The Atlantic has always been a rebel in the media space.

For 158 years, we've never been afraid to challenge the status quo, from advocating for abolitionism—when it was still an unpopular idea—to exploring whether junk food might be the modern cure for the obesity epidemic. And, today, we continue to publish big ideas that get the public talking. Leveraging all platforms at our disposal—print, digital, events, and more—we ignite crucial global conversations about what matters most, from art and culture to business and politics.
“The Atlantic does this a lot: [launches] large, provocative conversations that you later hear endlessly dissected on cable news, in the blogosphere, and on Twitter. It is a think piece factory.”

- NPR, 2014
For 158 years, our stories have sparked conversation and inspired change.

1897
After reading John Muir’s “The American Forests,” first published in *The Atlantic* in 1897, President Theodore Roosevelt, known as “the conservation president,” established the National Park System in the United States.

1945
*The Atlantic* published Vannevar Bush’s “As We May Think,” which is credited with predicting the rise of the Internet.

1963
Martin Luther King’s “Letter from Birmingham Jail,” re-published nationally in *The Atlantic*, powered the Civil Rights movement and ushered in a new way of thinking.

1982
The criminological theory known as “broken windows”—first published in an eponymously titled *Atlantic* article “Broken Windows”—was implemented by former New York City Mayor Rudy Giuliani in 1993 and prompted a significant reduction in crime across the city over the next 10 years.

2007

2012
“Why Women Still Can’t Have It All” ignited the gender in the workplace conversation across the country, paving the way for *Lean In* and other discussions.
And the people talking are as influential as they come.
They share our stories—a lot.

19x
more Facebook shares per cover story than closest competitor

2x
more engaged audience than industry average
“If you were on Facebook at all last week, chances are you saw the *Atlantic* article called ‘The Confidence Gap’... has taken the Internet by storm.”

- Jennifer Dulski, The Huffington Post
We’re growing at unprecedented rates.

#1
Fastest-growing magazine brand across all platforms (MPA Aug.-Oct. 2014)

51%
Growth Year-Over-Year (MPA Aug.-Oct. 2014)

Hottest Thought Leader (Adweek, 2014)

28%
Rise in newsstand sales while industry fell 12% (AAM Jan.-June 2014)
We engage our audience across all platforms.

24MM total reach
(Omniture, MRI, Publisher’s Data; includes duplication across all platforms)

Print
- Readership: 1.5MM
  (MRI Doublebase 2014)
- 486K circulation
  (AAM July-Dec. 2014)
- Median age: 53
- Median HHI: $94,864
- M/F: 54% / 46%

Digital
- 21MM UVs
  (Omniture March 2015)
- 45% Desktop /
- 55% Mobile
  (comScore March 2015)
- Median age: 41
- Median HHI: $90,965
- M/F: 57% / 43%
- 1.8MM social followers;
  We are one of the Top 10
  fastest growing brands
  on social
  (MPA Aug.-Oct. 2014)
- 1MM Flipboard
  (Flipboard)

Events
- 18K thought leaders attend
  AtlanticLIVE events annually
  (Publisher’s Data)
Our editorial content has been cherished for 158 years—and continues to receive awards today.

Hottest Thought Leader, Readers’ Choice
(Adweek, 2014)

Hottest Thought Leader, Editors’ Choice
(Adweek, 2013)

Best Consumer Magazine Issue
(min, 2014)

Best Editorial Series
(min, 2014)

Magazine of the Year (nominee)
(National Magazine Awards, 2014)

Publisher of the Year (nominee)
(Digiday, 2015)
“Meanwhile, Ta-Nehisi Coates has done something extraordinary. ‘Must read’ is nowhere near strong enough.”

Atlantic Rethink, The Atlantic's award-winning creative marketing group, partners with brands to create stories and programs that make an impact—and get people talking. We focus on four capabilities:

**Custom Content**
From articles and videos to infographics and interactive features, we make branded content that matters and engages.

**Editorial Sponsorships**
The Atlantic's editors create ambitious ideas and platforms that brand partners have the opportunity to align with.

**Ad Technology**
We're constantly exploring the edge of what's possible in creating ads that get results—and our users love.

**Smart Amplification**
We take our partners' content and make sure it gets seen—and engaged with—by targeted audiences across the social web.
Atlantic Re:think tells stories that advance brand objectives and captivate our discerning audience.

