2017

*The**Atlantic***

Media Kit

The Atlantic

No one ever changed history by accepting the status quo.

Which is why, for 160 years, we've been questioning it. We constantly challenge ourselves, and our readers, to rethink just about everything, from business and politics to art and culture.

At The Atlantic, we don't just answer questions. **We question answers.**

The result? Big, provocative ideas that get people talking about the issues that matter most.

For 160 years, our stories have sparked conversation and inspired change.

1897

After reading John Muir's "The American Forests," first published in The Atlantic in 1897, President Theodore Roosevelt, known as "the conservation president," establishes the National Park System in the United States.

1945

The Atlantic publishes Vannevar Bush's "As We May Think," later credited with predicting the rise of the Internet.

1963

Martin Luther King's "Letter From Birmingham Jail" is republished nationally in The Atlantic, helping grow the civil-rights movement and ushering in a new way of thinking.

1990

More than a decade before the tragic events of 9/11, the historian Bernard Lewis writes, in "The Roots of Muslim Rage," about a "surge of hatred" emerging from certain regions of the Islamic world. Bill Clinton makes the piece required reading in the White House. Today, the argument continues to be both influential and deeply relevant.

2007

Andrew Sullivan's "Why Obama Matters" is credited, by The New York Times and others, with influencing the fate of the 2008 elections.

2014

Ta-Nehisi Coates sends shockwaves across America with "The Case for Reparations," not only earning the George Polk Award but also appearing on nearly every major cable outlet. The issue sold out on newsstands, and—most important—the article changed the character of the national conversation on race.

2015

Graeme Woods' blockbuster piece "What Isis Really Wants" was the most engaged article online in 2015, according to Poynter.

The *Atlantic*

We engage our audience across all platforms.

DIGITAL

- 32MM global unique visitors
- 38% Desktop / 62% Mobile

- Median age: 41
- Median HHI: $86,676
- M/F: 51% / 49%

PRINT

- Readership: 1.8MM
- 509K circulation

- Median age: 51.4
- Median HHI: $96,300
- M/F: 52% / 48%

EVENTS

- 18K thought-leaders attend AtlanticLIVE events annually
  (Publisher's Data)

The *Atlantic*

Re:think

IDEA MARKETING

Our marketing team is re-envisioning the relationship between brand, publisher, and audience.

The Atlantic

Re:think is The Atlantic's custom content studio.

It is also our philosophy for creating content—mirroring the idea of Question Answers. With every program, we work tirelessly to tell a story on a topic or industry that may have already been covered elsewhere, but with our unique POV, we tell it in a way that has never been told. Our capabilities include:

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Original Reporting

___

Article Development

___

Multimedia Experiences

___

Film Production

___

Analytics

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Our editorial content has been cherished for nearly 160 years.

Our branded content is consistently receiving industry recognition as well.

Most Pioneering Publisher

(Sharethrough's 2016 Native Creative Awards)

Best In-House Content Studio

(2016 Digiday Content Marketing Awards)

Best Use of Native Advertising

(2016 Digiday Content Marketing Awards)

Magazine of the Year

(2016 National Magazine Awards)

A-List
(2016 Ad Age Magazine)

Publisher of the Year
(2016 Digiday Publishing Awards)

