

BOSTON REVIEW

SMART, ENGAGED READERS ACROSS THE NATION

Boston Review has done more than its share to help set the standard for public discourse.

VICTOR NAVASKY

INTELLIGENT

95%

HAVE COLLEGE DIPLOMAS

84%

HOLD ADVANCED DEGREES

40%

WORK IN ACADEMIA

AFFLUENT

36%

EARN \$100K+ ANNUALLY

11%

EARN \$200K+ ANNUALLY

CULTURAL

91%

BUY BOOKS MONTHLY

94%

BUY MOVIES MONTHLY

90%

BUY MUSIC MONTHLY

PRINT

CIRCULATION 10,000

90% SUBSCRIBERS

10% NEWSSTAND

40% SAVE BACK ISSUES

ONLINE

120,000 VISITS MONTHLY

90,000 UNIQUE VISITORS

250,000 PAGES VIEWED

30,000 ON SOCIAL MEDIA

In our swamp of media sensationalism and group-speak, *Boston Review* stands out as a bold voice for reason and argument, one of the very, very few places that offer intelligence, integrity, and variety.

MARTHA NUSSBAUM

ACROSS THE NATION

NEW ENGLAND: 28%

NEW YORK METRO: 19%

CALIFORNIA / PACIFIC: 16%

MIDWEST: 12%

SOUTHEAST: 13%

SOUTHWEST: 6%

GENDER SPLIT

57% MALE / 43% FEMALE

ACTIVE AND ENGAGED

15% WORK IN POLITICS

90% FOLLOW POLITICS CLOSELY

43% BUY BOOKS ON CURRENT AFFAIRS

77% SHOP FAIR TRADE

82% BUY GREEN

ACROSS GENERATIONS

14% ARE AGE 23-30

22% ARE AGE 30-40

21% ARE AGE 40-50

27% ARE AGE 50-65

13% ARE AGE 65+

UTNE MAGAZINE AWARD
WINNER, 2010

"Best Writing"

WHAT READERS SAY

I love *BR*'s online access and content, the poems, articles, videos.

I'd read your articles on stone tablets if I had to.

If you believe in intellectualism then you have to follow @BostonReview.

One of my favorites without diminishing.

NATIONAL MAGAZINE AWARD
RUNNER-UP, 2010

**"Reporting in the
Public Interest"**

2012 RATES



BOSTON REVIEW IS THE PLACE TO MAKE AN IMPACT.

Devoured by thought-leaders, dedicated readers, and recommenders coast to coast

Straight from the source: original insights from scholars, practitioners, and journalists from around the globe

IN EVERY BIMONTHLY ISSUE

NEW DEMOCRACY FORUM
BR's signature feature: a lead essay dealing with a key problem of the age—from full employment to regime change—with responses by a dozen renowned experts

FOUNDATIONS
Opinion, dispatches, photography

CONTEXT
In-depth analysis

INVESTIGATIONS
Original reporting

BOOKS AND IDEAS
Thought-provoking essays and reviews

POETRY
New work and criticism

FICTION
Selected by Pulitzer Prize-winning author Junot Díaz

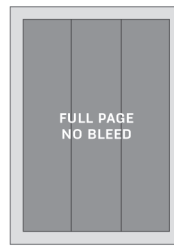
2010 NATIONAL MAGAZINE AWARD FINALIST

2010 WINNER OF THE UTNE INDEPENDENT PRESS AWARD FOR BEST WRITING

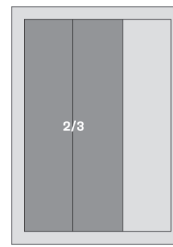
PRINT AD RATES AND SPECIFICATIONS



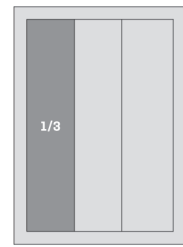
TRIM SIZE
W 7.875" x H 10.875"
• Add .125" for bleed
• Keep live material .25" from trim edge