Porsche’s ‘Art of the Thrill’  [CASE STUDY >]
In a first-of-its-kind program, Atlantic Re:think partnered with Porsche to capture and visualize the thrill of driving the 2014 Porsche Macan, garnering over 42MM Twitter impressions and unmatched user engagement.

Rolex’s ‘The Quest’  [CASE STUDY >]
Rolex and Atlantic Re:think partnered to celebrate excellence in craftsmanship with ‘The Quest,’ a design-focused, story-driven feature exploring one insight: that people who make are simply different from those who don’t—especially when it comes to game-changing inventions that transform how we think about what’s possible.

IBM’s ‘How Technology Transforms’  [CASE STUDY >]
In a first-ever infinitely looped scrolling experience for sponsor content, IBM and Atlantic Re:think partnered to engage C-level executives and IT decision-makers on how technology is influencing the way we work today.

Thomson Reuters’ ‘Why 2025 Matters’
Adapting the most fascinating predictions from Thomson Reuters’ white paper, “10 Predictions for the World in 2025”, Atlantic Re:think developed a stunning, 4-part custom execution—coupled with eye-catching illustrations—that provided illuminating context for each of Thomson Reuter’s bold predictions.

Lincoln’s ‘On the Way: Scenes from the American Road’  [CASE STUDY >]
In an effort to make Lincoln top of mind during the holiday season, Atlantic Re:think captured iconic moments on the American road, through the eyes—and dashboards—of some of today’s most creative and influential thinkers.
We have a lot in store for 2015.

Money
What's at the heart of our relationship with money? Why do we spend, save and invest the way we do? They're not small questions. Nor are their answers. Which is why, in 2015, The Atlantic editors will explore the ever-evolving, complex relationship between human psychology and money. From examining impulse-buying to understanding the dynamics of long-term thinking in an always-on world, our editors will unearth the changing landscape of how we relate to money today.

Print: May Issue - Space close: 3.11.15 - On-sale date: 4.28.15
Digital: Series Launch: 4.23.15

Ideas
Ideas drive everything, from policy prescriptions to technological advancements to cultural norms. As author Saul Bellow once said, “We live among ideas.” And each year, our editors examine how, exactly, those ideas shape the world we live in. From the controversial notion that women still can't have it all to a survey of the 50 greatest inventions since the wheel, The Atlantic—in print, online, at the annual Aspen Ideas Festival—finds and shares the ideas that have defined our past, shaped our present, and just begun to create our future.

Print: July/August Issue - Space close: 5.13.15 - On-sale date: 6.30.15
Digital: Series Launch: 6.26.15
“Sets an incredibly high standard for sponsored content; as it turns out, native advertising can be beautiful.”

- Sam Petulla, Contently
Cities
At the turn of the 20th century, roughly 13% of the world’s population lived in a city. Today, for the first time in history—and just a century later—that figure has jumped to over half. And it’s only continuing to rise. This is not a minor shift; it’s a revolution in how we live and work. Which is why The Atlantic has created its own dedicated vehicle—CityLab, both a website and an event—for exploring the profound implications of our mass migration to urbanization. And, in 2015, we’ll examine the phenomenon in a special print issue too—creating, for the first time, a sweeping, multi-platform moment devoted to one of the most important transformations of the modern era.

Print: September Issue - Space close: 7.1.15 - On-sale date: 8.18.15
Digital: Series Launch: 8.13.15

Technology
For The Atlantic, technology isn’t just the latest gadget release. Nor is it merely an examination of the stuff technology is made of. Rather, it’s about the impact technology has on the world around us—how its breathtaking rate of acceleration is changing the future minute-by-minute; how its profound consequences, both physical and psychological, shape nearly every aspect of modern life; how the tremendous power it yields represents remarkable opportunity and grave risk alike. Paired with a live summit in Silicon Valley, and featuring both print and digital features, The Atlantic’s technology moment looks beyond the latest product launch to uncover the subtler, more transformative shifts taking place in society today.

