THE BROOKLYN RAIL
Critical Perspectives on Art, Politics, and Culture

Last updated Dec 11, 2020
Overview

For over 20 years, the *Brooklyn Rail* has provided an independent forum for arts, culture, and politics throughout New York City and far beyond.

“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
The Rail is for those who read and think critically about art, culture, and our society including students, influential artists, writers, professors, curators, collectors and leaders in the arts. The Rail publishes 10 issues per year and is distributed free of charge. In 2020, the Rail reached over 1.5 million readers all over the world.

Reach and Demographics

Print
200k readers annually

Online
170k readers monthly

Instagram
+52k followers

Facebook
30k followers

Twitter
14.5k followers

Readership
56.8% Female
46.2% Male
20,000 copies of every issue are distributed to museums, galleries, universities, bookstores, cafes, and other cultural venues throughout Manhattan, Brooklyn, the Bronx, and Queens.

Interested in becoming a distributor?

Fill out this form!

Local Distribution

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
Doosan Gallery*
Film Forum
Film Society of Lincoln Center
First Street Gallery
Fountain Gallery
Gagosian Shop
Guerra Paint & Pigment Corp.*
Hauser & Wirth
Hunter College (695 Park Ave)
HUNTER COLLEGE Art Galleries
HUNTER College MFA Gallery
McNally Jackson Books (Prince St)
Mercer Books
New York School of the Arts
New York Studio School
NY Public Library, Mulberry Street
Parsons
Pen & Brush
Petzel Gallery
Pierogi
Printed Matter
Pratt School of Information
Ricco/Maresca Gallery
Soho Art Materials*
Sotheby’s Institute of Art
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
Word Up Community Bookstore
Yares Art Gallery

Brooklyn
Artist & Craftsman Supply
Park Slope
Artist & Craftsman Supply
WB
Bake Shop (995 Flushing Ave)
Brooklyn Public Library Main Branch
Community Bookstore*
Dandelion Wine
Eastern District
Greenlight Bookstore: Prospect
Hefferts
Head Hi*
Industry City Food Hall
ISCP
Kingsborough Art Museum & College, Art & Science Building
Little Cupcake Bake Shop
Microscope Gallery

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

Bronx
Bronx Art Space
Bronx River Art Center*
dANs Parents House*
The Bronx Museum of the Arts*

*Indicates new in 2020

Interested in becoming a distributor?

Fill out this form!
Print Advertising Specs

<table>
<thead>
<tr>
<th>Layout</th>
<th>Width (W)</th>
<th>Height (H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>W: 21” × H: 13.75”</td>
<td></td>
</tr>
<tr>
<td>Full Page Color</td>
<td>W: 10” × H: 13.75”</td>
<td></td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>W: 10” × H: 6.75”</td>
<td></td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>W: 4.9” × H: 13.75”</td>
<td></td>
</tr>
<tr>
<td>Quarter Page Horizontal</td>
<td>W: 10” × H: 3.3”</td>
<td></td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>W: 4.9” × H: 6.75”</td>
<td></td>
</tr>
</tbody>
</table>

- Placement placement is first-come, first serve and is not guaranteed.
- We do not offer bleeds.
- Colored ad files must be in CMYK, no spot color.
- Black text and B&W images must be exported as grayscale (0% CMY).
- Improperly sized materials may be altered at the Brooklyn Rail's discretion.
- We accept high-res PDFs (min. 300 dpi)
- Submit as attachments to catherine@brooklynrail.org.
- Please see page 14 for Newsprint Ad Best Practices
# Print Rates and Packages

<table>
<thead>
<tr>
<th></th>
<th>1 Issue</th>
<th>3 Issues</th>
<th>5 Issues</th>
<th>7 Issues</th>
<th>10 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Color</td>
<td>$1,540</td>
<td>$1,465</td>
<td>$1,390</td>
<td>$1,310</td>
<td>$1,190</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,930</td>
<td>$2,780</td>
<td>$2,630</td>
<td>$2,490</td>
<td>$2,270</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,460</td>
<td>$2,340</td>
<td>$2,210</td>
<td>$2,090</td>
<td>$1,910</td>
</tr>
<tr>
<td>Color 2-page Spread</td>
<td>$2,310</td>
<td>$2,190</td>
<td>$2,080</td>
<td>$1,960</td>
<td>$1,790</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
<td>$1,700</td>
<td>$1,550</td>
</tr>
<tr>
<td>1/2 Page Color</td>
<td>$1,050</td>
<td>$1,000</td>
<td>$950</td>
<td>$890</td>
<td>$810</td>
</tr>
<tr>
<td>Full Page B&amp;W</td>
<td>$940</td>
<td>$890</td>
<td>$850</td>
<td>$800</td>
<td>$730</td>
</tr>
<tr>
<td>1/2 Page B&amp;W</td>
<td>$740</td>
<td>$700</td>
<td>$670</td>
<td>$630</td>
<td>$570</td>
</tr>
<tr>
<td>1/4 Page B&amp;W</td>
<td>$610</td>
<td>$580</td>
<td>$550</td>
<td>$520</td>
<td>$470</td>
</tr>
</tbody>
</table>