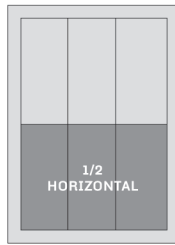
W 6.625" x H 9.625"



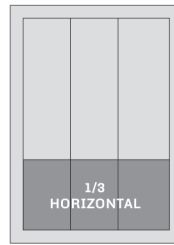
W 4.3125" x H 9.3125"



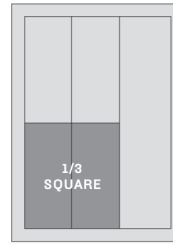
W 2.0625" x H 9.3125"



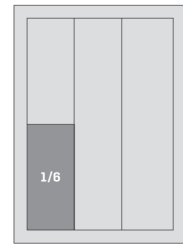
W 6.5" x H 4.625"



W 6.5" x H 3.125"



W 4.315" x H 4.625"



W 2.0625" x H 4.625"

If you have questions, or would like to book an ad, contact:

Jeanne Mansfield
Advertising Manager
jeanne@bostonreview.net
T 617-324-1352

ASK ABOUT OUR SPECIAL AD PACKAGES

- BR Boutique: total audience engagement
- Fair Trade and Green web / print offers
- Small press features in November and May
- MFA and Graduate program placements
- Summer program feature in March

AD TYPE	1 TIME	2-3x (10% off)	4-5x (15% off)	6x+ (25% off)
Back Cover	\$1,800	\$1,620	\$1,530	\$1,350
Inside Cover	\$1,400	\$1,260	\$1,190	\$1,050
Spread	\$2,200	\$1,980	\$1,870	\$1,650
Full-page	\$1,200	\$1,080	\$1,020	\$900
2/3 Vertical	\$1,000	\$900	\$850	\$750
1/2 Horizontal	\$850	\$765	\$723	\$638
1/3 Square	\$650	\$585	\$552	\$488
1/3 Horizontal	\$600	\$540	\$510	\$450
1/3 Vertical	\$600	\$540	\$510	\$450
1/6 Vertical	\$300	\$270	\$255	\$225

TERMS AND CONDITIONS

If advertiser and/or agency defaults (bills past due more than 90 days), collection will be referred for legal action. Advertiser and agency are jointly liable for all fees and sums charged by collection agency and/or attorney's fees, plus court costs incurred by publisher in the event of judicial, probate, or bankruptcy proceedings in the collection of such bills. Absolutely no

cancellations or alterations of ad size accepted after space closing date. Publisher reserves the right to repeat a previous ad or prepare and insert an ad without prior approval of copy or layout by the advertiser if copy/camera-ready materials are not received by published deadlines. Publisher reserves the right to refuse any advertising and shall not be held liable for damages if for any reason he/she fails to publish an ad. Advertisers and agencies

assume all responsibility for content of ads (including illustrations, logos, representations, and text) placed and printed, are liable for any claims arising against the publisher, and agree to hold publisher harmless for any claims or actions based on or arising out of such ads. All ads are positioned at the discretion of the publisher. Ads resembling editorial may be marked "advertisement" by the publisher.

2012 RATES



WEB STATS

250,000 pages viewed monthly
120,000 visits each month
90,000 unique visitors

SCHEDULES

Ads are active for one calendar month—an ad posted January 6 runs until February 6. Art should be delivered one week before posting.

PAYMENT

Invoices will be mailed on publication of ad online. Payment is net 30 days from posting.

GUIDELINES

www.bostonreview.net will host .jpg, .png or .gif images of less than 100 KB. Art should be delivered at size. Animated ads should not repeat animation more than two times.



LEGACY WEB RATES & SPECIFICATIONS

Web rates and specifications valid only for legacy site (pictured below).
New specifications and rates to come upon web relaunch in early 2012.

