

**2021 Media Kit**

 **BROOKLYN RAIL**

**Critical Perspectives on Art, Politics, and Culture**

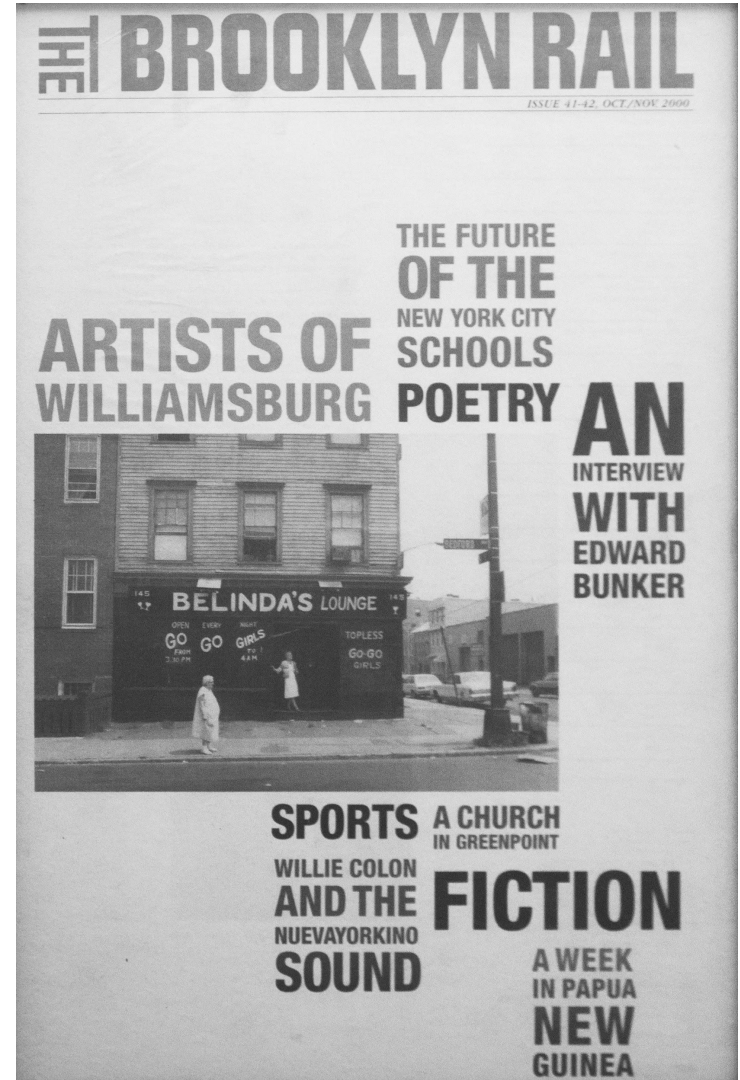
**Last updated Dec 11, 2020**

## Overview

For over 20 years, the *Brooklyn Rail* has provided an independent forum for arts, culture, and politics throughout New York City and far beyond.

**“The Brooklyn Rail forges communities across cultural disciplines, boroughs, and ideologies. A brilliantly conceived and beautifully executed newspaper, The Rail is making an absolutely crucial contribution to the intellectual life of the city and even the nation.”**

**Richard Serra, Artist**



## Reach and Demographics

***The Rail*** is for those who read and think critically about art, culture, and our society including students, influential artists, writers, professors, curators, collectors and leaders in the arts. **The Rail** publishes 10 issues per year and is distributed free of charge. In 2020, the Rail reached over 1.5 million readers all over the world.

