

BOSTON REVIEW

2009-2010 Ad Rates and Specifications



Trim size: 10 5/8" x 14 3/4"
Bleed size: 11 1/8" x 15 1/4"
Keep live material 1/2" away
from the bleed edge

Full page bleed



Full page
no bleed

W 10" x H 14"



Junior

W 7 1/2" x H 9 1/2"



Half

W 4 3/4" x H 13 1/2"



Half

W 10 1/12" x H 6 2/3"



1/3

W 4 7/8" x H 9 3/8"



1/3

W 10 1/12" x H 4 1/2"



1/4

W 2 1/4" x H 13 1/2"



1/4

W 4 3/4" x H 6 2/3"



1/6

W 4 3/4" x H 4 1/3"

FREQUENCY	1X	3X	6X
DISCOUNT		15%	25%
Cover 2 & 4	\$1,800	\$1,530	\$1,350
Cover 3	\$1,600	\$1,360	\$1,200
Full page	\$1,400	\$1,190	\$1,050
Junior Page	\$950	\$800	\$715
Half Page	\$800	\$680	\$600
Third Page	\$650	\$550	\$485
Quarter Page	\$400	\$340	\$300
Sixth Page	\$300	\$255	\$225

Payments

Invoices and tearsheets of ads will be mailed upon publication of an issue in which space has been purchased by an advertiser. Payment is net 30 days.

Art Guidelines

We prefer 300 dpi .pdf files with all fonts embedded. Images must be grayscale for black-and-white ads or CMYK for color ads (no RGB or indexed color). Boston Review will not set copy.

Please send all correspondence attention Will Fertman:
will@bostonreview.net or (617) 591-2263

Boston Review
35 Medford Street Suite 302
Somerville MA 02143

Terms

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 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.

BOSTON REVIEW

2009-2010 Web Rates and Specifications

TYPE	DIMENSIONS	1 MONTH (\$ / month)	2 MONTHS 15% discount	3 MONTHS 25% discount
Right/Left Column (button)	140 x 235 px	\$300	\$255	\$225
Double Column (skyscraper)	140 x 500 px	\$450	\$380	\$335
Banner (atf/btf)	400 x 80 px	\$500 / 400	\$425 / 340	\$375 / 300
In-article Promotion	500 x 40 px	\$300	\$255	\$225
Newsletter Button	150 x 150 px	\$100	\$85	\$75
All ad sizes available for newsletter promotion			CPM rates available by request	

Web Statistics (averages over 2008):

323,000 pages / month

146,500 visits / month

75,500 unique visitors / month

Newsletter Information:

4,500 targeted subscribers

Monthly publication

Schedule available

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.

Payments

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

Guidelines

Bostonreview.net will host .jpg, .png or .gif images
of less than 50 KB. Art should be delivered at size.

Contact

Send all correspondence attention Will Fertman:
will@bostonreview.net or 617-591-2263.