TYPE	SPECS	1 MONTH	2-3x (10% off)	4-5x (15% off)	6+ (25% off)
Banner Top	500 x 80 px	\$800	\$720	\$680	\$600
Double Tall	140 x 500 px	\$600	\$540	\$510	\$450
Single Ad	140 x 250 px	\$300	\$270	\$255	\$225
Logo Ad	140 x 40 px	\$150	\$135	\$127	\$112

All rates are cost per placement, all placements run for one calendar month.

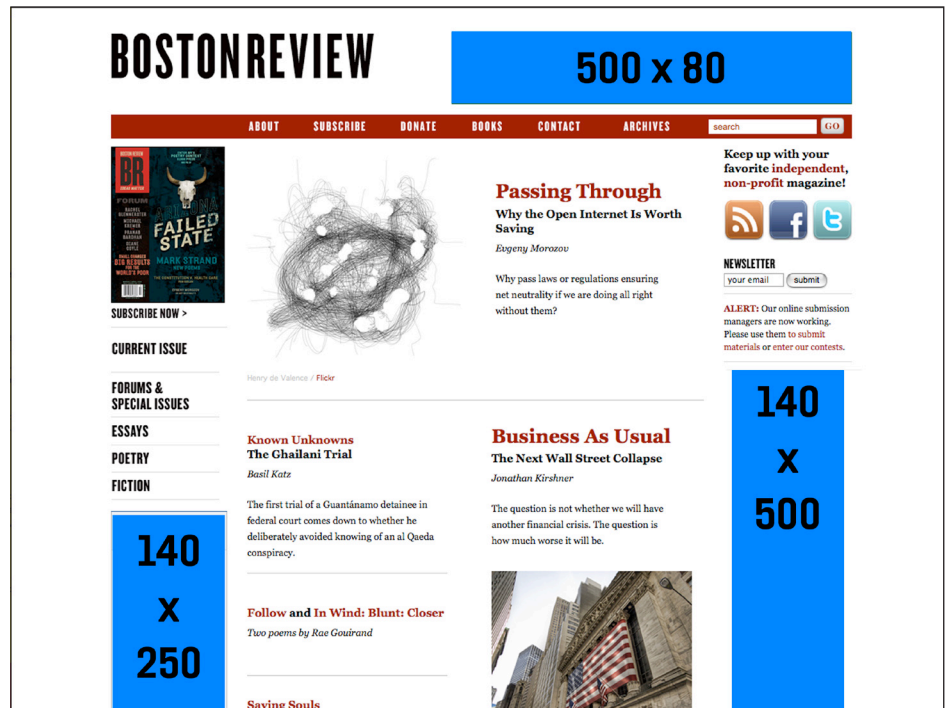
If you have questions, or would like to book an ad, contact:

Rebecca Carrington

rcarrington@jvjohnson.com

T 607-432-2219

F 866-557-1212



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2012 RATES



BIWEEKLY NEWSLETTER

10,000 opt-in subscribers
25% open rate
20% click-through rate
Act upon offers and click on ads

WEEKLY POETRY NEWSLETTER

800 opt-in subscribers
35% open rate
25% click-through rate
Most loyal, committed readers
Act upon offers and click on ads

PAYMENT

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GUIDELINES

www.bostonreview.net will host .jpg, .png or .gif images of less than 100 KB. Art should be delivered at size. Animated images are not supported for newsletter ads.