2016 Marketing Team of the Year
(Folio)

The Atlantic
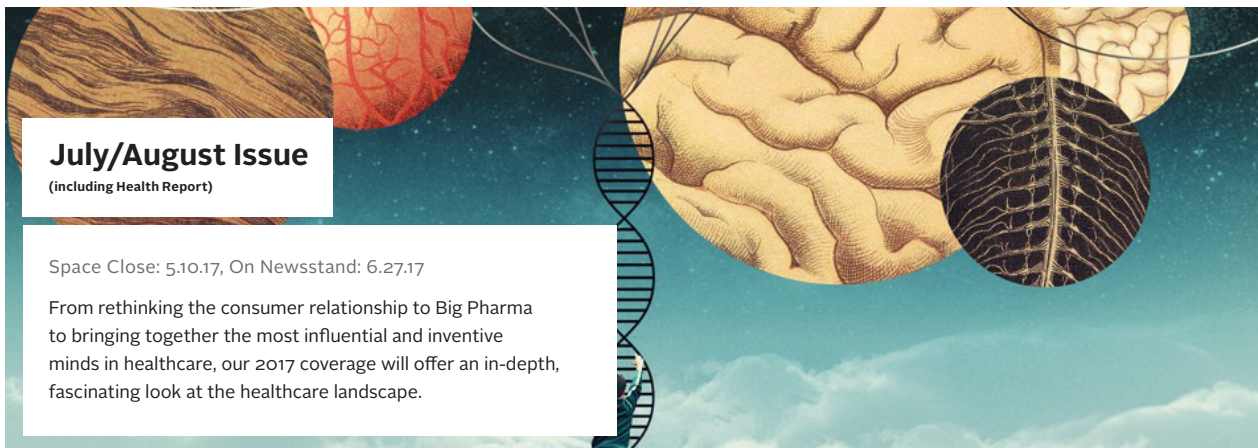
2017 editorial calendar and special opportunities.

May Money Issue

Space Close: 3.8.17, On Newsstand: 4.25.17

What's at the heart of our relationship with money? It's no small question. From examining impulse-buying to understanding the dynamics of long-term thinking in an always-on world, our editors will unearth the changing landscape of how we relate to money today.

July/August Issue
(including Health Report)
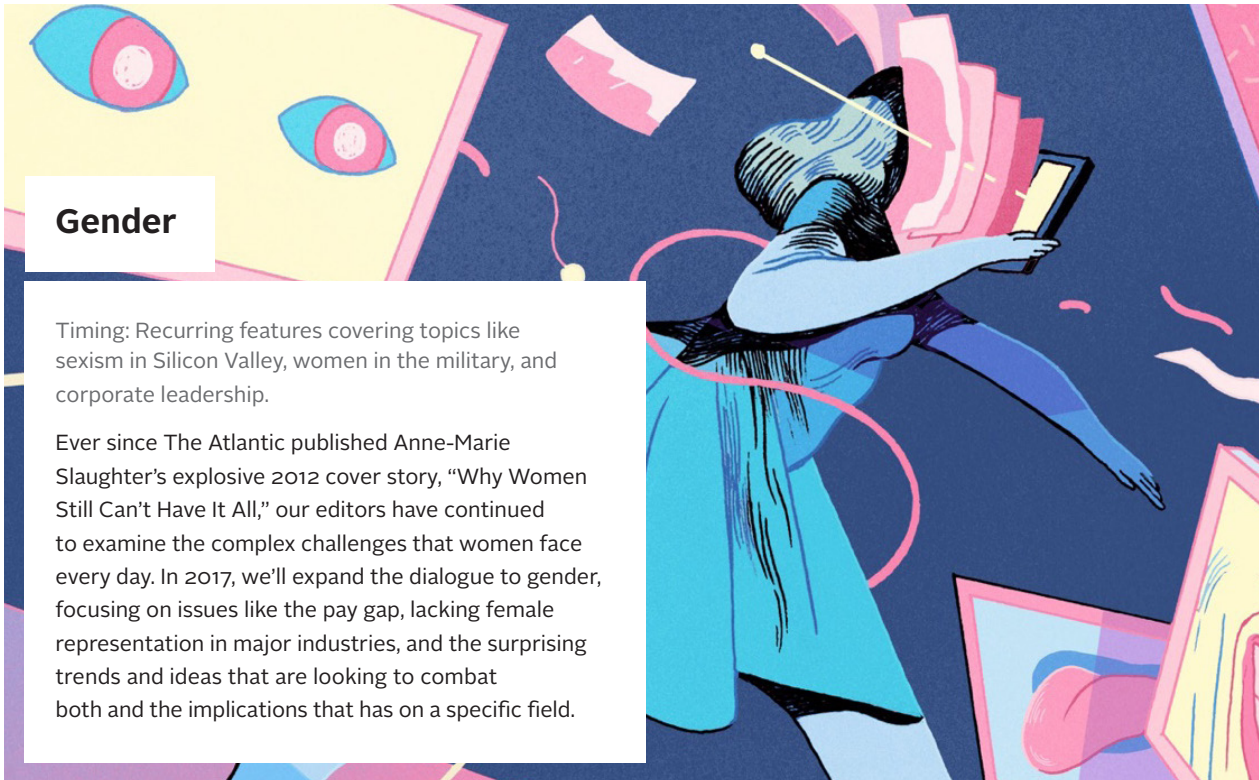
Space Close: 5.10.17, On Newsstand: 6.27.17