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BOSTON REVIEW

An Intelligent
Marketing Choice

Boston Review readers are affluent and highly educated

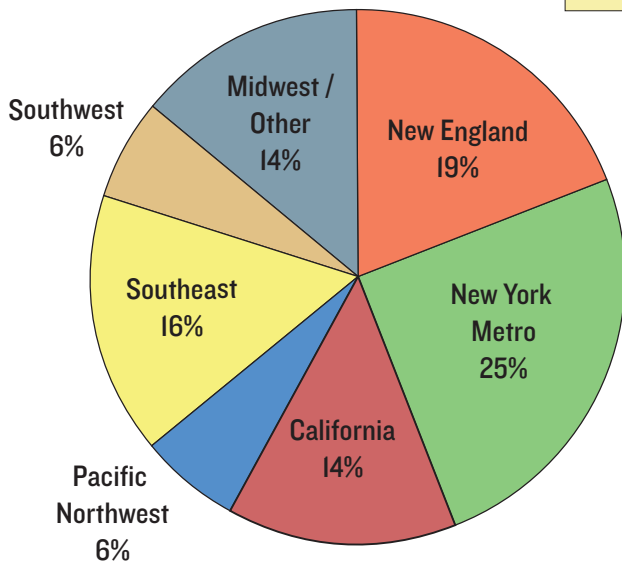
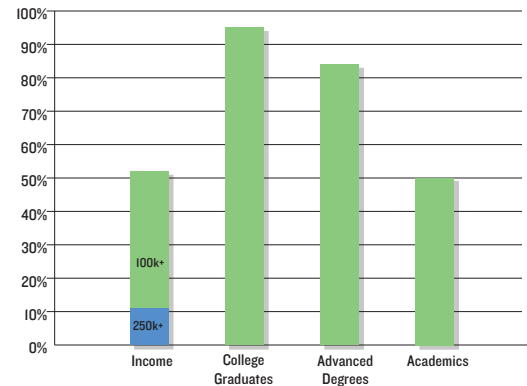
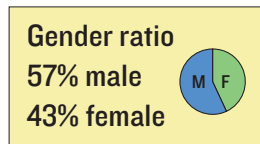
52% have incomes exceeding \$100,000 annually

11% have incomes exceeding \$250,000 annually

95% hold college degrees

84% hold advanced degrees

50% are academics



BR's audience is concentrated in major US intellectual markets

New England: 19%

New York Metro: 25%

California: 14%

Southeast: 16%

Pacific Northwest: 6%

Southwest: 6%

Midwest / Other: 14%

Boston Review is on the rise, growing 10% in the 2008 calendar year

Boston Review readers are loyal, responsive, and enthusiastic:

57% reported that they respond to advertising in *Boston Review*

40% purchased a book advertised in the previous 12 months

45% have subscribed for two years or more

25% pass on to a friend after reading

32% save back issues

BR's readers are major cultural consumers:

74% buy two or more softcover books per month

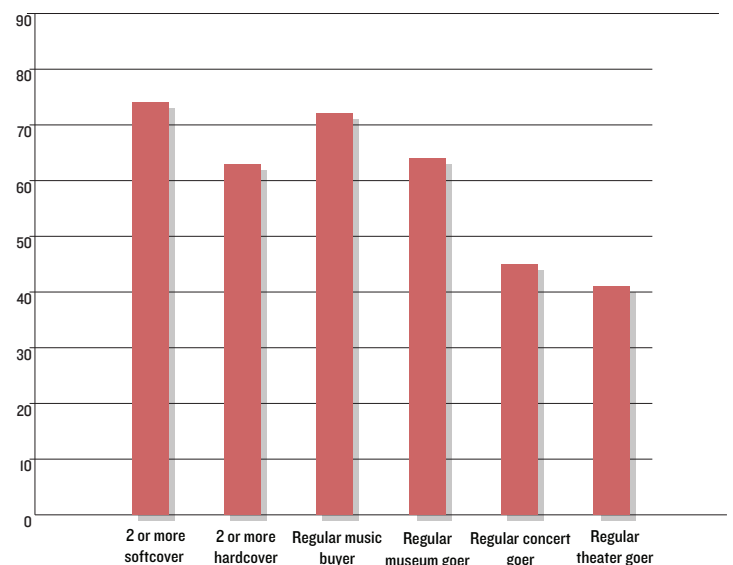
63% buy two or more hardcover books per month

72% buy at least one CD or tape per month

64% visit an art exhibit each month

45% attend concerts monthly

41% attend the theater monthly



Ongoing coverage

Beginning September 2008, we will be presenting a year-long series on adapting to climate change, with an emphasis on new technology and resource management. 2009 will also carry a special focus on South Asia and the Middle East, in both politics and literature.

