

2011-2012



THE NEW BR IS THE PLACE TO MAKE AN IMPACT.

A bold new design and color throughout

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

FORUM

BR's signature feature—an argument on a current topic, with responses

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

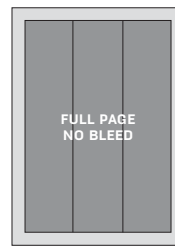
2010 NATIONAL MAGAZINE AWARD FINALIST

2010 WINNER OF THE UTNE INDEPENDENT PRESS AWARD FOR BEST WRITING

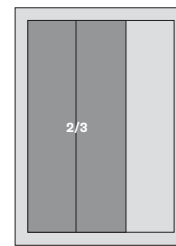
AD RATES AND SPECIFICATIONS



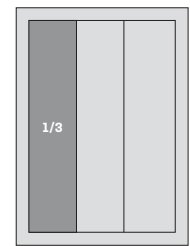
TRIM SIZE:
W 7.875" x H 10.875"
• Add .125" for bleed
• Keep live material .25" from trim edge



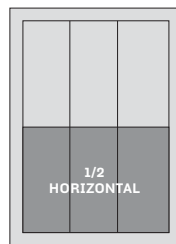
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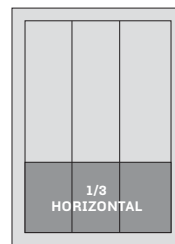
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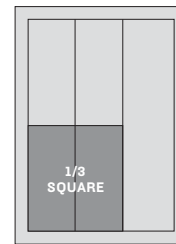
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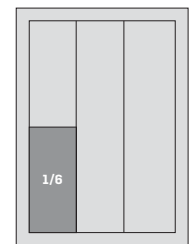
W 6.5" x H 4.625"



W 6.5" x H 3.125"



W 4.3125" x H 4.625"



W 2.0625" x H 4.625"

**FOR FRACTIONAL ADS, WE RECOMMEND KEEPING LIVE MATERIAL .125" FROM EDGE
PLEASE INCLUDE CROP MARKS**

FREQUENCY	1 X	3 X	6 X
DISCOUNT	— — — —	15 %	25 %
COVER 2 OR 4	\$1800	\$1530	\$1350
COVER 3	\$1600	\$1360	\$1200
FULL PAGE	\$1400	\$1190	\$1050
2 / 3 VERTICAL	\$950	\$800	\$715
1 / 3 VERTICAL	\$650	\$550	\$485
1 / 2 HORIZONTAL	\$800	\$680	\$600
1 / 3 HORIZONTAL	\$650	\$550	\$485
1 / 3 SQUARE	\$600	\$500	\$435
1 / 6 VERTICAL	\$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 Rebecca Carrington: rcarrington@vjjohnson.com or (607) 432-2219 J.V. Johnson & Associates, Inc. 70 Dietz St. Oneonta NY, 13820

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.

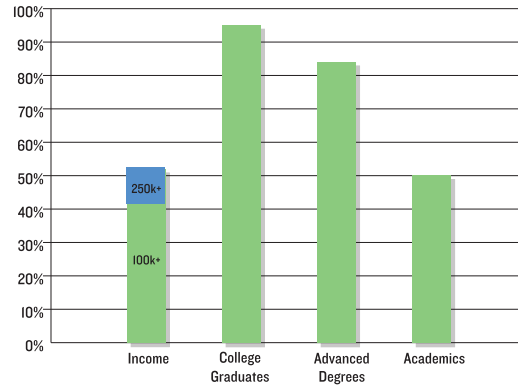
Absolutely no cancellations or alterations of ad size accepted after space closing date. Publisher reserves the right to repeat a previous ad or prepare and insert an ad without prior approval of copy or layout by the advertiser if copy/camera-ready materials are not received by published deadlines.

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 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

Gender ratio: 57% male / 43% female



Boston Review's audience is concentrated in major US markets:

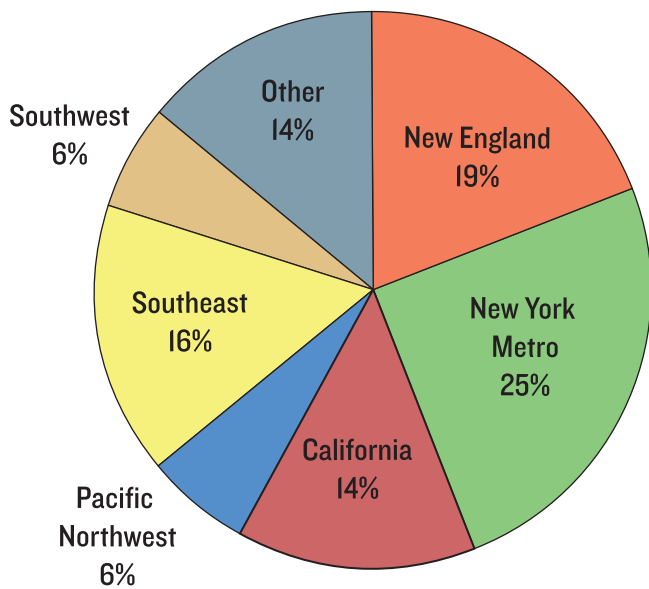
- New England: 19%
- New York Metro: 25%
- California: 14%
- Pacific Northwest: 6%
- Southeast: 16%
- Southwest: 6%

2010 print circulation:

- 10,000 copies / issue
- 75% subscription
- 25% newsstand

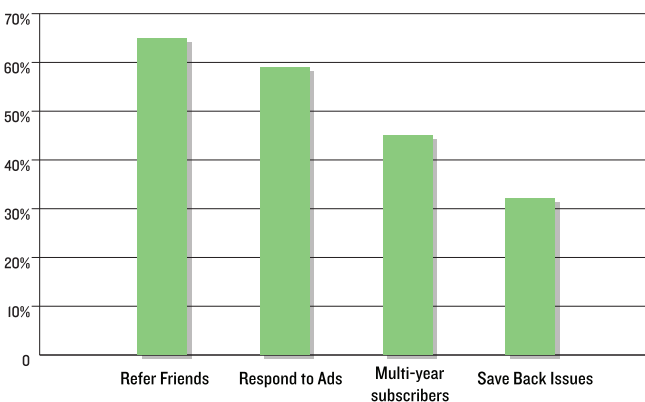
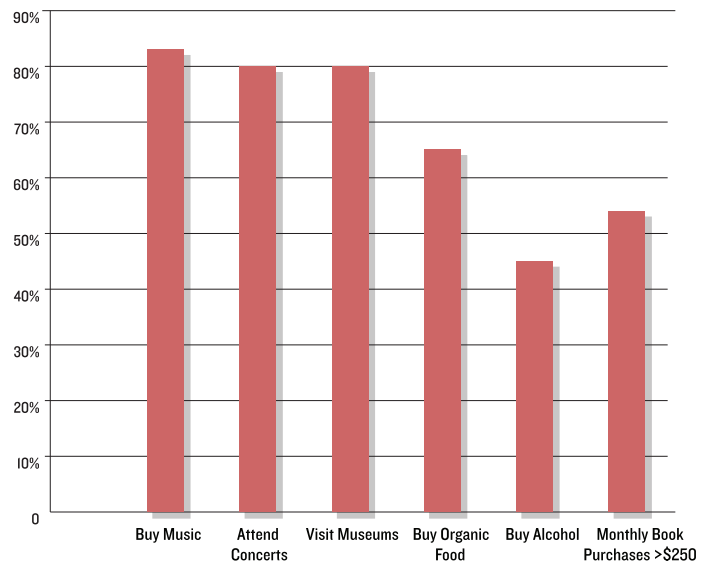
2010 online circulation:

- 500,000 pages / month
- 120,000 visits / month
- 90,000 unique / month



Boston Review readers spend disposable income on cultural products and pursuits:

- 83% purchase music at least once month
- 80% attend concerts at least once a month
- 80% visit museums at least once a month
- 65% purchase organic food regularly
- 45% purchase wine or liquor regularly
- 54% spend over \$250 on books each month



Boston Review readers are loyal, responsive and enthusiastic:

- 65% recommend *Boston Review* to friends, family and co-workers
- 59% respond to *Boston Review* advertising
- 45% have subscribed for two years or more
- 32% save back issues



