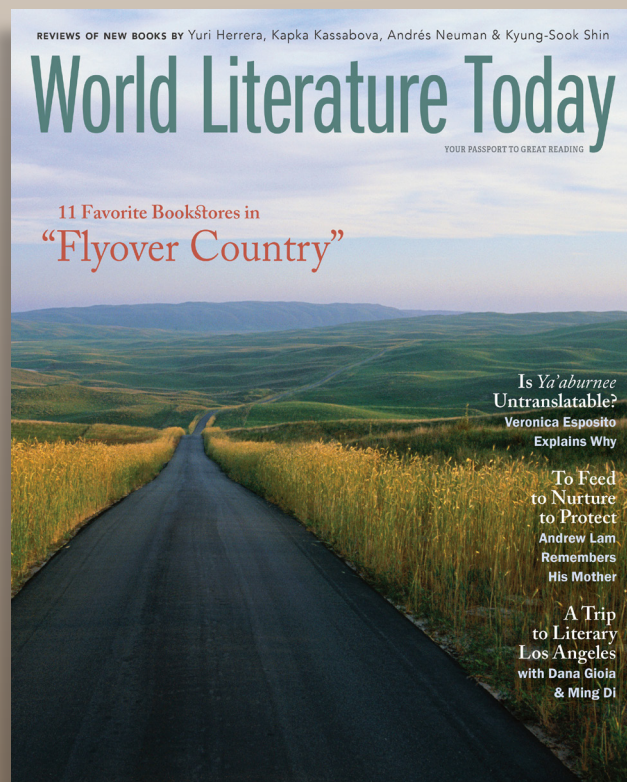


World Literature Today

2024

MEDIA KIT



World Literature Today

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

– E. CE MILLER, *BUSTLE*

OUR READERS

PRINT READERSHIP PER ISSUE

3,500

70% Subscribers / 30% Newsstand

PRINT CIRCULATION
PER ISSUE

2,600

ANNUAL PRINT &
DIGITAL READERSHIP

1,320,000

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

ANNUAL VISITORS	900,000
ANNUAL UNIQUE VISITORS	522,000
MONTHLY VISITORS	75,000
MONTHLY UNIQUE VISITORS	43,500
MONTHLY PAGE VIEWS	75,000
OPT-IN EMAIL LIST	16,000
FACEBOOK FOLLOWERS	442,000
TWITTER FOLLOWERS	23,000
INSTAGRAM FOLLOWERS	8,500



World Literature Today

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.

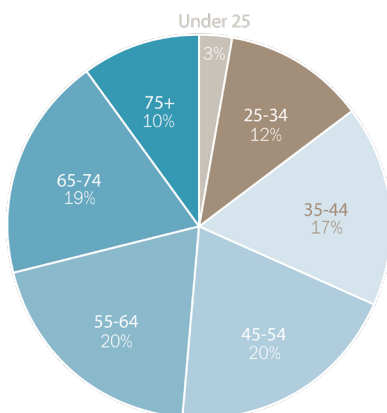
WLT's readers **most frequently buy** books and magazines at bookstores or online, and they **least frequently borrow** digital books from the library.



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



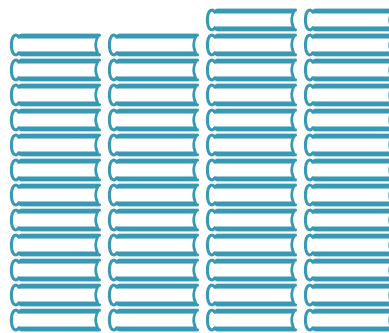
WLT's readers are adults of all ages. The highest percentage are **45-64 years old**.



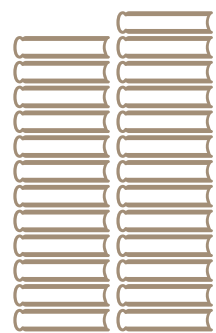
All data from *WLT's* 2021 Readership Survey.

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

READ 25-50 BOOKS A YEAR

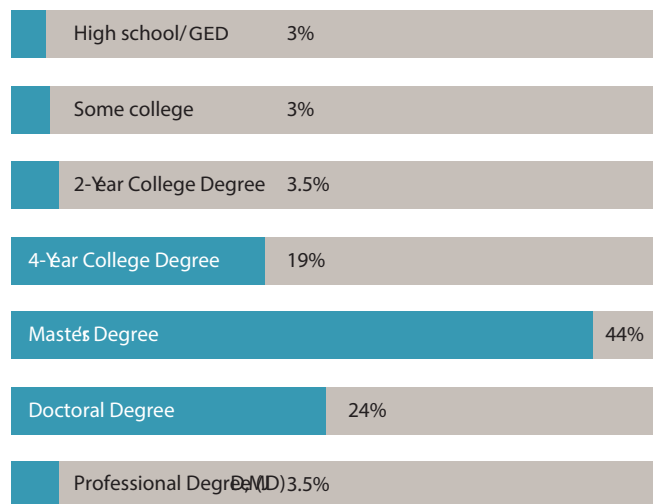


BUY 25 BOOKS A YEAR



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.