January/February 2009

On stands January 5, 2009

Feature: Forum on government regulation

Also: Barney Rubin on Afghanistan and David Cole on Guantánamo Bay

March/April 2009

On Stands March 5, 2009

Feature: Muslim minorities in the West

Also: National Poetry Month feature with Adrienne Rich, Honor Moore, Maureen McLane, and more.

May/June 2009

On Stands May 5, 2009

Feature: Forum on immigration with Joseph Carens, Alexander Aleinikoff and others

Also: James Forman Jr. on education

July/August 2009

On Stands June 29, 2009

Feature: Paul Collier on international intervention

Also: Claudio Lomnitz on Hugo Chávez's anti-Semitism

Literary Feature: Fiction contest winner announced and summer fiction special

September/October 2009

On Stands August 24, 2009

Feature: David Victor on coal

Also: Noam Chomsky on the crisis in democracy and Andrew Gelman and John Sides on media coverage of the Obama electoral victory

November/December 2009

On Stands October 30, 2009

Feature: Tom Barry on immigration detention centers

Also: Nir Rosen on the Iraqi Army

Literary Feature: John Crowley on Nicholson Baker

Subject to change. Please contact Will Fertman at will@bostonreview.net or 617-591-2263

Issue	Deadline Type	Date
July/August 2009 <i>Volume 34 Issue 4</i>	On Stands: Reservation Due: Art Due:	June 29, 2009 May 22, 2009 June 12, 2009
September/October 2009 <i>Volume 34 Issue 5</i>	On Stands: Reservation Due: Art Due:	August 26, 2009 July 17, 2009 August 7, 2009
November/December 2009 <i>Volume 34 Issue 6</i>	On Stands: Reservation Due: Art Due:	October 28, 2009 September 25, 2009 October 9, 2009
January/February 2010 <i>Volume 35 Issue 1</i>	On Stands: Reservation Due: Art Due:	December 30, 2009 November 27, 2009 December 11, 2009
March/April 2010 <i>Volume 35 Issue 2</i>	On Stands: Reservation Due: Art Due:	March 3, 2010 January 29, 2010 February 12, 2010
May/June 2010 <i>Volume 35 Issue 3</i>	On Stands: Reservation Due: Art Due:	April 28, 2010 March 26, 2010 April 9, 2010
July/August 2010 <i>Volume 35 Issue 4</i>	On Stands: Reservation Due: Art Due:	June 30, 2010 May 28, 2010 June 11, 2010
September/October 2010 <i>Volume 35 Issue 5</i>	On Stands: Reservation Due: Art Due:	August 25, 2010 July 23, 2010 August 6, 2010
November/December 2010 <i>Volume 35 Issue 6</i>	On Stands: Reservation Due: Art Due:	October 27, 2010 September 24, 2010 October 8, 2010

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May/June 2009	May 4, 2009	May 6, 2009 June 8, 2009
July/August 2009	June 30, 2009	July 6, 2009 August 8, 2009
Sept/Oct 2009	August 26, 2009	September 7, 2009 October 5, 2009
Nov/Dec 2009	October 28, 2009	November 11, 2009 December 8, 2009
Jan/Feb 2010	December 30, 2009	January 4, 2010 February 1, 2010
March/April 2010	March 3, 2010	March 8, 2010 April 5, 2010
May/June 2010	April 28, 2010	May 3, 2010 June 7, 2010
July/August 2010	June 30, 2010	July 5, 2010 August 9, 2010
Sept/Oct 2010	August 25, 2009	September 6, 2010 October 4, 2010
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Boston Review's newsletter is an occasional email bulletin offered free of charge, with news and alerts about *BR* online and in print, our authors, Boston Review Books, and events happening around the country. Dates are approximate to the week. Advertisers may guarantee specific newsletter dates at the discretion of the magazine. See our web advertising sheet for rates and specifications.

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RAVES FOR BOSTON REVIEW

“A gem of American journalism.”

—James Fallows, *The Atlantic Monthly*

“*Boston Review* operates at a level of literacy and responsibility which is all too **rare** in our time.”