From rethinking the consumer relationship to Big Pharma to bringing together the most influential and inventive minds in healthcare, our 2017 coverage will offer an in-depth, fascinating look at the healthcare landscape.

November Technology Issue

Space Close: 8.30.17, On Newsstand: 10.17.17

For The Atlantic, technology isn't just the latest gadget release. Rather, it's about the impact innovation has on the world around us and the possibilities it creates. That's the world our editors explore with our technology coverage.

Gender

Timing: Recurring features covering topics like sexism in Silicon Valley, women in the military, and corporate leadership.

Ever since The Atlantic published Anne-Marie Slaughter's explosive 2012 cover story, "Why Women Still Can't Have It All," our editors have continued to examine the complex challenges that women face every day. In 2017, we'll expand the dialogue to gender, focusing on issues like the pay gap, lacking female representation in major industries, and the surprising trends and ideas that are looking to combat both and the implications that has on a specific field.

The Refugee Crisis

Timing: TBD

The biggest humanitarian crisis that the world has ever seen is growing more precarious each day. The Atlantic's editors will put a stake in the ground to advocate for refugee issues, reminiscent of our founding commitment to end slavery.

Disenfranchisement Of America

Timing: TBD

It's a theme that has been building for decades, but has become readily apparent in recent years: our country is no longer unified under the American ideal. Spanning print, digital, video and events, we'll look at the the causes, effects and solutions for a splintering United States.

Atlantic Centerpieces

Timing: Multi-issue

As a recurring, back-of-the-book feature, Atlantic Centerpieces will go beyond the issues of politics, business and technology, and into the world of true crime, mystery and adventure.

Features include:

The Poison Flower: How (and why) the Kremlin murdered a far-away oligarch, leaving little trace of foul-play.

