Media Kit

NARRATIVE MAGAZINE

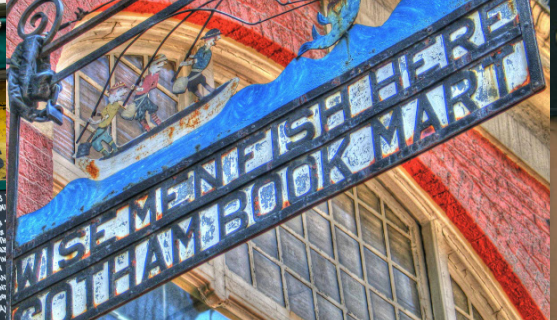
AT A GLANCE

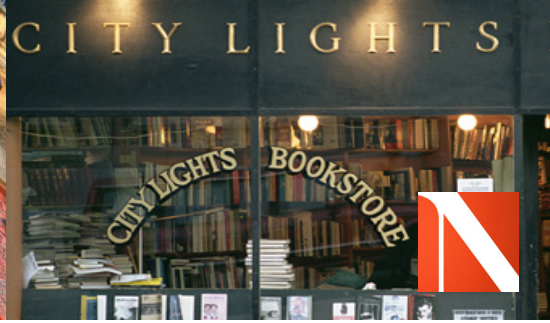
Narrative is the first and foremost digital literary magazine:

- 250,000 Readers and Writers
- Fiction
- Poetry
- Essays
- Memoirs
- iStories
- iPoems
- Interviews
- Cartoons
- Graphic Novels
- Photo Essays

Awards received by *Narrative* authors include:

- The Nobel Prize
- Pulitzer Prize
- National Book Award
- National Book Critics Circle Award
- Library of Congress Prize
- American Academy of Arts and Letters Awards
- Best American Short Stories
- Best American Essays
- Best American Sports Writing
- O. Henry Prize
- Pushcart Prize
- PEN/Faulkner Award
- Rea Award
- Whiting Writers' Award
- Rona Jaffe Writers' Award





AUDIENCE

By the Numbers

- 250,000 subscribers
- 400,000 monthly page views
- 110,000 visits per month
- 6 page views per visit

Digital Platforms

- Kindle
- iPad
- iPhone
- Android
- Newsletters
- Dedicated emails

Social Media

- Twitter (23,000+ Followers)
- Facebook (12,000+ Fans)

Demographics

- 60% Female
- 25% 18–34 years old
- 50% 35–54 years old
- 50% Married

Household Income

- 50% HHI over $100k

Educated

- 88% College degrees
- 60% Postgraduate

Travelers

- 40% travel more than 4 times per year
- 50% dine out at least 3 times per week
- 20% international readers