World Literature Today

“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



“I am OBSESSED with *World Literature Today*, and if one of your reading resolutions is to read more diverse books, this magazine definitely needs to be your first stop. The absolute best international literature and culture magazine out there (IMO), *WLT* publishes interviews, essays, poetry, fiction, and book reviews, and is a great way to get a sense of what is going on in literature all over the world, in a multitude of global languages.”

— E. CE MILLER, *BUSTLE*



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

— KIM STAFFORD

“The joy in reading a publication like *WLT* is the introduction to a globally wide range of authors and works. . . . I cannot imagine ever having been able to travel so far in so few pages in my life.

— DENISE HILL, *NEWPAGES*



“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



“*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



“*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

A FEW OF OUR RECENT AUTHORS

Anna Badkhen
Carmen Boulosa
Sergio Chejfec
Edwidge Danticat
Najwan Darwish
Natalie Diaz
Boubacar Boris Diop
Carolyn Forché
Aminatta Forna
Anna Frajlich
Leila Guerriero
Eduardo Halfon
Joy Harjo
Major Jackson
Ismail Kadare
Ilya Kaminsky
Fowzia Karimi

Kapka Kassabova
Mieko Kawakami
Michelle de Kretser
R. O. Kwon
Andrew Lam
Ada Limón
Alexandra Lytton Regalado
Adnan Mahmutović
Khaled Mattawa
Philip Metres
Sahar Mustafah
Azar Nafisi
Ibrahim Nasrallah
Cleyvis Natera
Siphiwe Ndlovu
Viet Thanh Nguyen
Idra Novey

Naomi Shihab Nye
Chigozie Obioma
Shizue Ogawa
Ben Okri
Yvonne Owuor
Craig Santos Perez
Mikeas Sánchez
Mikhail Shishkin
Ire’ne Lara Silva
Patricia Smith
Tracy K. Smith
Maria Stepanova
Gerald Vizenor
Tatiana Voltskaya
Abdourahman Waberi
Cornel West
Yu Xihua

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PRINT ADVERTISING RATES

RATES

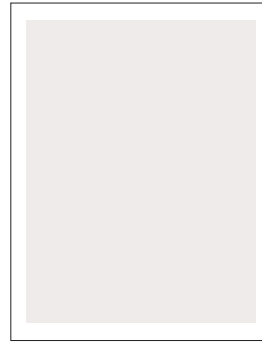
- BACK COVER: \$1250
- COVER (inside front): \$800
- COVER (inside back): \$800
- FULL PAGE (vertical): \$700
- HALF PAGE (inside cover, horizontal): \$500
- HALF PAGE (interior, vertical): \$500

DISCOUNTS

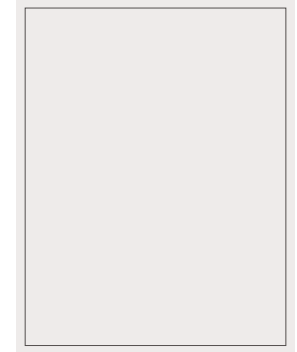
- 5% off – Prepaid ads
- 10% off – Two ads booked at the same time
- 15% off – Three ads booked at the same time
- 15% off – Agency discount
- Nonprofits and independent presses, ask us

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.



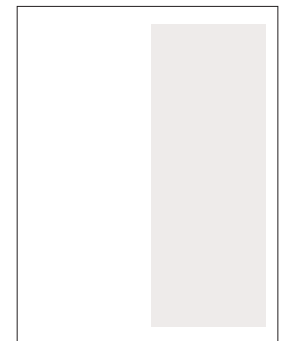
FULL PAGE
COVER (inside front)
COVER (inside back)
7.5" x 9.875"



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"

2024 AD SCHEDULE

ISSUE	RESERVATIONS DUE	MATERIALS DUE	PUBLICATION DATE
JANUARY	Nov 1	Nov 25	Jan 1
MARCH	Jan 1	Jan 25	Mar 1
MAY	Mar 1	Mar 25	May 1
JULY	May 1	May 25	July 1
SEPTEMBER	July 1	July 25	Sept 1
NOVEMBER	Sept 1	Sept 25	Nov 1

WEB ADVERTISING RATES

LARGE LEADERBOARD TAKEOVER DIMENSIONS
1170 x 250 pixels

WEBSITE RATES

BY MONTH

- BOX (300 x 250px): \$650

ONE-DAY SITE TAKEOVER

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

WEBSITE BOX DIMENSIONS
300 x 250 pixels

NEWSLETTER RATE

PER NEWSLETTER

(Newsletters are emailed twice monthly.)

- 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!

NEWSLETTER BOX DIMENSIONS
564 x 375 pixels

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.



