



The Atlantic

2024 MEDIA KIT

“The Atlantic leads the way.
We illuminate the most
complicated issues; we ask the
hardest questions; and we host
the best writers and the most
urgent conversations, here and
around the world.”

JEFFREY GOLDBERG

Editor-In-Chief



The ideas contained within the pages of **The Atlantic**—and supported by a tapestry of brand and institution partners of like mind—inspire policy, debate, and change. Because of these ideas, of this storytelling, we're not simply part of the conversation—we **ignite it**.

REACH

50M

Monthly Reach

SOCIAL

8.3M

Followers

PRINT

4.1M

Readers

DIGITAL

17M

Uniques

NEWSLETTERS

1.5M

Total Reach

PODCASTS

1.1M

Monthly Downloads

SPENDING POWER

1.2T

Across All Categories

C-SUITE

2X

More Likely To Be

GEN Z / MILLENNIALS

43%

Print & Digital Readership

2024 EDITORIAL PRIORITIES

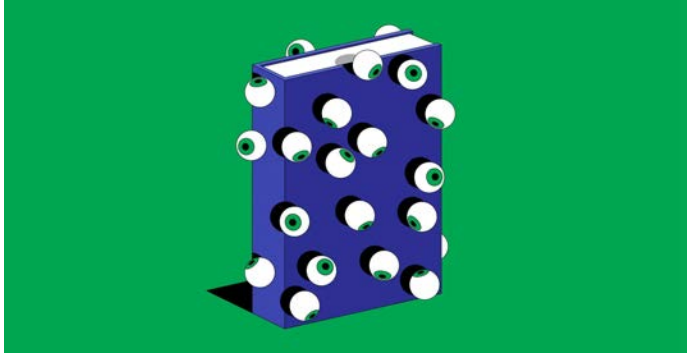
TECHNOLOGY & THE RISE OF AI



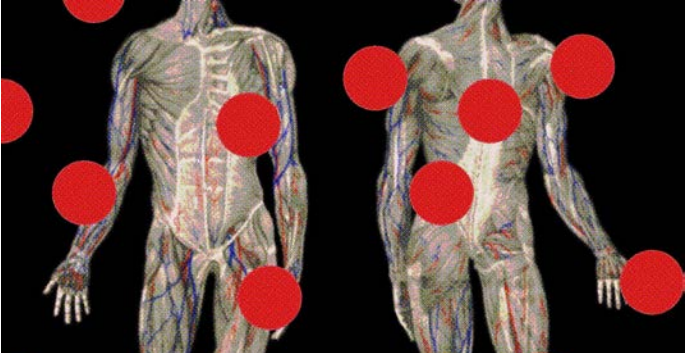
PLANET & CLIMATE



BOOKS & CULTURE



HEALTH



HUMANS



ELECTION 2024



THE ATLANTIC FESTIVAL



AD PRODUCTS AND CAPABILITIES

The Atlantic curates a smart, thoughtfully designed media environment, shining the spotlight on your brand, and doing it in such a way that invites engagement from our audience. We aim to create dialogue so your brand can be part of the conversation.



PRINT

The Atlantic print magazine offers a premium opportunity to reach our highly influential audience – bring your most powerful creative to The Atlantic’s most prestigious real estate.



NEWSLETTERS

The Atlantic’s suite of newsletters allow our readers to hear directly from our writers about ideas that matter.



ATLANTICLIVE

The Atlantic’s journalism comes to life onstage—bringing can’t-miss, interactive, editorial experiences can’t-miss, interactive editorial experiences to audiences across the country.



RE : THINK

Our full service creative studio, providing partners access to the world of The Atlantic via strategic development, creative design, and cross-platform storytelling.



THE IMPACT AD SUITE

The Atlantic has created a best-in-class environment for high-impact brand creative to shine across TheAtlantic.com, reaching a highly qualified and engaged audience.



AUDIO

The Atlantic extends its journalism into audio formats, from limited run series to our flagship Radio Atlantic podcast, audio articles and more.



BEACON

Beacon, The Atlantic’s proprietary audience targeting tool, lets your brand tailor its message to the right person, at the right time, in the right place.



WASHINGTON WEEK WITH THE ATLANTIC BROADCAST

The Atlantic is the new editorial and business partner to PBS NewsHour “Washington Week with The Atlantic. Together, this is the most influential duo in D.C.