Arts Enthusiasts

- 80% attend 1 cultural event per month

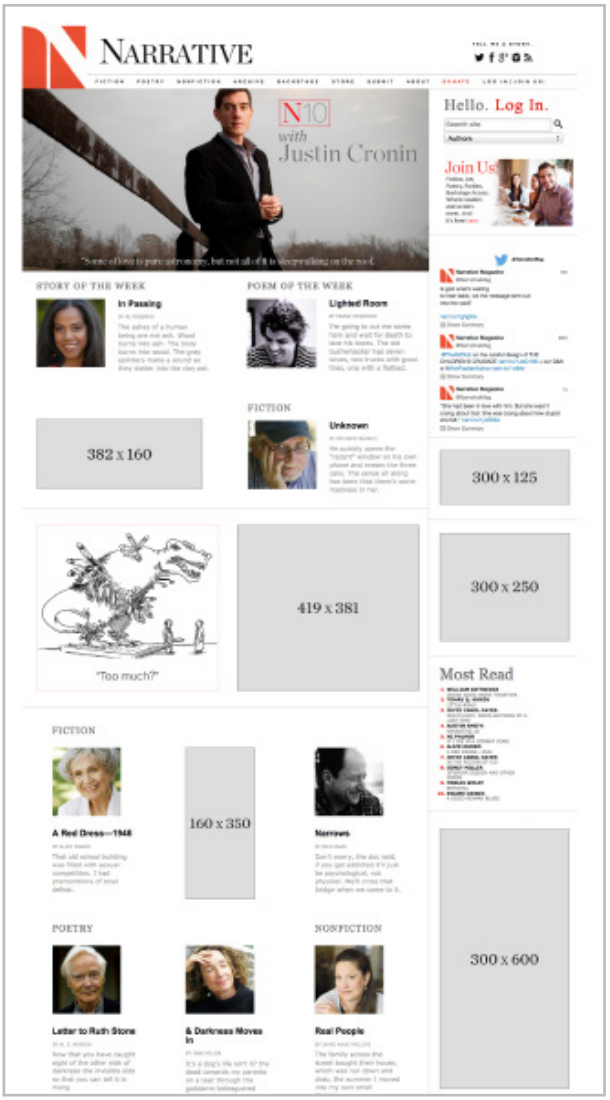
Literary

- 62% purchase at least 3 books each month
- 60% will attend a writing conference this year

Loyal

- 73% recommend the site to a friend
- 67% return multiple times a week

AD RATES



Home Page Advertising

sizes and prices per month

419 x 381 square: $3,000
300 x 600 rectangle : $3,500
300 x 250 square: $2,500
382 x 160 rectangle: $2,500
160 x 350 rectangle: $2,000
300 x 125 rectangle: $1,750

Custom ad sizes:

Send inquiries to
advertising@narrativemagazine.com

AD RATES

Interior Page Advertising

sizes and prices per month

Story pages

626 x 74 banner: $1,500
300 x 250 square: $2,000
300 x 600 rectangle: $3,000

Story of the Week, Poem of the Week pages

626 x 74 banner: $1,000
300 x 250 square: $1,500
300 x 600 rectangle: $2,500

Contest pages

626 x 74 banner: $1,250
300 x 250 square: $1,750
300 x 600 rectangle: $2,750

Custom ad sizes:

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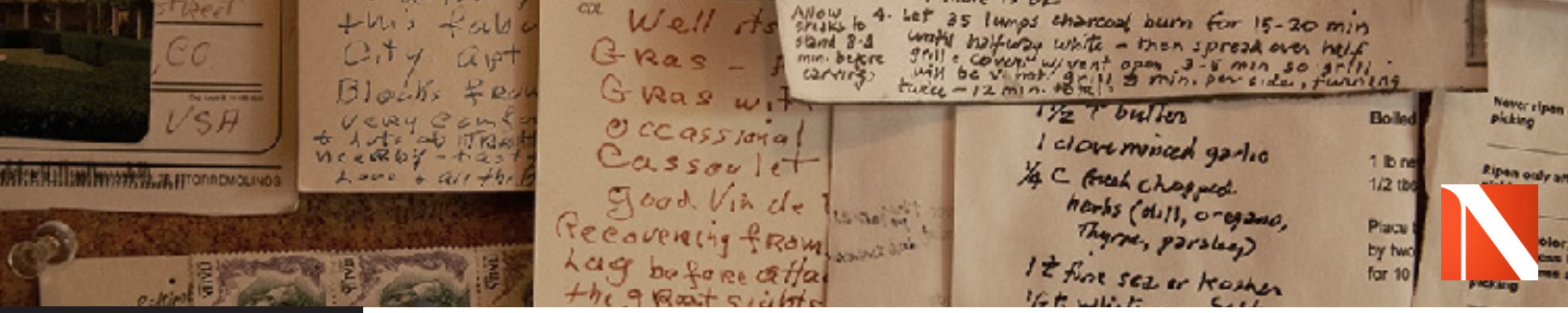
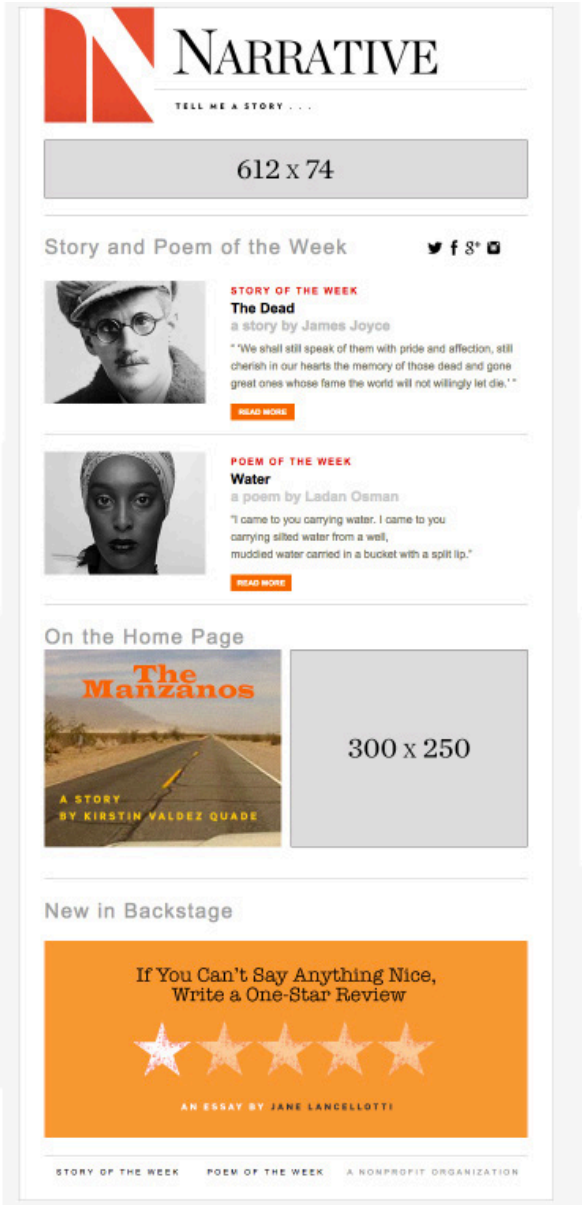


