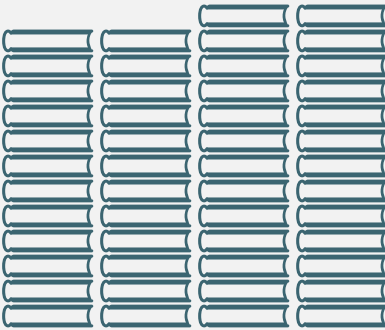
WLT’s readers are adults of all ages. The highest percentage are **45-64 years old**.

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

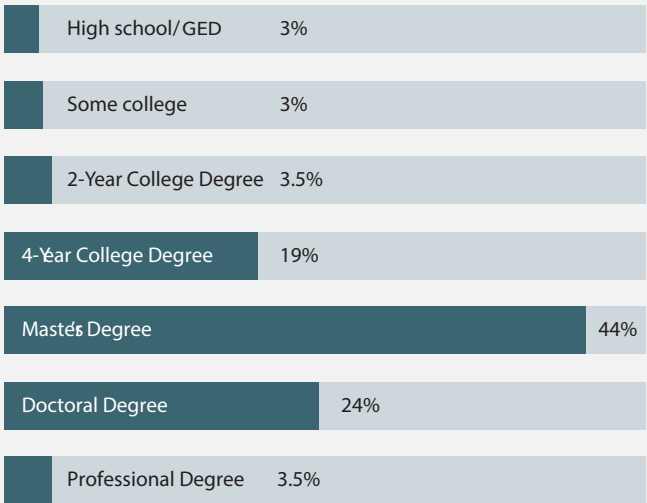


BUY 25 BOOKS A YEAR



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.



“No other journal begins to do what *WLT* does routinely. . . . Extraordinary.”

— JOYCE CAROL OATES



“*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



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



“Thank you so much for the honor of featuring my work in the ‘Gaza Voices’ issue *WLT*. In times of profound darkness, writing becomes both a sanctuary and a testament to the resilience of the human spirit. I deeply share your hope that through literature, we affirm not only our sanity but also unwavering faith in our shared humanity.”
— YOUSRI ALGHOUL



“*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



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



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



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



“*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

Recognized by the Nobel Prize committee as one of the “best edited and most informative literary publications” in the world, *WLT* has hosted over 500 world-class writers, translators, and scholars on the OU campus since the late 1960s, with 18 eventual Nobel laureates among them. Moreover, since 1970, 34 of the jurors, candidates, or laureates connected to *WLT*’s renowned Neustadt International Prize for Literature went on to win a Nobel in subsequent years.

RECENT AWARDS

2025 Apex Award for Excellence – Best Redesign
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

A FEW FEATURED AUTHORS FROM THE PAST 99 YEARS

Chimamanda Ngozi Adichie

Anna Akhmatova

Claribel Alegría

Meena Alexander

Samuel Beckett

Elizabeth Bishop

Roberto Bolaño

Italo Calvino

Albert Camus

Alejo Carpentier

Anne Carson

Aimé Césaire

J. M. Coetzee

Mia Couto

Edwidge Danticat

Mahmoud Darwish

Ananda Devi

Boubacar Boris Diop

Assia Djebar

Safia Elhillo

Odysseus Elytis

Jenny Erpenbeck

Forugh Farrokhzad

Federico García Lorca

Gabriel García Márquez

Leah Goldberg

Nadine Gordimer

Abdulrazak Gurnah

Han Kang

Joy Harjo

Nâzim Hikmet

Franz Kafka

Jhumpa Lahiri

J. M. G. Le Clézio

Clarice Lispector

Maaza Mengiste

Czesław Miłosz

Gabriela Mistral

Mo Yan

N. Scott Momaday

Toni Morrison

Haruki Murakami

Vladimir Nabokov

Azar Nafisi

V. S. Naipaul

Orhan Pamuk

Octavio Paz

Cristina Rivera Garza

Arundhati Roy

Juan Rulfo

José Saramago

Aleksandr Solzhenitsyn

Wole Soyinka

Wisława Szymborska

Rabindranath Tagore

Olga Tokarczuk

Tomas Tranströmer

Dubravka Ugrešić

Sigrid Undset

Mario Vargas Llosa

Derek Walcott

Elie Wiesel

Marguerite Yourcenar

PRINT ADVERTISING

2026 AD SCHEDULE

ISSUE	RESERVATIONS DUE	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

RATES

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

DISCOUNTS

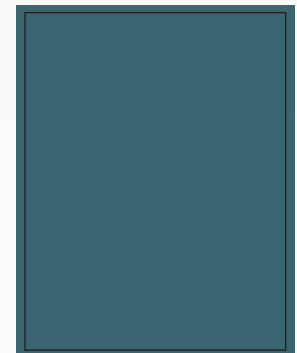
- 5% off – Prepaid ads
- 10% off – Two ads booked at the same time
- 15% off – Three ads booked at the same time
- 15% off – Agency discount
- Nonprofits and independent presses, ask us about our special rates!

