

The New Criterion

The New Criterion, appearing ten times a year from September through June, publishes articles on ideas and the arts, reviews of books, art exhibitions, architecture, theater, music, and other events, commentaries on the cultural scene here and abroad, and poetry. Written by the leading critics of our time, *The New Criterion* is the most outspoken and rigorous cultural review to be founded in a generation.

The New Criterion ranked in the top 10 most influential periodicals among American intellectuals according to a survey conducted by Steven Brint in *In an Age of Experts: The Changing Role of Professionals in Politics and Public Life*, Princeton University Press.

Its subscribers are among the most affluent in America: over a third have household incomes of \$100,000 or more. Their discretionary spending includes the purchase of art, antiques, and rare books.

The New Criterion website newcriterion.com has become a popular adjunct to the magazine. A selection of the magazine's contents is posted online each month. The site boasts several new features – audiocasts, videocasts, and a suite of interactive services for print subscribers. Several popular web journals such as artsandlettersdaily.com and poetrydaily.com regularly link to *The New Criterion* website.

Print Rates

<u>Frequency</u>	1x	2x	3x
Two-page spread	\$1,530	\$1,454	\$1,380
Full page	900	855	810
Half-page	565	540	515
Quarter-page	340	325	310
Inside front/back cover	1,080	1,025	975
Back Cover	1,125	1,070	1,015

Sizes

Trim Size: 7 ¼" x 10"

For bleed, please add 1/16" on all four sides to measurements listed below.

No type closer than 5/16 to trim.

Sizes No-Bleed

Inside front cover: 5 5/16" x 8 1/4"

Inside back cover: 5 5/16" x 8 1/4"

Back cover: 7 1/4" x 7"

Two-page spread: 12 3/4" x 8 1/4"

Full page: 5 5/16" x 8 1/4"

Half page: 5 5/16" x 4" no bleed

Quarter-page vertical: 2 1/2" x 4" no bleed

Specifications

Ads with halftones are usually placed on specially coated pages, and are printed at a 200-line screen.

All ads should be submitted in digital copy in PDF, PICT, JPG format.

Deadlines

Space reservations should be made by the first Friday of the month prior to cover date.

Copy is due the following Wednesday.

Publishing Information

Founded: 1982

Circulation: 6,000

Subscriptions: \$48/year; \$88/two years

Single issue: \$7.75

Frequency: 10 times a year, September through June.