AD RATES



Email Advertising
prices per insertion

Weekly Newsletter
(100,000 subscribers)

612 x 74 banner: $1,000
300 x 250 square: $1,500

Dedicated Email:
Send inquiries to
advertising@narrativemagazine.com

Classifieds!

AD RATES

Narrative Classfied Ads are an inexpensive and effective resource for reaching an audience of more than 230,000 readers. You can place a wide range of types of ads, including discounted and FREE ADS in a number of categories. You may quickly, easily place and manage your ad with us directly online.

Ads may be up to 100 words in length.

FREE one-month text ad categories:

- Calls for Manuscripts
- Festivals & Fairs
- Residencies
- Retreats
- Unpaid Internships
- Grants Available
- Free Services
- Free Resources

Please note that we accept free ads only in the categories listed above and only for services, resources, calls, and events that do not involve a fee.

Classfiied Advertising

Paid Rates

Text-Only Ads	$50/month
Highlighted Text	$60/month
Ad with Image	$70/month
Highlight & Image	$80/month

Discounts for ads from 2 to 6 months:

Text-Only Ads	$40/month
Highlighted Text	$50/month
Ad with Image	$60/month
Highlight & Image	$70/month

Discounts for ads for 7 months or more:

Text-Only Ads	$30/month
Highlighted Text	$40/month
Ad with Image	$50/month
Highlight & Image	$60/month

Questions?

Send inquiries to advertising@narrativemagazine.com

PRAISE

Narrative is the gold standard of online literary magazines. —***ESQUIRE***

However you like your literature, *Narrative* has you covered. —**PBS**

Narrative is one of the most exciting and innovative literary magazines I have seen in the past decade. I look forward to reading it for a very long time. —**JOYCE CAROL OATES**

You are doing a splendid job for the short story, and writers like myself are very much aware of that. —**WILLIAM TREVOR**

Narrative's been a remarkable showcase for the form and for young writers as well as classic living writers. The editors have made a special place for the talents they nurture, the ones that will be the literature we will have in years to come. —**TOBIAS WOLFF**

Shortly after "Nemecia" came out, the story was chosen to be in the *Best American* and I received an award from the Rona Jaffe Foundation, and it was this momentum, I think, that led to my book eventually being taken by Norton. I blame all this on *Narrative.* I think all this momentum can be credited to *Narrative*'s sterling reputation and incredible, incredible reach. —**KIRSTIN VALDEZ QUADE**