Recovering the Wreck of the San Jose: The Spanish galleon, lost off the coast of Colombia 300 years ago, is the Fort Knox of wrecks with an estimated net worth of $10 billion. This is the story of its discovery and recovery, and the fight over who gets the loot.
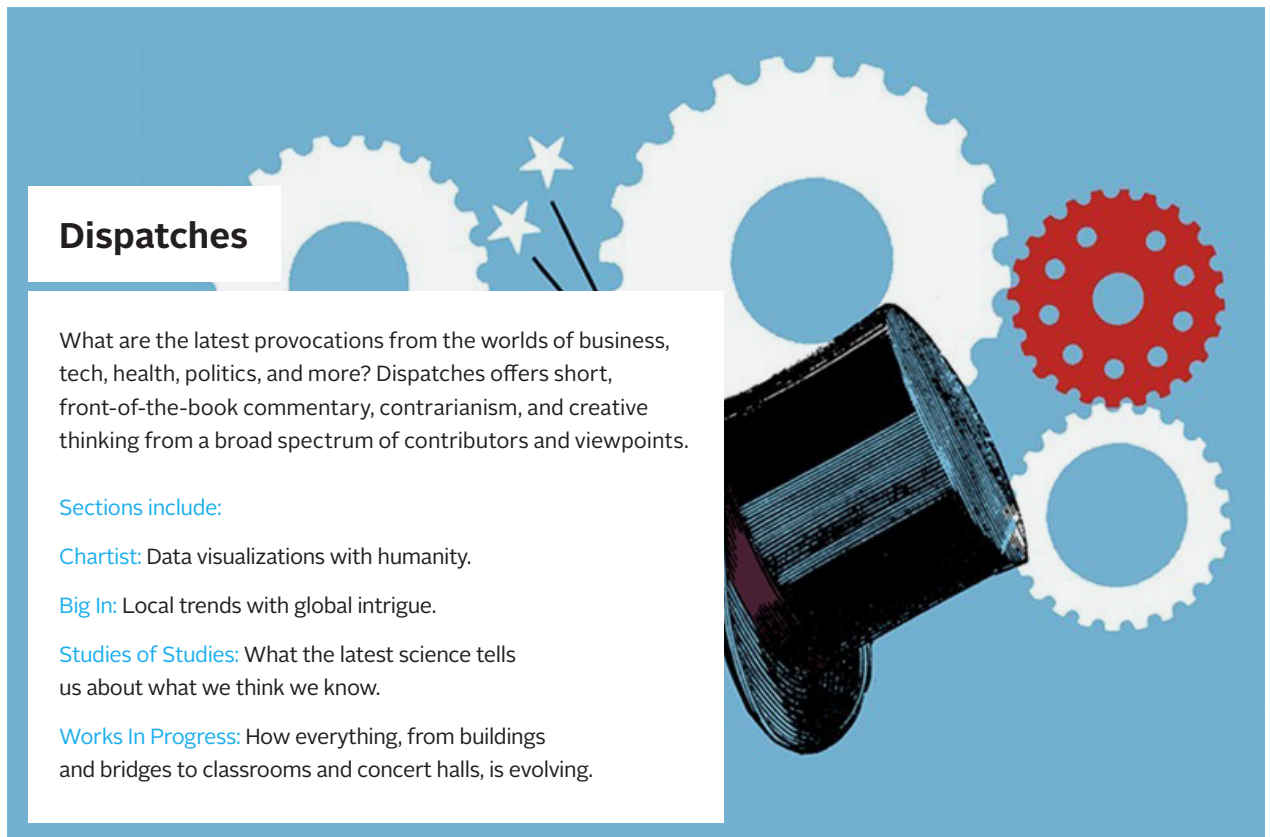
Jumping from the Stratosphere: How an aging Google employee—quietly and with little external support—broke the record for the highest parachute jump ever. A story of obsession, innovation, and near-death.

The Conversation

A monthly recap of the responses and reverberations from across the globe pertaining to today's most provocative topics.

Dispatches

What are the latest provocations from the worlds of business, tech, health, politics, and more? Dispatches offers short, front-of-the-book commentary, contrarianism, and creative thinking from a broad spectrum of contributors and viewpoints.

Sections include:

Chartist: Data visualizations with humanity.

Big In: Local trends with global intrigue.

Studies of Studies: What the latest science tells us about what we think we know.

Works In Progress: How everything, from buildings and bridges to classrooms and concert halls, is evolving.

Culture File

What's the latest in books, art, entertainment, and more? In "Culture File," The Atlantic's writers and contributors offer reviews, criticism, and big ideas, in signature Atlantic style: with intelligence, insight, and a healthy dose of irreverence.

The Big Question

It's one of our most enduring, and loved, features: each issue, we ask important people the questions our editors are most captivated by. What's the greatest advertising campaign of all time? What was the worst business decision ever made? What party would you most like to have attended? Always fascinating, and often profound, The Big Question brings many voices onto a single page, situated right before the back cover of every magazine.

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2017 print schedule and specs.

Issue	Space close	Print ad materials due	Mobile/tablet ads due*	Newsstand on-sale
January/February	11.2.2016	11.8.2016	11.29.2016	12.20.2016
March	12.28.2016	1.3.2017	1.24.2017	2.14.2017
April	2.1.2017	2.7.2017	2.28.2017	3.21.2017
May	3.8.2017	3.14.2017	4.4.2017	4.25.2017
June	4.5.2017	4.11.2017	5.2.2017	5.23.2017
July/August	5.10.2017	5.16.2017	6.6.2017	6.27.2017
September	6.28.2017	7.5.2017	7.25.2017	8.15.2017
October	8.2.2017	8.8.2017	8.29.2017	9.19.2017
November	8.30.2017	9.5.2017	9.26.2017	10.17.2017
December	10.4.2017	10.10.2017	10.31.2017	11.21.2017
January/February '18	11.1.2017	11.7.2017	11.28.2017	12.19.2017

No cancellations will be accepted after space close.
Materials received after close will be inspected if time allows but may run as sent.
*Tablet/mobile ads for iPad/iPhone cannot be picked up and must be resubmitted each issue.