—John Kenneth Galbraith, author of *The Good Society*

“**Unexpected, daring**, *Boston Review* is one of the few journals I look forward to reading.”

—Robert Silvers, editor, *The New York Review of Books*

“Always challenging, always **provocative**, *Boston Review* brings a **fresh and insightful** perspective to the literature and politics of a multicultural age.”

—Henry Louis Gates, Jr., general editor of *The Norton Anthology of African American Literature*

“*Boston Review* is both **lively** and serious about ideas, politics, and the arts. It manages to convey the sense that there are things to discuss, and that discussion is actually there.”

—Robert Solow, Nobel Laureate in Economics

“*Boston Review* has an almost **ferocious** commitment to issues—not just debating them, but exploring their root systems. **Free-spoken, intelligent**, and 180 degrees from the soundbite mentality that governs most writing on controversial subjects.”

—Sven Birkerts, author of *The Gutenberg Elegies*

“Its essays and reviews are intellectually **rigorous** and reflect a very wide variety of positions and tastes. It covers contemporary poetry as carefully as it discusses the most pressing political issues of the day. No other current journal has its range and **consistently high quality**.”

—Marjorie Perloff, author of *Wittgenstein's Ladder*

“*Boston Review* offers some of the most **penetrating and challenging** cultural commentary, political discussion, and social analysis to be found anywhere in the United States. It is a **must-read**.”

—Randall Kennedy, author of *Race, Crime, and the Law*

“*Boston Review* is one of the few places today where serious discussion of our political alternatives is flourishing. An antidote to complacency and conventional wisdom, it offers hope of **revitalizing** American political debate.”

—Michael Sandel, author of *Democracy's Discontent*

“*Boston Review* is a place where American prose feels exact and **alive**. It is one of the three or four American journals that makes me feel we have a culture.”

—Robert Hass, Poet Laureate of the United States, 1995–1997

“No other publication gives me the **freedom** the *Boston Review* does. I don't have to worry about my views being restricted.”

—Nir Rosen, New American Foundation Fellow

“*Boston Review* is a **jewel**; it contains serious discussion at the highest level of pressing issues in economics, politics, and political philosophy, as well as of art and literature. Don't miss it!”

—John Rawls, author of *A Theory of Justice*

“*Boston Review*'s approach to poetry is truly **unique and magnificent**. . . . I thank you dearly every time I open your pages.”

—Jorie Graham, chancellor of the American Academy of Poets and MacArthur Fellow

“The most **stimulating** feature, to me, is the collection of responses from thinkers which follows a **controversial** article. These responses illuminate all facets of an argument and create active thought in the reader. There can be no higher result, in this era of passive consumption.”

—Helen Vendler, author of *The Art of Shakespeare's Sonnets*

“*Boston Review* is **sustenance for intelligent life** on Earth. It is **remarkable** for the range and quality of its fare, from poetry to philosophy, somehow never losing touch with the practical political concerns that are the spark of its life.”

—Frank I. Michelman, author of *Brennan and Democracy*

“America is a big country, and *Boston Review* is one of the two or three **best** intellectual and political publications we have.”

—Charles Simic, Pulitzer-Prize winning poet

“*Boston Review* is an **outstanding magazine**.”

—David Lehman, series editor, *The Best American Poetry*

“*Boston Review* has helped me enormously as a forum in which to make my own ideas from the ivory tower accessible to its **broad, smart, and politically engaged** reading audience.”

—Archon Fung, Professor of Public Policy, John F. Kennedy School of Government

“*Boston Review* is **one of a kind**. It provides a thoughtful forum for in-depth (but highly readable) debate on new directions.”

—Gar Alperovitz, president of the National Center for Economic and Security Alternatives and author of *Atomic Diplomacy*

For more information about the magazine, please contact Will Fertman at (617) 591-2263, or will@bostonreview.net