2011 Publication Schedule

Issue	Deadline Type	Date
January/February 2011 <i>Volume 36 Issue 1</i>	On Stands: Reservation Due: Art Due:	December 29, 2010 December 3, 2010 December 10, 2010
March/April 2011 <i>Volume 36 Issue 2</i>	On Stands: Reservation Due: Art Due:	March 2, 2011 January 28, 2011 February 4, 2011
May/June 2011 <i>Volume 36 Issue 3</i>	On Stands: Reservation Due: Art Due:	April 27, 2011 April 1, 2011 April 8, 2011
July/August 2011 <i>Volume 36 Issue 4</i>	On Stands: Reservation Due: Art Due:	June 29, 2011 June 3, 2011 June 10, 2011
September/October 2011 <i>Volume 36 Issue 5</i>	On Stands: Reservation Due: Art Due:	August 24, 2011 July 29, 2011 August 5, 2011
November/December 2011 <i>Volume 36 Issue 6</i>	On Stands: Reservation Due: Art Due:	October 26, 2011 September 30, 2011 October 7, 2011
January/February 2012 <i>Volume 37 Issue 1</i>	On Stands: Reservation Due: Art Due:	December 28, 2011 December 3, 2011 December 10, 2011
March/April 2012 <i>Volume 37 Issue 2</i>	On Stands: Reservation Due: Art Due:	TBA TBA TBA

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

2011-2012



WEB STATS

500,000 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 and screenshot will be mailed on publication of ad online. Payment is net 30 days from posting.

GUIDELINES

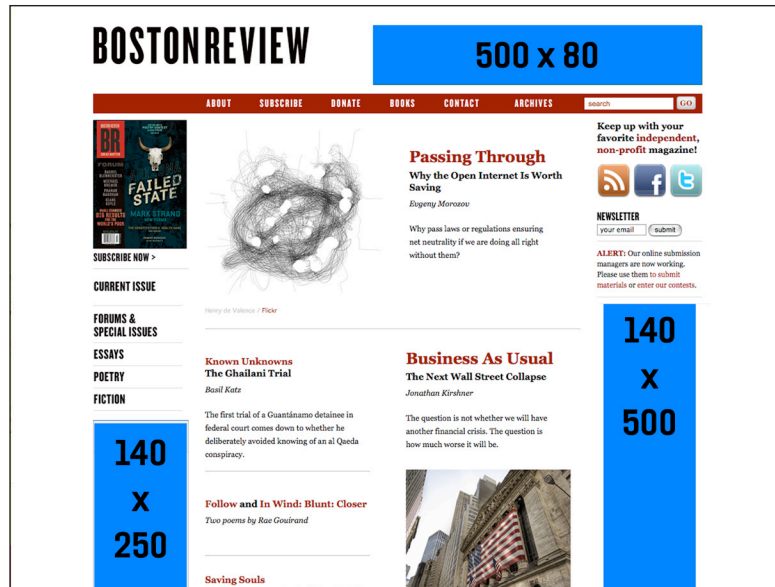
www.bostonreview.net will host .jpg, .png or .gif images of less than 50 KB. Art should be delivered at size.

E-NEWSLETTER

Monthly newsletter to 10k readers featuring events, new content, and news from the magazine.

2010 NATIONAL MAGAZINE AWARD FINALIST
2010 WINNER OF THE UTNE INDEPENDENT PRESS AWARD FOR BEST WRITING

WEB RATES & SPECIFICATIONS



TYPE	SPECS	1 MONTH	2 MONTHS	3 MONTHS
Banner ad	500 x 80 px	\$1200	\$2040	\$2520
Single Column	140 x 250 px	\$600	\$1020	\$1260
Double Column	140 x 500 px	\$1200	\$2040	\$2520
Text Link	n/a	\$100	\$170	\$210
E-Newsletter	140 x 250 px	\$500	\$850	\$1050
	140 x 500 px	\$750	\$1275	\$1575

Nonprofit & Small Press Discount: 30% off.
Ask about print / web bundles!

Contact **Rebecca Carrington**
rcarrington@jvjohnson.com
T 607-432-2219
F 866-557-1212

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“A **gem** of American journalism.”

—James Fallows

“In dark times, Boston Review has been an **emblem of balance, seriousness and sanity**. I'm grateful to it. Its eclectic vitality reflects what is best in America's continually assaulted artistic and intellectual life.”

—Frank Bidart

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

—John Kenneth Galbraith

“**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.

“Boston Review has an **almost ferocious** commitment to issues. Free-spoken, intelligent, and 180 degrees from the soundbite mentality that governs most writing on controversial subjects.”

—Sven Birkerts

“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

“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

“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

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

—Jorie Graham

“Boston Review's forums create active thought in the reader. **There can be no higher result**, in this era of passive consumption.”

—Helen Vendler

“Boston Review is sustenance for intelligent life on Earth. It is remarkable for the range and quality of its fare.”

—Frank I. Michelman

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

—Charles Simic

“Its essays and reviews are intellectually rigorous and reflect a very wide variety of positions and tastes. No other current journal has its range and **consistently high quality**.”

—Marjorie Perloff

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

—Robert Silvers

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

—Nir Rosen

“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