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.



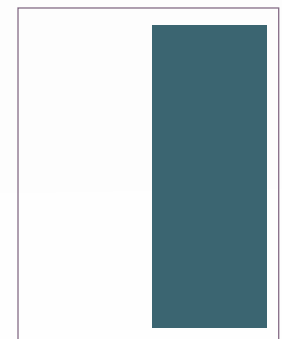
FULL PAGE
COVER (inside front)
COVER (inside back)
7.5" x 9.875"



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



INSIDE COVER HALF PAGE
7.5" x 4.75"



INTERIOR HALF PAGE
4" x 9.875"

WEB ADVERTISING RATES

LARGE LEADERBOARD TAKEOVER DIMENSIONS
1400 x 466px

WEBSITE RATES

BY MONTH

- BOX (380 x 380px): \$650
- TWO-COLUMN HOMEPAGE PLACEMENT (760 x 380px): \$750
- THREE-COLUMN HOMEPAGE PLACEMENT (1140 x 380px): \$850

ONE-DAY SITE TAKEOVER

- • LARGE LEADERBOARD (1400 x 466px) + BOX (380 x 380px): \$1,000

WEBSITE BOX
DIMENSIONS
300 x 250 pixels

NEWSLETTER RATE

(Newsletters are emailed biweekly)

- NEWSLETTER (564 x 375px): \$650

NEWSLETTER BOX DIMENSIONS
564 x 375 pixels

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.



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 2025 *WLT* honored Georgian Bay Métis writer Cherie Dimaline as the twelfth laureate of the prestigious NSK Neustadt Prize for Children's & Young Adult Literature. In fall 2026, Palestinian writer Ibrahim Nasrallah will be celebrated as the twenty-ninth laureate of the Neustadt International Prize for Literature.



Photo of Cherie Dimaline by Shevaun Williams / shevaunwilliams.com



Photos by Ioannis Andriotis / andriotismusic.com

CUSTOM SPONSORSHIP PACKAGES

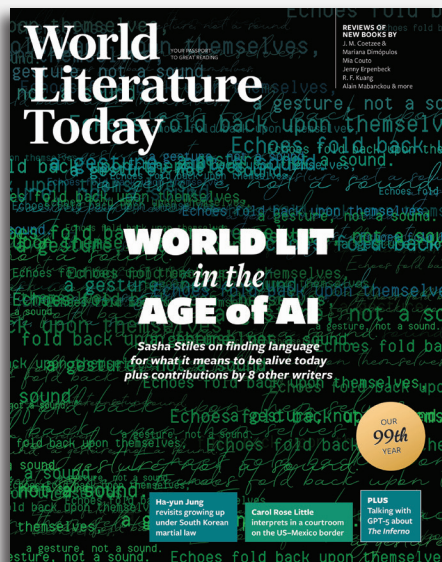
WANT A CUSTOM SPONSORSHIP PACKAGE?

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.

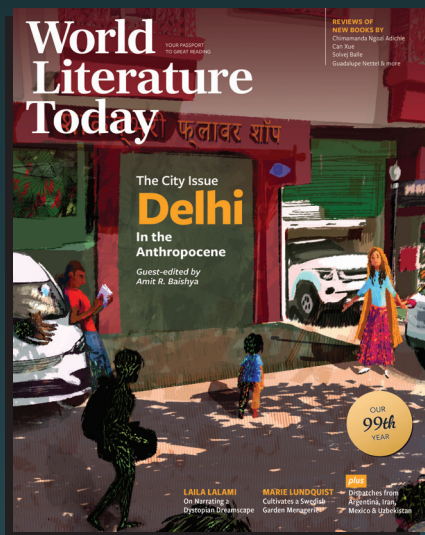
RECENT ADVERTISERS

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
Nick Bostrom
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
Windham-Campbell Prizes
Yale University Press



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