**Print**  
200k readers annually

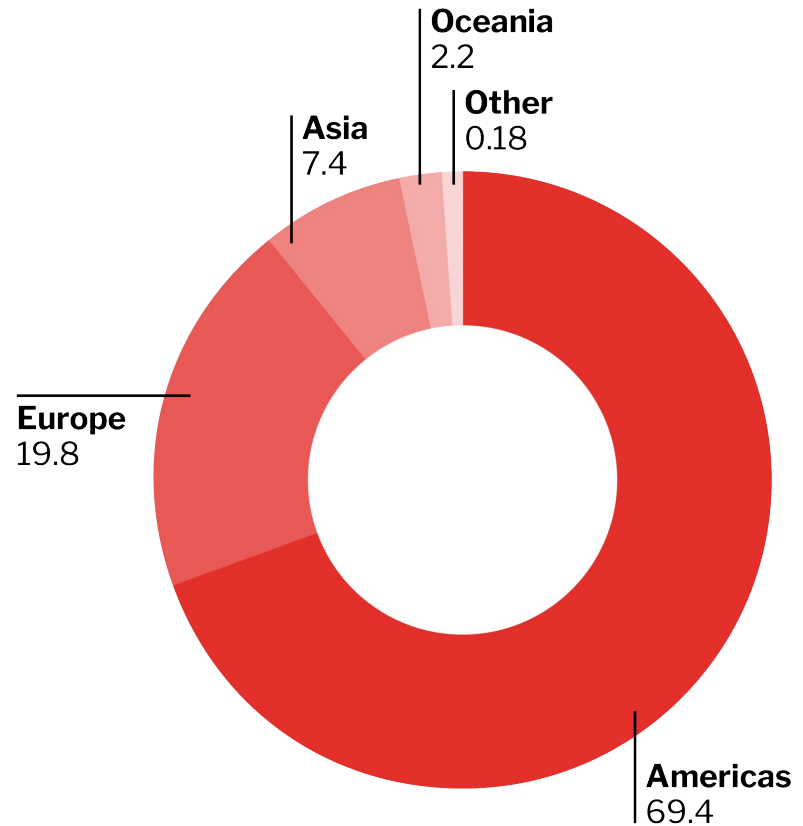
**Online**  
170k readers monthly

**Instagram**  
+52k followers

**Facebook**  
30k followers

**Twitter**  
14.5k followers

**Readership**  
56.8% Female  
46.2% Male



## Local Distribution

**20,000 copies of every issue are distributed to museums, galleries, universities, bookstores, cafes, and other cultural venues throughout Manhattan, Brooklyn, the Bronx, and Queens.**

**Interested  
in becoming a  
distributor?**

**Fill out  
this form!**

### Manhattan

192 Books  
508 West 26th Street  
547 West 27th Street  
Academy Records & CDs  
Angelika Film Center  
Anthology Film Archives  
Blick Art Materials (Bond St)  
Book Culture  
Columbia University, Dodge Hall  
David Zwirner Books  
Pop-Up  
Dia Art Foundation  
Doosan Gallery\*  
Film Forum  
Film Society of Lincoln Center  
First Street Gallery  
Fountain Gallery  
Gagosian Shop  
Guerra Paint & Pigment Corp.\*  
Hauser & Wirth  
Hunter College (695 Park Ave)  
HUNTER COLLEGE Art Galleries  
HUNTER College MFA Gallery  
McNally Jackson Books (Prince St)  
Mercer Books  
New York School of the Arts  
New York Studio School  
NY Public Library, Mulberry Street  
Parsons  
Pen & Brush  
Petzel Gallery  
Pierogi  
Printed Matter  
Pratt School of Information  
Ricco/Maresca Gallery  
Soho Art Materials\*

Sotheby's Institute of Art  
St. Mark's Church  
Strand Bookstore  
SVA (East 21st St)  
SVA (West 21st St)  
The Clemente  
The Drawing Center  
The Kitchen  
The New School  
The Whitney Museum Shop  
Word Up Community Bookstore  
Yares Art Gallery

### Brooklyn

Artist & Craftsman Supply  
Park Slope  
Artist & Craftsman Supply  
WB  
Bake Shop (995 Flushing Ave)  
Brooklyn Public Library  
Main  
Branch  
Community Bookstore\*  
Dandelion Wine  
Eastern District  
Greenlight Bookstore:  
Prospect  
Lefferts  
Head Hi\*  
Industry City Food Hall  
ISCP  
Kingsborough Art Museum  
&  
College, Art & Science  
Building  
Little Cupcake Bake Shop  
Microscope Gallery