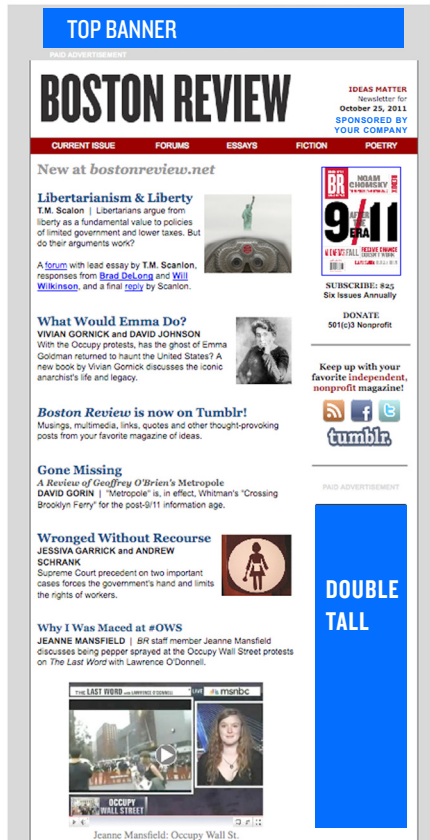
NEWSLETTER RATES & SPECIFICATIONS

Connect with our readers where they live: their in-box. With more than 10k opt-in subscribers, a newsletter ad is a great way to get focused eyes on your product, and our newsletter sponsorship offers the most exposure for your dollar.

TYPE	SPECS	1 TIME	2-4x (10% off)	5-12 (15% off)	13+ (25% off)
Top Banner	550 x 60 px	\$600	\$540	\$510	\$450
Double Tall	140 x 500 px	\$350	\$315	\$298	\$263
Single Ad	140 x 250 px	\$200	\$180	\$170	\$150
Text Ad	20 words, link	\$100	\$90	\$85	\$75
Poetry Ad (monthly rate)	140 x 250 px	\$100	\$90	\$85	\$75
Quarterly Sponsorship (3 months)	Double tall ad, top banner, thank you in header	\$2500	\$2250	\$2125	\$1875
		1 QUARTER	2 QUARTERS	3 QUARTERS	4+ QUARTERS

NEWSLETTER: QUARTERLY SPONSORSHIP

Reply: daniel@bostonreview.net
Having trouble viewing this email? [Click here.](#)

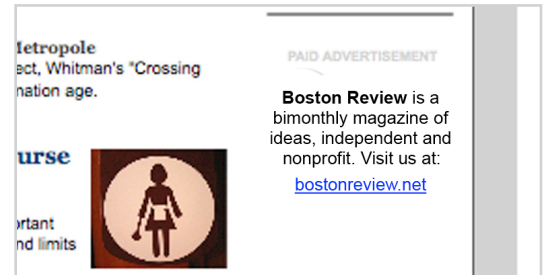


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SAMPLE TEXT AD



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ADVERTISING DEADLINES 2012–2013

ISSUE DATE	DEADLINE TYPE	Date Due
JANUARY 2012 Volume 37, Issue 1	ON STANDS RESERVATION DUE ART DUE	December 28, 2011–February 28, 2012 December 9, 2011 December 16, 2011
MARCH 2012 Volume 37, Issue 2	ON STANDS RESERVATION DUE ART DUE	February 28–April 30, 2012 February 3, 2012 February 10, 2012
MAY 2012 Volume 37, Issue 3	ON STANDS RESERVATION DUE ART DUE	April 30–June 30, 2012 April 3, 2012 April 10, 2012
JULY 2012 Volume 37, Issue 4	ON STANDS RESERVATION DUE ART DUE	June 30–August 31, 2012 June 4, 2011 June 11, 2011
SEPTEMBER 2012 Volume 37, Issue 5	ON STANDS RESERVATION DUE ART DUE	August 31–October 31, 2012 August 3, 2011 August 10, 2011
NOVEMBER 2012 Volume 37, Issue 6	ON STANDS RESERVATION DUE ART DUE	October 31–November 30, 2012 October 4, 2011 October 11, 2011
JANUARY 2013 Volume 37, Issue 1	ON STANDS RESERVATION DUE ART DUE	December 28, 2012–February 28, 2013 December 3, 2012 December 10, 2012

Subject to change; please contact Rebecca Carrington for updates: rcarrington@jvjohnson.com