THE ATLANTIC 2024 CALENDAR

JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC

EDITORIAL ISSUES & EVENTS

The Election Issue		New Orleans Book Festival <i>March 14-16</i>		Health Summit <i>April 4, Boston</i>		People v. Cancer <i>June 25, NYC</i>		State of Our Union <i>Jun/Jul, Lincoln</i>		The Atlantic Festival <i>Sept 19-20, DC</i>		State of Our Union <i>Nov, El Paso</i>	
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CULTURAL MOMENTS

Black History Month		IWD Women's History Month		Earth Day		AAPI Heritage Month Mother's Day		Pride Juneteenth Father's Day		Hispanic Heritage Month		2024 Election Thanksgiving		Holidays	
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THE ATLANTIC @ INDUSTRY EVENTS

Davos		SXSW		WHCD		Cannes Lions		UNGA Climate Week		COP29	
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2024 PRINT CALENDAR AND CLOSE DATES

ISSUE	SPACE CLOSE	AD MATERIALS DUE	NEWSSTAND ON-SALE
January/February <i>Election 2024 Issue</i>	11/1/23	11/07/23	12/19/23
March	12/27/23	01/02/24	02/13/24
April	01/24/24	01/30/24	03/12/24
May	02/28/24	03/05/24	04/16/24
June	04/03/24	04/09/24	05/21/24
July/August <i>Climate Issue</i>	05/01/24	05/07/24	06/18/24
September	06/26/24	07/02/24	08/13/24
October <i>The Atlantic Festival Issue</i>	07/31/24	08/06/24	09/17/24
November	08/28/24	09/03/24	10/15/24
December	10/02/24	10/08/24	11/19/24
January/February 2025	10/30/24	11/05/24	12/17/24

Please Note: No cancellations will be accepted after space close. Materials received after close will be inspected if time allows but may run as sent.

STANDARD DISPLAY SPECS

DIMENSIONS	970x250 , 728x90 , 300x600 , 300x250
Accepted file/creative types	Gif/JPEG, HTML5, 3rd party served
Max file size	500KB
Border requirements	Non-transparent pixel border
Audio initiation	User initiated, on-load audio must be on mute
Animation initiation	User initiated or auto-play on mute
Animation length	:15 secs
Third-party tag type	Javascript / iFrame and Internal Redirects OR image with 1x1
Lead time	5 business days
Accepted file/creative types	Gif/JPEG, HTML5, 3rd party served
Border requirements	Non-transparent pixel border

HIGH IMPACT VIDEO + LOGO SPECS

DIMENSIONS	FULL FRAME/IMPACT VIDEO
Max file size	15MB+
Logo file size	15MB+

PRINT SPECS

LIVE AREA, SAFETY, AND TRIM FOR BLEED ADS

Trim size: 7.875" x 10.5" (page), 15.75" x 10.5" (spread)
Bleed: 8.125"x10.75" (page), 16"x10.75" (spread)
Keep live matter .25" from trim, .375" from bleed edge.
Gutter safety .25"

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 email. 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.)

SWOP proofs deliver directly to press. For mailing and routing instructions please contact atlantic_production@theatlantic.com.

THE ATLANTIC ON APPLE NEWS+

Advertisers with half-page or larger print ads may opt in to the magazine's AppleNews+ digital edition by uploading additional creative by the materials deadline for each issue.

Upload one AppleNews+ file per print ad by selecting ad type "digital ad" at theatlantic.sendmyad.com.
Contact atlantic_production@theatlantic.com with questions.

For Spreads:

2400x1800 Horizontal
Dimension: 2400px x 1800px

For Pages:

1800x2400 Vertical
Dimension: 1800px x 2400px

Requirements:

File Type: JPEG Only
Resolution: 300 PPI
Max file size: 20MB
Please include clickthrough URL

GENERAL AND CONTACT INFORMATION

GENERAL INFORMATION

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

Emerson Collective
555 Bryant St. #259
Palo Alto, CA 94301

The Atlantic Monthly Group
610 Water Street SW, 5th Floor
Washington, DC 20024
202.266.6000

Printing process: Offset Full Run, 133 line screen

Binding: Perfect Bound

Layouts: 2, 3, and 4 columns

CONTACTS

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atlantic_production@theatlantic.com

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and manufacturing:**

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**For print materials questions/extensions, ad portal
help, and delivery or preflight questions:**

Jennifer Adams, Associate Production Director
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