 BROOKLYN RAIL

 **BROOKLYN RAIL**

**Critical Perspectives on Art, Politics, and Culture**

2019 Media Kit

Last updated Dec 12, 2018

Founded in October 2000, the *Brooklyn Rail* provides an independent forum for arts, culture, and politics throughout New York City and far beyond.

**“The *Brooklyn Rail* is a journal with a real soul; the soul of the art and artists of our time. Insightful and timely, honest and generous, it is essential reading for anyone who cares about the cultural life of the city.”**

**— Glenn Lowry, Director of MoMA**

# Who Reads the Rail

The Rail is for those who read and think critically about art, culture, and our society.

Our readership spans everyone from students of the arts to influential artists, writers, professors, curators, collectors and leaders in the arts.

**“I flail, I fly, I hammer, I chop, I mend ... the Rail remains my conceptual connection between congruent and incongruent geographies. I cherish the issues as I do what is possible for expressive freedoms.”**

**— Carolee Schneemann, Artist**

# Our Reach

The *Brooklyn Rail* publishes 10 issues a year and is distributed free of charge in print, online, and on Instagram.

Print copies of the *Rail* can be found around New York City in cultural institutions and colleges. They are in such demand that new issues run out the day after arriving on stands.

The *Rail* also ships to a growing list of national and international subscribers.

**Print readership:**

+200,000 annually

**Online + Newsletter**

+110,000 unique visitors monthly

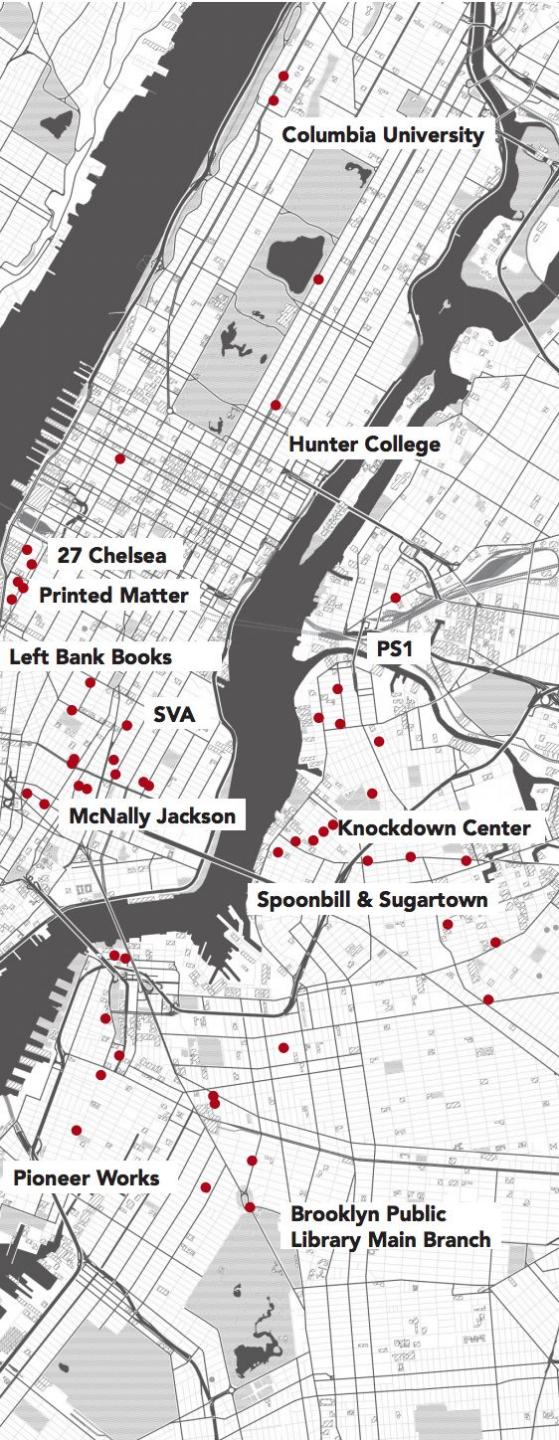
**Instagram:**

+27,400 followers

**The Rail has subscribers in cities around the world, such as:** Berlin, Brussels, Dublin, Hong Kong, London, Mexico City, Montreal, Paris, Seoul, Stockholm

**We distribute to a number of institutions across the U.S., including:** Dia:Beacon, Dartmouth College, Bard College, Yale, SF MoMA, Clark Art Institute, University of Colorado, among others

The *Rail* is a regular presence at major art fairs such as Art Basel, Art Los Angeles Contemporary, Frieze, and NADA Miami Beach.