World Literature Today



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 2023 *WLT* honored Chinese American writer and illustrator Gene Luen Yang as the eleventh laureate of the renowned NSK Neustadt Prize for Children's and Young Adult Literature, and in fall 2024 Mauritian writer Ananda Devi will be feted as the twenty-eighth laureate of the prestigious Neustadt International Prize for Literature.



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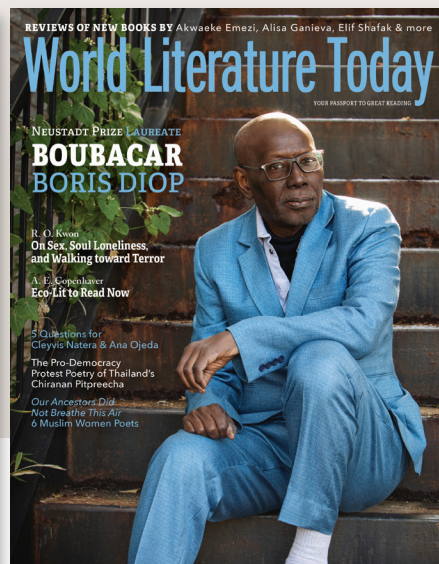
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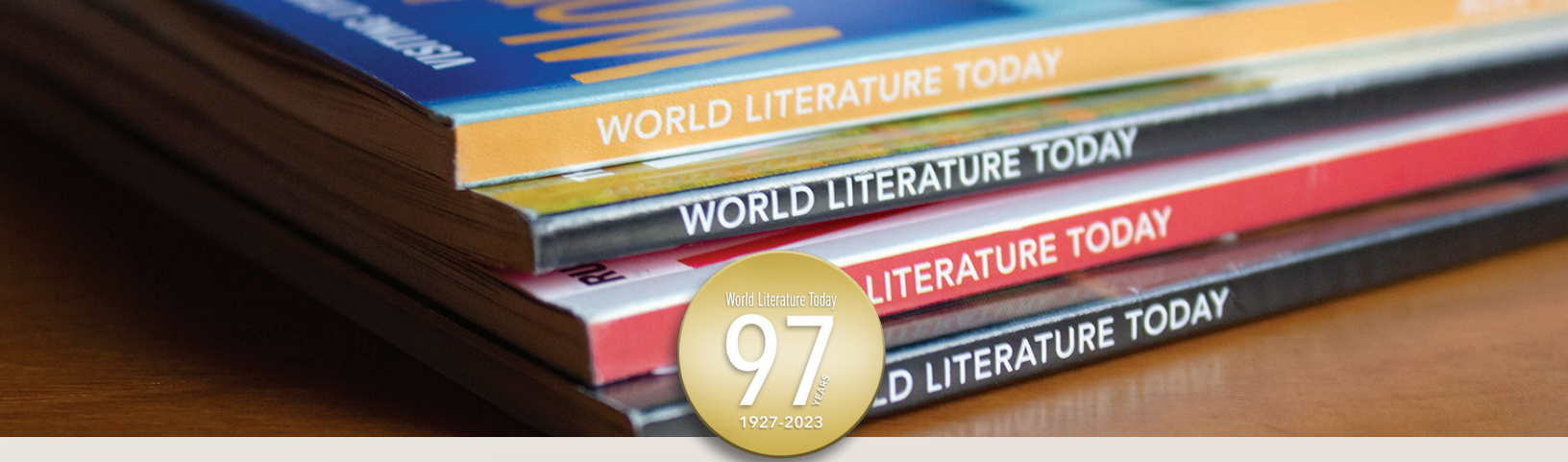
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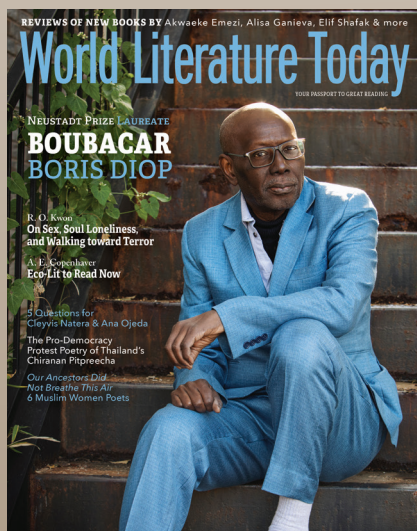
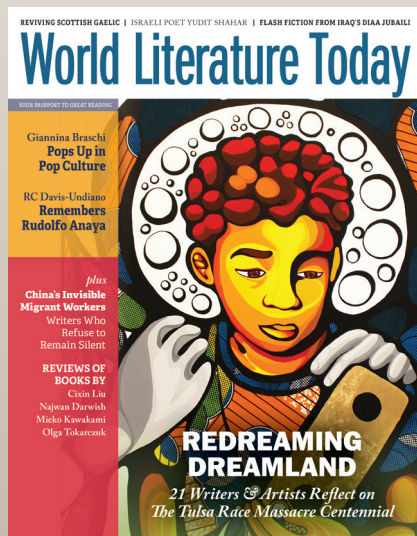
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