It's remarkable that you can write a story in Iowa, and it can be published by a magazine in San Francisco and then read on the other side of the earth in Kashmir and Tehran. I think that the power of story and the way it can transcend many of the borders that we construct around our place in the world is something that is unusual, and *Narrative*'s reputation and its innovative approach to publishing allows that kind of transcendence. —**ANTHONY MARRA**

The fundamental fact of what we read and what we write has remained absolutely unchanged. It's just narratives. It's stories. That is really all that matters. —**SUSAN ORLEAN**

Narrative is a writer's dream come true. —**T. CORAGHESSAN BOYLE**

Narrative publishes some of the best fiction out there. —**HEIDI PITLOR, *BEST AMERICAN SHORT STORIES* SERIES EDITOR**

BIOS

Cofounder and Editor of *Narrative* **CAROL EDGARIAN** is the author of the *New York Times*–bestselling novel *Three Stages of Amazement* (Scribner) and the international bestseller *Rise the Euphrates* (Random House), which was hailed by the *Washington Post* as "a book whose generosity of spirit, intelligence, humanity, and finally ambition are what literature ought to be and rarely is today: daring, heartbreaking, and affirmative, giving order and sense to our random lives." Edgarian's fiction and nonfiction have been widely translated and anthologized. She coedited, with Tom Jenks, *The Writer's Life: Intimate Thoughts on Work, Love, Inspiration, and Fame from the Diaries of the World's Great Writers* (Vintage Books). Her articles, essays, and interviews have appeared in many locations, including the *Wall Street Journal,* NPR, *Vogue, W,* and *Travel & Leisure.* She is a sought-after speaker on such topics as "Digital Publishing" and "Why Stories Matter."

Cofounder and Editor **TOM JENKS** is a former fiction editor of *Esquire,* literary editor of *Gentlemen's Quarterly,* advisory editor at *The Paris Review,* and senior editor at Scribner, where he edited to great acclaim Hemingway's posthumously published novel *The Garden of Eden.* Jenks has edited and published many of today's leading authors, and with Raymond Carver he edited *American Short Story Masterpieces,* an anthology widely used in college and university classes. Jenks's stories, articles, essays, reviews, and interviews have appeared in *Esquire, Harper's, Vanity Fair, Ploughshares, Story,* the *Los Angeles Times, Condé Nast Traveler, Manhattan, Inc., Missouri Review, Columbia, Reasons to Believe, The Encyclopedia of Literary Biography,* and elsewhere. He has given classes at the Iowa Writers' Workshop, the Creative Writing Programs at the University of California (Irvine and Davis), Washington University in St. Louis, the Squaw Valley and Bennington summer writing workshops, and privately throughout the United States.

Creative Director **JOHN MILLER** has worked in print media for more than twenty-five years as an art director and editor at numerous publications, including *Vanity Fair,* HarperCollins, and *Esquire.* He has consulted on redesigns of *TV Guide, The New Yorker, Newsday,* the *Miami Herald,* the *Los Angeles Times,* and the *San Francisco Chronicle,* and has helped develop websites for Bank of America, Intel, MSNBC, and many others. Miller has also developed and packaged more than fifty books, including *Legends* (with Anjelica Huston), *Muhammad Ali: Ringside* (with James Earl Jones), and *San Francisco Stories*.

Poetry Editor **MICHAEL WIEGERS** is the executive editor of Copper Canyon Press, a publishing house dedicated exclusively to poetry. Among the collections he has edited are award-winning books by poets C. D. Wright, W. S. Merwin, Ruth Stone, Ted Kooser, Taha Muhammad Ali, and Arthur Sze, as well as major works in translation and books by emerging authors. He is the coeditor of *Reversible Monuments: Contemporary Mexican Poetry* and the editor of the anthologies *This Art* and *The Poet's Child.*

Managing Editor **MIMI KUSCH** has more than twenty-five years of publishing experience. Before starting at *Narrative* in 2003, she worked in-house at HarperCollins as assistant managing editor and at the University of California Press as a project editor. Additionally, for many years she has done freelance developmental editing and copyediting for both trade and academic presses.