Each month, the Brooklyn Rail distributes 20,000 copies to museums, galleries, universities, book stores, cafes, and other cultural venues throughout Manhattan, Brooklyn, and Queens.

#### **MANHATTAN**

192 Books  
 508 West 26th Street  
 547 West 27th Street  
 Academy Records & CDs  
 Angelika Film Center  
 Anthology Film Archives  
 Blick Art Materials (Bond St)  
 Book Culture  
 Columbia University, Dodge Hall  
 David Zwirner Books Pop-Up  
 Dia Art Foundation  
 Film Forum  
 First Street Gallery  
 Fountain Gallery  
 Gagosian Shop  
 Hauser & Wirth  
 Hunter College (695 Park Ave)  
 HUNTER COLLEGE Art Galleries  
 HUNTER College MFA Gallery  
 McNally Jackson Books  
 Mercer Books  
 New York School of the Arts  
 New York Studio School  
 NY Public Library, Mulberry Street Branch  
 Parsons  
 Pen & Brush  
 Petzel Gallery  
 Pierogi  
 Printed Matter  
 Pratt School of Information  
 Regina Rex Gallery

Ricco/Maresca Gallery  
 Ronald Feldman Gallery  
 Sotheby's Institute of Art  
 St. Mark's Books  
 St. Mark's Church  
 Strand Bookstore  
 SVA (East 21st St)  
 SVA (West 21st St)  
 The Clemente  
 The Drawing Center  
 The Kitchen  
 The New School  
 The Whitney Museum Shop  
 Yares Art Gallery

#### **BROOKLYN**

66 Rockwell  
 Artist & Craftsman Supply (761 Metropolitan Ave)  
 Bake Shop (995 Flushing Ave)  
 Better Read Than Dead  
 BRIC Rotunda Gallery  
 Brooklyn Public Library Main Branch  
 Dandelion Wine  
 Eastern District  
 Greenlight Bookstore: Fulton  
 Greenlight Bookstore: Prospect  
 Lefferts  
 Industry City (254 36th St)  
 ISCP  
 Kingsborough Art Museum & College, Art & Science Building

Little Cupcake Bake Shop  
 Little Skips Cafe  
 Microscope Gallery  
 Minus Space  
 Molasses Books  
 Pioneer Works  
 PRATT MFA Studios Pfizer Building  
 Quimby's Bookstore  
 Recess  
 Record Grouch  
 Residency Unlimited  
 Sharpe-Walentas Studios  
 Signal Gallery  
 Small Editions  
 Spoonbill Sugartown  
 The Garden  
 The Market Restaurant  
 The Mixtape Shop  
 Theodore Art  
 Twisted Lily  
 Union Docs  
 Usagi NY  
 Williamsburg Hotel  
 Wyckoff Starr  
 Wythe Hotel