Print Ad Sizes	Non-Bleed	Bleed	Trim	Live Area
Spread	14.875" x 10"	16" x 10.75"	15.75" x 10.5"	15.75" x 10"
Full page	7" x 10"	8.125" x 10.75"	7.875" x 10.5"	7.375" x 10"
2/3 vertical	4.625" x 9.5"	5.25" x 10.75"	5" x 10.5"	4.5" x 10"
1/3 vertical	2.25" x 9.5"	2.875" x 10.75"	2.625" x 10.5"	2.125" x 10"
1/3 square	4.625" x 4.625"			
1/2 page horizontal	6.75" x 4.625"	8.125" x 5.25"	7.875" x 5.125" **	.25" from trim
1/2 spread horizontal	14.625" x 4.625"	16" x 5.25"	15.75" x 5.125" **	.25" from trim
1/2 page digest	call for size		** no top bleed for 1/2 page ads	
1/6 page vertical	2.25" x 4.625"			
1/6 page horizontal	call for size			
1/12	2.25" x 2.25"			
1 inch	2.25" x 1"			

*Live area, safety, and trim for bleed ads

Trim size: 7.875" x 10.5"
Keep live matter .25" from trim, .375"
from bleed edge. Gutter safety .25"

For spread bleed ads, supply separate
proof ruled with trim marks to show
position on page.

File format

File: PDF x1a preferred. All graphics
minimum 300dpi. Total combined density
should not exceed 280%.

Color: 4-Color Process;
Matched: GAA/SWOP.
5th cylinder available upon approval;
premium charge applies. Incorrect spot
or RGB color can be converted to CMYK
at advertiser risk by written request.

Materials/proofs

Submit all files online:
theatlantic.sendmyad.com

Files are not accepted via e-mail. If more
than one file is uploaded, The Atlantic will
run the most recent and delete duplicates.

Proofs: Ads submitted without a SWOP-
standard proof waive the right to question
color/reproduction. (In the absence of
SWOP we run on press to a digital version
of the supplied file. A majority of our
advertisers are now choosing this option.)

Send one SWOP proof to:

Jennifer Adams
Atlantic Production
600 New Hampshire Ave NW
Washington, DC 20037
202.266.7077

Materials specifications and
schedule available online at
advertising.theatlantic.com/specs

General information

Frequency: Published 10 times a year,
with double issues in January/February
and July/August, by:

The Atlantic Monthly Group
600 New Hampshire Avenue NW
Washington, DC 20037
202.266.6000

Printing process: Offset Full Run,
133 line screen
Binding: Perfect Bound
Layouts: 2 and 3 columns

Contacts

Media Kit: rethink.theatlantic.com

Advertising information and rates:
atlantic_advertising@theatlantic.com
646.539.6700

**Print production and materials
information:**
atlantic_production@theatlantic.com

**For split distributions, inserts,
and manufacturing:**
John Kefferstan, Production Director
202.266.7076

**For print materials questions/extensions,
ad portal help, and delivery or preflight
questions:**
Jennifer Adams,
Associate Production Director
202.266.7077

**Tablet/mobile materials questions
and to opt-in/out of tablet/mobile
editions:**
Bridget LaPoint, Sales Planner
646.539.6779
blapoint@theatlantic.com

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Digital ad specs:
Leaderboard

Dimensions	720x90		
Accepted File/Creative Types	Gif/JPEG	Flash versions 10+	HTML 5 (preferred)
Max File Size	40K	100K (Image + Flash)	100K
Flash Action Script Version	n/a	AS3	n/a
Border Requirements	1 pixel border		
Audio Initiation	n/a	user click, on-load audio must be on mute	
Animation Initiation	1 pixel border	user click, or autoplay on mute	
Animation Length	n/a	:30sec	
(Flash Only) Frame Rate	n/a	30 FPS	n/a
(Flash Only) Looping	n/a	3 loops max, :10sec each	n/a
(Flash Only) clickTag Implementation for SWF files	n/a	on (release) {getURL(_root. clickTag, "_blank");}"	n/a
Third Party Tag Type	image file + 1x1 with Click Tracker	Javascript / iFrame and Internal Redirects	
Lead Time	5 Business Days		