Minus Space  
Miriam Galley\*  
Pioneer Works  
PRATT MFA Studios Pfizer  
Building  
Quimby's Bookstore  
Recess  
Record Grouch  
Residency Unlimited  
Sharpe-Walentas Studios  
Smack Mellon  
Spoonbill Sugartown  
The Market Restaurant  
The Mixtape Shop  
Theodore Art  
Union Docs  
Usagi NY  
Wythe Hotel

### Queens

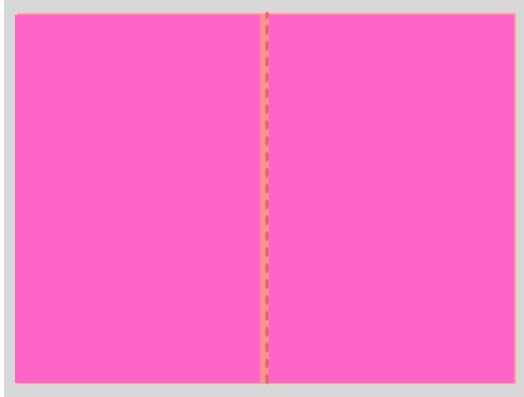
CUNY Queens College  
Knockdown Center  
Milo's Yard  
MoMA P.S. 1  
Topos Bookstore Café

### Bronx

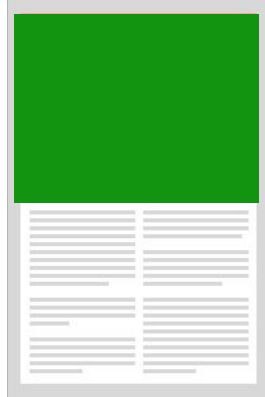
Bronx Art Space  
Bronx River Art Center\*  
dANs Parents House\*  
The Bronx Museum of the Arts\*

\*Indicates new in 2020

# Print Advertising Specs



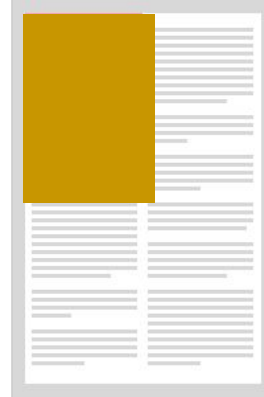
One or Two-Full Pages



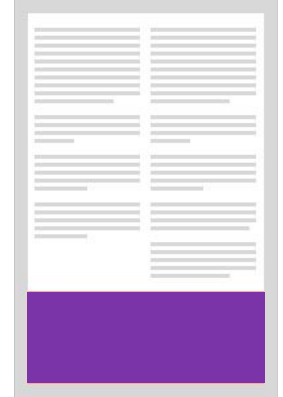
Half-Page Horizontal



Half-Page Vertical



Quarter-Page Horizontal



Quarter-Page Vertical

---

**Spread** W: 21" × H: 13.75"

---

**Full Page Color** W: 10" × H: 13.75"

---

**Half Page Horizontal** W: 10" × H: 6.75"

---

**Half Page Vertical** W: 4.9" × H: 13.75"

---

**Quarter Page Horizontal** W: 10" × H: 3.3"

---

**Quarter Page Vertical** W: 4.9" × H: 6.75"

- Placement placement is first-come, first serve and is not guaranteed.
- We do not offer bleeds.
- Colored ad files must be in CMYK, no spot color.
- Black text and B&W images must be exported as grayscale (0% CMY).
- Improperly sized materials may be altered at the Brooklyn Rail's discretion.
- We accept high-res PDFs (min. 300 dpi)
- Submit as attachments to [catherine@brooklynrail.org](mailto:catherine@brooklynrail.org).
- Please see page 14 for Newsprint Ad Best Practices