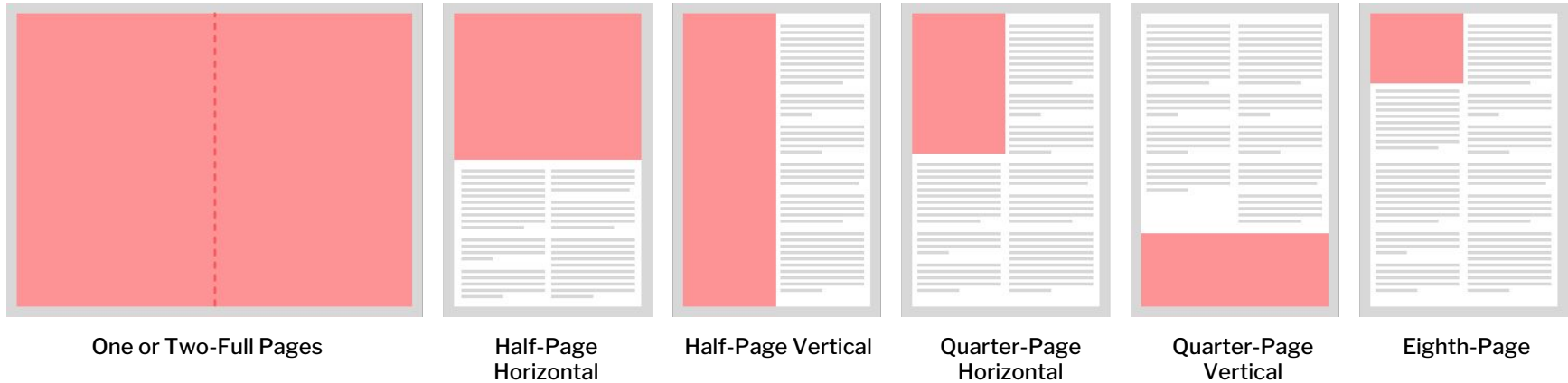
#### **QUEENS**

CUNY Queens College  
 Knockdown Center  
 Milo's Yard  
 MoMA P.S. 1  
 Topos Bookstore Café

**“The *Brooklyn Rail* forges communities across cultural disciplines, boroughs, and ideologies. A brilliantly conceived and beautifully executed newspaper, The Rail is making an absolutely crucial contribution to the intellectual life of the city and even the nation.”**

– Richard Serra, Artist

# Print Ads



<b>Spread</b>	W: 21" × H: 13.75"	© Requests for section-specific placement are honored on a first-come, first serve basis.
<b>Full Page Color</b>	W: 10" × H: 13.75"	© We do not offer bleeds.
<b>Half Page Horizontal</b>	W: 10" × H: 6.75"	© For color ads, files must be in CMYK, no spot color.
<b>Half Page Vertical</b>	W: 4.9" × H: 13.75"	© Black text and B&W images must be exported as grayscale (0% CMY).
<b>Quarter Page Horizontal</b>	W: 10" × H: 3.3"	© Improperly sized materials may be altered at the Brooklyn Rail's discretion.
<b>Quarter Page Vertical</b>	W: 4.9" × H: 6.75"	© Submit as attachments to <a href="mailto:ads@brooklynrail.org">ads@brooklynrail.org</a> . We accept high-res PDFs (min. 300 dpi)
<b>Eighth Page</b>	W: 4.9" × H: 3.3"	

# Print Rates & Packages

	<b>1 Issue</b>	<b>3 Issues</b>	<b>5 Issues</b>	<b>7 Issues</b>	<b>10 Issues</b>
<b>Full Page Color</b>	\$1,540	\$1,460	\$1,390	\$1,310	\$1,190
<b>Back Cover</b>	\$2,930	\$2,780	\$2,630	\$2,490	\$2,270
<b>Inside Front Cover</b>	\$2,460	\$2,340	\$2,210	\$2,090	\$1,910
<b>Color 2-page Spread</b>	\$2,310	\$2,190	\$2,080	\$1,960	\$1,790
<b>Inside Back Cover</b>	\$2,000	\$1,900	\$1,800	\$1,700	\$1,550
<b>1/2 Page Color</b>	\$1,050	\$1,000	\$950	\$890	\$810
<b>Full Page B&amp;W</b>	\$940	\$890	\$850	\$800	\$730
<b>1/2 Page B&amp;W</b>	\$740	\$700	\$670	\$630	\$570
<b>1/4 Page B&amp;W</b>	\$610	\$580	\$550	\$520	\$470
<b>1/8 Page B&amp;W</b>	\$330	\$310	\$300	\$280	\$260

All Ads packages need to be run within a year of scheduling.

There is a \$150 fee for all cancellations submitted after the material deadline.

All Ads packages that are paid for and scheduled in advance receive an additional 5% discount.

Non-profits receive a 10% discount off the final amount.