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Digital ad specs:
Box

Dimensions	300x250		
Accepted File/Creative Types	Gif/JPEG	Flash versions 10+	HTML 5 (preferred)
Max File Size	40K	100K (Image + Flash)	100K
Flash Action Script Version	n/a	AS3	n/a
Border Requirements	1 pixel border		
Audio Initiation	n/a	user click, on-load audio must be on mute	
Animation Initiation	1 pixel border	user click, or autoplay on mute	
Animation Length	n/a	:30sec	
(Flash Only) Frame Rate	n/a	30 FPS	n/a
(Flash Only) Looping	n/a	3 loops max, :10sec each	n/a
(Flash Only) clickTag Implementation for SWF files	n/a	on (release) {getURL(_root. clickTag, "_blank");}"	n/a
Third Party Tag Type	image file + 1x1 with Click Tracker	Javascript / iFrame and Internal Redirects	
Lead Time	5 Business Days		

Digital ad specs:
Half Page

Dimensions	300x600		
Accepted File/Creative Types	Gif/JPEG	Flash versions 10+	HTML 5 (preferred)
Max File Size	40K	100K (Image + Flash)	100K
Flash Action Script Version	n/a	AS3	n/a
Border Requirements	1 pixel border		
Audio Initiation	n/a	user click, on-load audio must be on mute	
Animation Initiation	1 pixel border	user click, or autoplay on mute	
Animation Length	n/a	:30sec	
(Flash Only) Frame Rate	n/a	30 FPS	n/a
(Flash Only) Looping	n/a	3 loops max, :10sec each	n/a
(Flash Only) clickTag Imple-mentation for SWF files	n/a	on (release) {getURL(_root. clickTag, "_blank");}"	n/a
Third Party Tag Type	image file + 1x1 with Click Tracker	Javascript / iFrame and Internal Redirects	
Lead Time	5 Business Days		

The Atlantic

Digital ad specs:
Desktop Interstitial

Dimensions	300x600		
Accepted File/Creative Types	Gif/JPEG	Flash versions 10+	HTML 5 (preferred)
Max File Size	50K	100K (Image + Flash)	100K
Flash Action Script Version	n/a	AS3	n/a
Border Requirements	1 pixel border		
Audio Initiation	n/a	user click, on-load audio must be on mute	
Animation Initiation	1 pixel border	user click, or autoplay on mute	
Animation Length	n/a	:30sec	
(Flash Only) Frame Rate	n/a	30 FPS	n/a
(Flash Only) Looping	n/a	3 loops max, :10sec each	n/a
(Flash Only) clickTag Implementation for SWF files	n/a	on (release) {getURL(_root. clickTag, "_blank");}"	n/a
Third Party Tag Type	image file + 1x1 with Click Tracker	Javascript / iFrame and Internal Redirects	
Lead Time	5 Business Days		

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Digital ad specs:
Video Pre-roll

Dimensions	1280x720	
Accepted File/Creative Types	MP4 + 1x1	VAST
Max File Size	pre roll	
Flash Action Script Version	pre roll	
Border Requirements	pre roll	
Audio Initiation	pre roll	
Animation Initiation	pre roll	
Animation Length	pre roll	
(Flash Only) Frame Rate	pre roll	
(Flash Only) Looping	pre roll	
(Flash Only) clickTag Implementation for SWF files	pre roll	
Third Party Tag Type	.mp4 Video File + 1x1 with Click Tracker	VAST 1.0 or 2.0
Lead Time	5 Business Days	

The *Atlantic*

Let's talk.

Hayley Romer, SVP and Publisher
HRomer@TheAtlantic.com

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Bill Mulvihill, VP, Advertising Partnerships
BMulvihill@TheAtlantic.com

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Michael Monroe, VP, Marketing, Atlantic Re:think
MMonroe@TheAtlantic.com

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