n+1

Advertising Opportunities

2024
n+1 is a print and digital magazine of literature, culture, and politics published three times a year. The magazine also has an online-only complement that publishes year-round.

Our readers hail from 54 countries and all 50 US states. They are intellectually curious, culturally savvy, and widely read, with an appreciation for the arts. Many are college-educated creative professionals who live in major urban centers, and they look to n+1 for inspiration, purpose, and community.

n+1 is stocked by major retailers, including Barnes & Noble, and by independent bookstores across North America and Europe.
### n+1 magazine

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Print Circulation</td>
<td>12,000</td>
</tr>
<tr>
<td>Digital-only Subscriptions</td>
<td>4,000</td>
</tr>
<tr>
<td>Pass-Along Rate</td>
<td>2</td>
</tr>
<tr>
<td>Total Readership</td>
<td>28,000</td>
</tr>
</tbody>
</table>

### n+1 online

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Pageviews</td>
<td>2.5 million</td>
</tr>
<tr>
<td>Annual Unique Visitors</td>
<td>1.1 million</td>
</tr>
</tbody>
</table>

### Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>103,000</td>
</tr>
<tr>
<td>Instagram</td>
<td>20,000</td>
</tr>
<tr>
<td>Facebook</td>
<td>80,000</td>
</tr>
<tr>
<td>Newsletter</td>
<td>42,000</td>
</tr>
</tbody>
</table>
Print Advertising

Print issues of n+1 are published three times a year, typically in fall, winter, and spring. Each issue runs from 180 to 220 pages. Interior ads are printed in black and white. Back cover and inside cover ads are full color.
Print Advertising Options

Interior, black-and-white

- QUARTER PAGE: 2.5” wide × 3.875” tall
  - $400 (1×)
  - $375 (2×)
  - $350 (3×)
  - $300 (4×)

- HALF PAGE: 2.5” wide × 7.75” tall
  - $600 (1×)
  - $575 (2×)
  - $550 (3×)
  - $500 (4×)

- FULL PAGE: 5.25” wide × 7.75” tall
  - $950 (1×)
  - $850 (2×)
  - $780 (3×)
  - $700 (4×)

- FULL SPREAD (B&W): 10.5” wide × 9” tall
  - $1750 (1×)
  - $1600 (2×)
  - $1450 (3×)
  - $1300 (4×)

Cover, color

- BACK COVER: 6” wide × 9” tall
  - $2500 (1×)
  - $2275 (2×)
  - $2070 (3×)
  - $1900 (4×)

- INSIDE COVER: 5.25” wide × 9” tall
  - $1800 (1×)
  - $1650 (2×)
  - $1500 (3×)
  - $1375 (4×)

The following formats are requested: TIFF, PDF, EPS (preferred) or Photoshop/Illustrator/InDesign. 300 dpi minimum.
Digital Advertising

\(n+1\)'s website draws an international audience of 90,000 unique visitors a month, and our email newsletter is delivered weekly to more than 40,000 readers.

Digital ads can be purchased year-round, up to six months in advance, and will appear on non-paywalled articles across the site.
Digital Advertising Options

**SITE-WIDE SIDEBAR & BANNER**
- Sole ad running: $600 (2 weeks), $1000 (1 month)
- Rotating with one other ad: $500 (2 weeks), $800 (1 month)

**ARTICLE BANNER**
- Sole ad running: $400 (2 weeks), $600 (1 month)

**NEWSLETTER**
- Sole ad running: $750 (2 email insertions over 2 weeks), $1350 (4 email insertions over 6 weeks)

**DIGITAL BUNDLE**
- Includes all formats, sole advertiser in rotation: $1400 (2 weeks with 2 email insertions), $2700 (6 weeks with 4 email insertions)

The following formats are requested: TIFF, PDF, EPS (preferred) or Photoshop/ Illustrator/ InDesign. 300 dpi minimum.
Print + Digital Bundles

Get a discount on any digital ad with the purchase of any print advertisement:

<table>
<thead>
<tr>
<th>Buy a...</th>
<th>Get....</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page interior (b&amp;w)</td>
<td>15% off any digital ad purchase</td>
</tr>
<tr>
<td>Full Page interior (b&amp;w)</td>
<td>30% off any digital ad purchase</td>
</tr>
<tr>
<td>Inside Cover (color)</td>
<td>40% off any digital ad purchase</td>
</tr>
<tr>
<td>Back Cover (color)</td>
<td>50% off any digital ad purchase</td>
</tr>
<tr>
<td>Full spread interior (b&amp;w)</td>
<td>50% off any digital ad purchase</td>
</tr>
</tbody>
</table>

... or a discount on print ads with the purchase of any digital advertisement:

Spend $500 or more on digital advertising, get 30% off one quarter page ad.

Spend $600 or more on digital advertising, get 30% off one full page ad.
Contact

For any inquiries or to purchase ads, please email us at ads@nplusonemag.com.