# 2019 Schedule & Terms

Issue	Due date	Press Date
February	January 14	January 24
March	February 18	February 28
April	March 18	March 28
May	April 15	April 24
June	May 20	May 29
July/August	June 24	July 3
September	August 19	August 27
October	September 16	September 26
November	October 21	October 30
December/January	November 25	December 5

## Terms

Acceptance of contract rate by customer constitutes contract.

The Brooklyn Rail reserves the right to decline any advertisement.

While the publication dates are subject to change, we strive to begin distribution of each issue on the first week of the month.

In the event of an error, the *Brooklyn Rail's* liability shall not exceed the cost of the space occupied by the error.

# Web/Online Ads

	1 Issue	3 Issues	5 Issues	7 Issues	10 Issues
<b>Web Large</b>	\$880	\$840	\$790	\$750	\$680
<b>Web Small</b>	\$440	\$420	\$400	\$370	\$340

Approx 21,000 unique visitors/day  
 Monthly readers from over 181 countries  
 Online Archive of over 10,000 articles

## Specs:

Due a week in advance:

- One image (W:180px H:90px)
- The file must be sent as a JPEG or PNG at 72dpi
- a URL
- the starting date

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**CONVERSATION**  
**PETAH COYNE with Jonathan Goodman**

GALERIE LELONG & CO. | SEPTEMBER 13 – OCTOBER 27

Installation view, Petah Coyne: *Having Gone / Will Return*, 2018. © Petah Coyne. Courtesy Galerie Lelong & Co., New York.

Petah Coyne, now entering maturity as an artist, is anything but wanting in her art. Her current show in Galerie Lelong & Co. is an outstanding compilation of pieces that incorporate taxidermied birds, which are pinned to or inserted into what are usually decorative elements or large masses of material—including waxed flowers and inchoate bodies of cloth fabric. Helped by a team of collaborators, Coyne continues to address the large, imaginative themes of her career: concerns with magical narrative, a deep-seated regard for the primary value of materials; a strong sense of interaction between audience and artwork (one piece in the show can be looked at from the top of a flight of stairs made especially for the exhibition). Coyne deftly balances the presence of good and evil in no uncertain terms—much as one might find in fairy tales, which have influenced her. This interview is intended to shed light on her themes and practices, as well as portray her ebullient enthusiasm, so much a part of her character. As we sat in the midst of Coyne's contrivances at Galerie Lelong & Co. in Chelsea, I found her work making a statement at least as forceful as the excellent replies given in response to my questions. It was an inspired afternoon.

**Jonathan Goodman (Rail):** I've known you for a long time; we're friends as well as being comrades in arms. I've always been impressed with your work. It's a combination of a deep, searching emotion, sensuousness, and a high sense of play, as well as incorporating abstract and figurative elements. Let's start the interview with the beginning of your life. Please tell me, what kind of family did you come from, where were you born, where did you go to

# Email Newsletter Ads

	1 Issue	3 Issues	5 Issues	7 Issues	10 Issues
<b>Email Newsletter Banner</b>	\$550	\$520	\$500	\$470	\$430

Our online mailing list reaches 10,000+  
 Open and click-through rates are above industry average

## Specs:

Newsletter banners are W:600px H:230px and run in each of our editorial newsletters.

Files must be sent as a JPEG at 72dpi.

## **THE BROOKLYN RAIL**

**AROUND TOWN**  
 Don't miss these upcoming events



Jonathan Silver in the studio, from the artist's archives

**Jonathan Silver, Drawings and Heads**  
 Curated by Marion Smit

**Panel Discussion**  
 Tuesday, December 18, 6:30pm  
 Moderated by Michael Brenson  
 with Phong Bui, Coleen Fitzgibbon, Bruce Gagnier, and Tom Otterness

**Opening Reception**  
 Friday, December 7, 6 – 8pm

New York Studio School  
 8 W 8th St, New York, NY 10011

More info [here](#)



**“In the dark times in which we live, artists struggle to create spaces of resistance. The *Brooklyn Rail* is such a space, and more: it is a space of hope.”**

**— Alfredo Jaar, Artist**

# Contracts & Contacts

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Brooklyn, NY 11232

For more details on our ads,  
see <https://brooklynrail.org/advertise>