## Print Rates and Packages

	1 Issue	3 Issues	5 Issues	7 Issues	10 Issues
<b>Full Page Color</b>	\$1,540	\$1,465	\$1,390	\$1,310	\$1,190
<b>Back Cover</b>	\$2,930	\$2,780	\$2,630	\$2,490	\$2,270
<b>Inside Front Cover</b>	\$2,460	\$2,340	\$2,210	\$2,090	\$1,910
<b>Color 2-page Spread</b>	\$2,310	\$2,190	\$2,080	\$1,960	\$1,790
<b>Inside Back Cover</b>	\$2,000	\$1,900	\$1,800	\$1,700	\$1,550
<b>1/2 Page Color</b>	\$1,050	\$1,000	\$950	\$890	\$810
<b>Full Page B&amp;W</b>	\$940	\$890	\$850	\$800	\$730
<b>1/2 Page B&amp;W</b>	\$740	\$700	\$670	\$630	\$570
<b>1/4 Page B&amp;W</b>	\$610	\$580	\$550	\$520	\$470

- All Ad Packages must be run within a year of reservation.
- Non-profits receive a 10% discount off the final amount.

- Web + Print Ads can be purchased as a package for a 10% discount off final amount (not to be combined with nonprofit discount)

## 2021 Issue Publishing Schedule

<b>Issue</b>	<b>Artwork Deadline</b>	<b>Issue Release Date</b>
February	January 20	February 3
March	February 24	March 10
April	March 24	April 7
May	April 21	May 5
June	May 19	June 2
July/August	June 30	July 14
September	August 18	September 1
October	September 22	October 6
November	October 20	November 3
December/January	November 24	December 8

## Online Home Page Ads

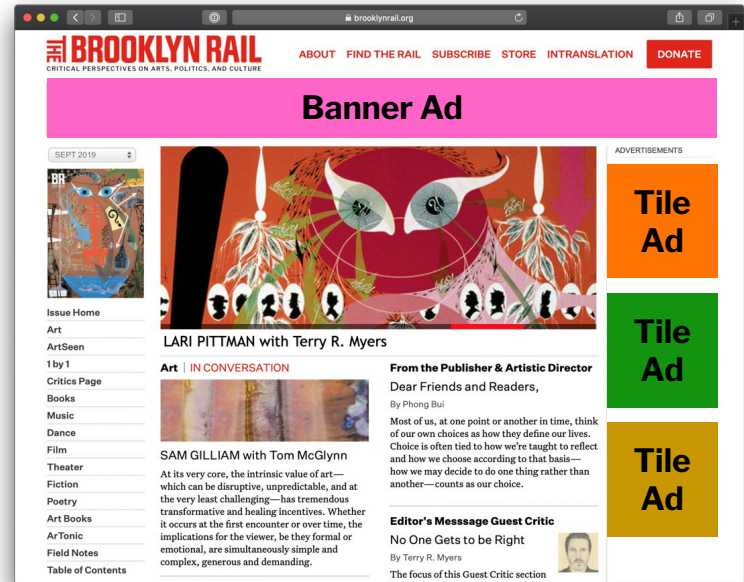
These ads are sitewide, excluding article pages, with an average of 50k impressions/month.

Months	Tile Ad	Banner Ad
1	\$600/mo	\$1100/mo
3	\$580/mo	\$1050/mo
5	\$560/mo	\$1000/mo
7	\$540/mo	\$950/mo
10	\$510/mo	\$900/mo

### Specs

Due 1 week in advance of start date.

- One image, JPEG or PNG at 72dpi
- Tile Ad: W: 250px H: 250px
- Banner Ad: W: 1008px H: 108px
- Accompanying Web URL
- There is an additional \$150 charge for animated (GIF) files