Print: November Issue - Space close: 9.2.15 - On-sale date: 10.20.15
Digital: Series Launch: 10.15.15
The Business of Change
Gone are the days when sustainability and social responsibility are afterthoughts, mere add-ons to a communications strategy. There’s a new kind of approach emerging in today’s global corporations and forward-thinking startups, one in which solving social problems is synonymous with competitive advantage. Whether it’s preventing and curing malaria in Africa or reducing traffic congestion in California, social impact is the new business mandate. And in a new flagship editorial series, *Atlantic* editors will explore the companies and innovators living at this wildly transformational intersection of profits and purpose.

A Balancing Act
How does one attain a healthy work/life balance? It’s a question that’s brought inventive and envious policies from companies across the globe – whether Sweden’s generous maternity leave, or MeetUp’s paid sabbatical. But this pursuit isn’t simply about appeasing employees. It’s about creating a more productive workplace and putting a company’s ideals into practice. Charting this exciting pursuit, and its fascinating implications, is a never-more-relevant editorial series from *The Atlantic: A Balancing Act*.

The State of STEM
Little matters more to our shared future than education. As Nelson Mandela once said, “Education is the most powerful weapon...you can use to change the world.” And in our increasingly technology driven economy, perhaps no subject area is more important than STEM: science, technology, engineering, and math. That’s why, in 2015, *The Atlantic* will explore the people and ideas shaping the present and future of STEM education—in America and around the world.
American Futures
The Atlantic’s James Fallows, one of our nation’s most venerated journalists, has been telling the untold stories of American progress that rarely make the news cycle. Flying from small airport to small airport, Fallows uncovers the success stories about local communities attracting investment—alongside broader economic analysis on how all of our communities can thrive. American Futures has become one of today’s most impactful platforms, documenting the local economic development taking place across the country, with regular features on NPR and local media coverage.
“Great essays tell big truths. A deeply reported piece in next month’s Atlantic magazine does precisely that.”

- Peggy Noonan, The Wall Street Journal
If Our Bodies Could Talk
The path towards building a healthier society doesn't always have to be so serious. In fact, sometimes that path is a lot more exciting when injected with a little humor. Which is exactly how The Atlantic’s senior editor and resident doctor, James Hamblin, feels when it comes to his hilarious video series, “If Our Bodies Could Talk”. From “Workouts to Do at Work” to “Sad Desk Lunch,” Dr. Hamblin combines both improvisational comedy and exhaustive research to help readers navigate the ever-confusing terrain of how to live a healthier, longer, happier life.

Economics in Plain English
Senior editor Derek Thompson, offers simple explanations to complex questions about financial planning and investing. He selects questions submitted by readers, from highbrow to lowbrow, trivial to weighty, practical to theoretical—and films short, quippy videos answering each question in a that’s only watchable and informative, but also just plain fun and entertaining.

The Atlantic on PBS NewsHour
In 2015, two of America’s most trusted media brands will join forces again. In our second season, “Hard Questions,” we’ll look at the the biggest, most complex issues of our time—exploring everything from the economy and politics to technology and culture. Each month, the most compelling features from The Atlantic will be selected and translated into a series of eye-opening news documentaries produced by the Emmy-winning team behind PBS NewsHour. It’s the perfect opportunity to develop deeper relationships with our combined audience of influential thought leaders—and attract nationwide buzz and earned media.
<table>
<thead>
<tr>
<th>Issue Space</th>
<th>Close Materials</th>
<th>Close Newsstand</th>
<th>On-Sale</th>
</tr>
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<tbody>
<tr>
<td>Jan/Feb 15</td>
<td>5-Nov-14</td>
<td>11-Nov-14</td>
<td>30-Dec-14</td>
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<td>March 15</td>
<td>7-Jan-15</td>
<td>13-Jan-15</td>
<td>24-Feb-15</td>
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<td>April 15</td>
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<td>1-Jul-15</td>
<td>7-Jul-15</td>
<td>18-Aug-15</td>
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<td>October 15</td>
<td>5-Aug-15</td>
<td>11-Aug-15</td>
<td>22-Sep-15</td>
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<td>November 15</td>
<td>2-Sep-15</td>
<td>8-Sep-15</td>
<td>20-Oct-15</td>
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<td>Jan/Feb 16</td>
<td>4-Nov-15</td>
<td>10-Nov-15</td>
<td>29-Dec-15</td>
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</table>

No cancellations will be accepted after space close.