## Online Article Page Ads

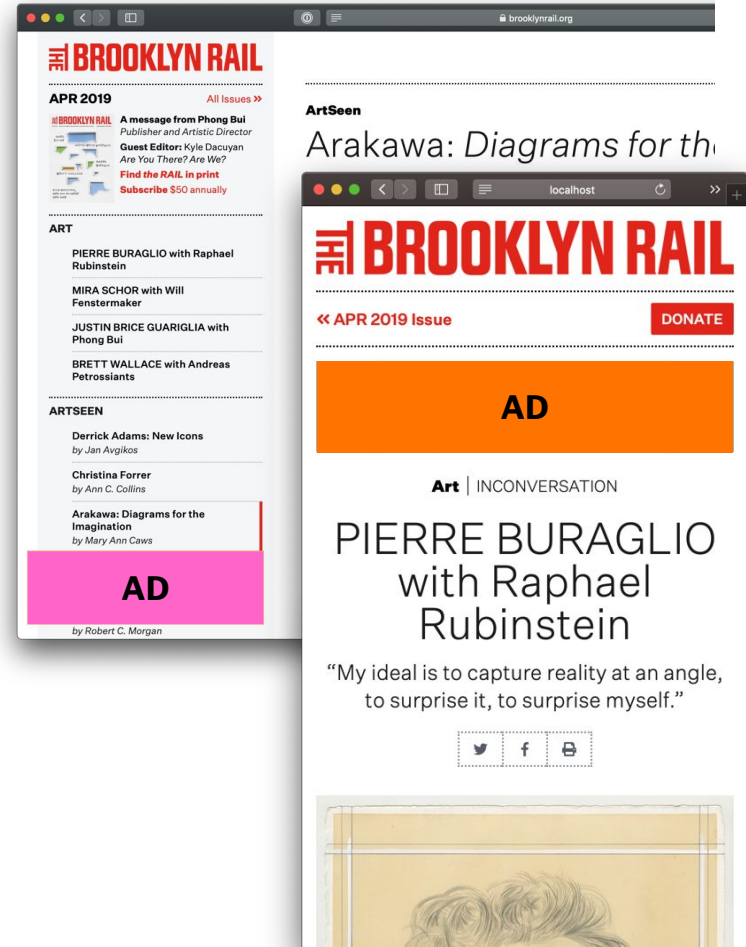
**\$2,500/month**

**Article pages account for 90% of our monthly traffic.**

**Desktop: “Fixed” to the bottom of the screen when scrolling.**

**Mobile: Featured at the top of article pages.**

**30 days across all article pages, including 10k archived articles**



### Specs

Due 1 week in advance of desired start date

- Accompanying Web URL
- W: 640px H: 200px
- Files must be sent as a JPG or PNG at 72dpi.
- There is an additional \$150 charge for animated (GIF) files



## Dedicated Newsletters

**\$1,500/newsletter**

**Content of the newsletter is dedicated to your content.**


**Dedicated newsletters are reserved on a case-by-case basis. The subject and content is approved at the *Rail's* discretion.**

**After the *Rail* receives materials, we will send a draft to you for final approval before sending it to our audience.**


### Specs

Due two weeks in advance

- Desired week for newsletter
- Text (Max 250 words)
- Accompanying web links
- 1-3 Images, jpegs



*Dedicated*



**MA and PhD in Decorative Arts, Design History, Material Culture**

Students at Bard Graduate Center in New York City study the cultural history of the material world from the arts of antiquity to the twenty-first century. Learn more by visiting us on the Upper West Side.





**Address**  
15 and 38 West 86th Street, NYC  
📍 to 81st St. 📍 to 86th St.  
📞 212.633.1800

**Open Hours**  
October 21, 11 am  
November 12, 12:30 pm  
December 3, 6 pm

**For more information and to request a campus tour**  
admissions@bgs.bard.edu  
bgs.bard.edu/admissions

**Keep the Rail Alive and Free, Support Today!**

[Donate](#) [Shop](#) [Subscribe](#)



## Email Newsletter Ads

Our newsletter is sent out an average of 2-3x per week to approximately 10,000 subscribers, with an average open rate of 27%.

Package	1x	3x	5x	7x	10x
Rate	\$550	\$530	\$510	\$490	\$470

### Specs

Due 1 week in advance:

- W: 600px H: 230px
- Desired week for ad
- Web URL
- Files must be sent as a JPEG at 72dpi.
- There is an additional \$150 charge for animated (GIF) files

**THE BROOKLYN RAIL**

---

**AROUND TOWN**  
Don't miss these upcoming events

---



Jonathan Silver in the studio, from the artist's archives

**Jonathan Silver, Drawings and Heads**  
Curated by Marion Smit

**Panel Discussion**  
Tuesday, December 18, 6:30pm  
Moderated by Michael Brenson  
with Phong Bui, Coleen Fitzgibbon, Bruce Gagnier, and Tom Otterness

**Opening Reception**  
Friday, December 7, 6 – 8pm

New York Studio School  
8 W 8th St, New York, NY 10011

[More info here](#)

---

AD



## Event Listings

**Our events pages receive approximately 12k monthly visitors. They are mobile friendly and can host a variety of event listings. Examples include gallery openings, books signings, performances, poetry readings, etc. Event Listings can be reserved on a weekly basis, approved at the discretion of the Brooklyn Rail:**

Package	1	2	4	6	8
Rate	\$550	\$500	\$425	\$350	\$300

### Specs

Due 1 week in advance

- Event Title & Description (120 words max)
- Registration Link (i.e. Eventbrite)
- Bios, headshots, or images
- Start/end date and time

**BROOKLYN RAIL**  
CRITICAL PERSPECTIVES ON ART, POLITICS, AND CULTURE • INDEPENDENT AND FREE

JUNE 2020 Home Events Store Subscribe About [DONATE](#)

### Upcoming Events

**Tuesday, October 6**  
1 p.m. ET / 10 a.m. PT  
[Zoom](#)

THE NEW SOCIAL ENVIRONMENT | #145  
**A Gathering of Tribes**  
with Nikki Johnson, Sheila Maldonado, and Chavisa Woods  
*This talk is supported by Dermot Company*

[Details](#) [Add to Calendar](#)

**Wednesday, October 7**  
1 p.m. ET / 10 a.m. PT  
[Zoom](#)

THE NEW SOCIAL ENVIRONMENT | #146  
**Radical Poetry Reading with Vincent Katz and Anne Waldman**  
Featuring political poetry read by Laurie Anderson, Sherwin Bitsui, Andrei Codrescu, Wayne Koestenbaum, Julie Patton, and Patrick Pethybridge.  
*This talk is sponsored by Dermot Company*

[Details](#) [Add to Calendar](#)

[brooklynrail.org/events](https://brooklynrail.org/events)

## Contracts and Contacts

### Terms

Acceptance of contract rate by customer constitutes contract.

The Brooklyn Rail reserves the right to decline any advertisement.

In the event of an error, the Brooklyn Rail's liability shall not exceed the cost of the space occupied by the error.

While the publication dates are subject to change, we strive to begin distribution of each issue on the first week of the month.

There is a 20% fee for all cancellations submitted after the material deadline.

### Contact

Catherine Olson  
Director of Advertising  
catherine@brooklynrail.org  
(718) 349-8427

The Brooklyn Rail  
253 36th Street, Ste. C304, Unit 20  
Brooklyn, NY 11232

<https://brooklynrail.org/advertise>

## Best Practices for Newsprint Ads

### Choose Images with plenty of contrast

It's hard to get a true deep black in newspaper printing, and details in dark areas can merge together and look "flat" in print. At the other end of the spectrum, pale and subtle tones will lose some definition and can look washed out. ....For best results choose photographs with a good range of midtones and enough contrast between important details to make sure they really stand out.

### Check ink coverage for digital printing

In digital printing, colours with less than 20-30% ink coverage are likely to be very pale, or not visible at all in print. In general, we recommend keeping colours above 30%.

### Consider your layout

Newsprint is thin and your images are likely to show through the paper. Design with this in mind, and be careful with dark photos backing onto pale photos.

### Remember that colors look different in newsprint than they do on a screen

...newspaper presses are working with a limited range of colours, especially compared to a screen. It's important to expect some variation between your file and your newspaper.

From *The Newspaper Club* (April 3, 2017)

**In the dark times in which we live, artists  
struggle to create spaces of resistance.  
The *Brooklyn Rail* is such a space, and more:  
it is a space of hope.**

**Alfredo Jaar, Artist**