Materials received after close will be inspected if time allows but may run as sent.
### Ad Sizes

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Non-Bleed</th>
<th>Bleed*</th>
<th>Trim*</th>
<th>Live Area*</th>
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<td>16&quot; x 10 ⅛&quot;</td>
<td>15⅜&quot; x 10</td>
<td>15⅝&quot; x 10&quot;</td>
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<td>8¼&quot; x 10 ¾&quot;</td>
<td>7⅜&quot; x 10 ⅛&quot;</td>
<td>7⅝&quot; x 10&quot;</td>
</tr>
<tr>
<td>½ vertical</td>
<td>4⅝&quot; x 9⅛&quot;</td>
<td>5⅛&quot; x 10 ¼&quot;</td>
<td>5&quot; x 10⅝&quot;</td>
<td>4⅞&quot; x 10&quot;</td>
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<td>⅛ vertical</td>
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<td>2⅝&quot; x 10½&quot;</td>
<td>2¼&quot; x 10&quot; ⅛</td>
</tr>
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<td></td>
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<tr>
<td>½ page horiz.</td>
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<td>8¼&quot; x 5 ½&quot;</td>
<td>7⅛&quot; x 5⅛&quot; **</td>
<td>¼&quot; from trim</td>
</tr>
<tr>
<td>½ spread horiz.</td>
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<td>16&quot; x 5¾&quot;</td>
<td>15¼&quot; x 5¼&quot; **</td>
<td>¼&quot; from trim</td>
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<tr>
<td>½ page digest</td>
<td>call for size</td>
<td>** no top bleed for ½ page ads</td>
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<tr>
<td>¼ page vert.</td>
<td>2¼&quot; x 4⅞&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>¼ page horiz.</td>
<td>call for size</td>
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</tr>
<tr>
<td>⅛²</td>
<td>2¼&quot; x 2¼&quot;</td>
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<td></td>
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<tr>
<td>1 inch</td>
<td>2¼&quot; x 1&quot;</td>
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</tbody>
</table>

**Frequency:** Published 10 times a year, with double issues in January/February and July/August, by:
The Atlantic Monthly Group
600 New Hampshire Avenue NW
Washington, DC 20037
phone: 202.266.6000

**Advertising contact:**
atlantic_advertising@theatlantic.com

**Production contact:**
atlantic_production@theatlantic.com

**Printing process:**
Offset Full Run, 133 line screen

**Binding:** Perfect Bound

**Layouts:** 2 and 3 columns

Materials specifications and delivery instructions available online at advertising.theatlantic.com/specs.
“LIVE AREA, SAFETY, AND TRIM FOR BLEED ADS
Trim Size: 7 7/8" x 10 1/2"
Keep live matter 1/4" from trim, 3/8" from bleed edge.
Gutter safety 1/4"

For spread bleed ads, supply separate proof ruled with trim marks to show position on page.

Follow placement and approval guidelines for all bleed ads in the online ad portal, theatlantic.sendmyad.com.

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 on request in writing to CMYK at advertiser risk.

MATERIALS/PROOFS

Files are not accepted via e-mail or disc. If more than one file is uploaded, The Atlantic will use the most recent and delete duplicates.

Proofs: Ads submitted without a SWOP-standard proof waive the right to question color/reproduction.

Send one SWOP proof to:
Jennifer Adams
The Atlantic Production
600 New Hampshire Ave NW
Washington, DC 20037
phone: 202.266.7077

In the absence of SWOP proof we run on press to a digital version of the supplied file. A majority of our advertisers are now choosing this option.

GENERAL INFORMATION
Frequency: Published 10 times a year, with double issues in January/February and July/August, by:
The Atlantic Monthly Group
600 New Hampshire Avenue NW
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Printing process: Offset Full Run, 133 line screen
Binding: Perfect Bound
Layouts: 2 and 3 columns

CONTACTS
For advertising information and rates:
E-mail: atlantic_advertising@theatlantic.com
Phone: 646.539.6700

Media Kit: advertising.theatlantic.com

For production and materials information:
E-mail: atlantic_production@theatlantic.com

Split Distribution, Inserts, and Manufacturing:
John Kefferstan, Production Director
Phone: 202.266.7076

Materials Questions/Extensions/Ad Portal/Delivery:
Jennifer Adams, Associate Production Director
Phone: 202.266.7077

Materials specifications and schedule available online at advertising.theatlantic.com/specs
Find out how we can start working together today.

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