- All Ad Packages must be run within a year of reservation.
- Non-profits receive a 10% discount off the final amount.
- Web + Print Ads can be purchased as a package for a 10% discount off final amount (not to be combined with nonprofit discount).
## 2021 Issue Publishing Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Artwork Deadline</th>
<th>Issue Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>January 20</td>
<td>February 3</td>
</tr>
<tr>
<td>March</td>
<td>February 24</td>
<td>March 10</td>
</tr>
<tr>
<td>April</td>
<td>March 24</td>
<td>April 7</td>
</tr>
<tr>
<td>May</td>
<td>April 21</td>
<td>May 5</td>
</tr>
<tr>
<td>June</td>
<td>May 19</td>
<td>June 2</td>
</tr>
<tr>
<td>July/August</td>
<td>June 30</td>
<td>July 14</td>
</tr>
<tr>
<td>September</td>
<td>August 18</td>
<td>September 1</td>
</tr>
<tr>
<td>October</td>
<td>September 22</td>
<td>October 6</td>
</tr>
<tr>
<td>November</td>
<td>October 20</td>
<td>November 3</td>
</tr>
<tr>
<td>December/January</td>
<td>November 24</td>
<td>December 8</td>
</tr>
</tbody>
</table>
Online Home Page Ads

These ads are sitewide, excluding article pages, with an average of 50k impressions/month.

<table>
<thead>
<tr>
<th>Months</th>
<th>Tile Ad</th>
<th>Banner Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$600/mo</td>
<td>$1100/mo</td>
</tr>
<tr>
<td>3</td>
<td>$580/mo</td>
<td>$1050/mo</td>
</tr>
<tr>
<td>5</td>
<td>$560/mo</td>
<td>$1000/mo</td>
</tr>
<tr>
<td>7</td>
<td>$540/mo</td>
<td>$950/mo</td>
</tr>
<tr>
<td>10</td>
<td>$510/mo</td>
<td>$900/mo</td>
</tr>
</tbody>
</table>

**Specs**
Due 1 week in advance of start date.

- One image, JPEG or PNG at 72dpi
- Tile Ad: W: 250px H: 250px
- Banner Ad: W: 1008px H: 108px
- Accompanying Web URL
- There is an additional $150 charge for animated (GIF) files
Online Article Page Ads

$2,500/month

Article pages account for 90% of our monthly traffic.

Desktop: “Fixed” to the bottom of the screen when scrolling.

Mobile: Featured at the top of article pages.

30 days across all article pages, including 10k archived articles

Specs
Due 1 week in advance of desired start date

• Accompanying Web URL
• W: 640px H: 200px
• Files must be sent as a JPG or PNG at 72dpi.
• There is an additional $150 charge for animated (GIF) files
$1,500/newsletter

Content of the newsletter is dedicated to your content.

Dedicated newsletters are reserved on a case-by-case basis. The subject and content is approved at the Rail’s discretion.

After the Rail receives materials, we will send a draft to you for final approval before sending it to our audience.

Specs
Due two weeks in advance

- Desired week for newsletter
- Text (Max 250 words)
- Accompanying web links
- 1-3 Images, jpegs
Email
Newsletter Ads

Our newsletter is sent out an average of 2-3x per week to approximately 10,000 subscribers, with an average open rate of 27%.

<table>
<thead>
<tr>
<th>Package</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
<th>7x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$550</td>
<td>$530</td>
<td>$510</td>
<td>$490</td>
<td>$470</td>
</tr>
</tbody>
</table>

Specs
Due 1 week in advance:
- W: 600px H: 230px
- Desired week for ad
- Web URL
- Files must be sent as a JPEG at 72dpi.
- There is an additional $150 charge for animated (GIF) files
Our events pages receive approximately 12k monthly visitors. They are mobile friendly and can host a variety of event listings. Examples include gallery openings, books signings, performances, poetry readings, etc. Event Listings can be reserved on a weekly basis, approved at the discretion of the Brooklyn Rail:

<table>
<thead>
<tr>
<th>Package</th>
<th>1</th>
<th>2</th>
<th>4</th>
<th>6</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$550</td>
<td>$500</td>
<td>$425</td>
<td>$350</td>
<td>$300</td>
</tr>
</tbody>
</table>

**Specs**
Due 1 week in advance

- Event Title & Description (120 words max)
- Registration Link (i.e. Eventbrite)
- Bios, headshots, or images
- Start/end date and time

brooklynrail.org/events
Contracts and Contacts

Terms

Acceptance of contract rate by customer constitutes contract.

The Brooklyn Rail reserves the right to decline any advertisement.

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

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

There is a 20% fee for all cancellations submitted after the material deadline.

Contact

Catherine Olson
Director of Advertising
catherine@brooklynrail.org
(718) 349-8427

The Brooklyn Rail
253 36th Street, Ste. C304, Unit 20
Brooklyn, NY 11232

https://brooklynrail.org/advertise
Best Practices for Newsprint Ads

Choose Images with plenty of contrast

It’s hard to get a true deep black in newspaper printing, and details in dark areas can merge together and look “flat” in print. At the other end of the spectrum, pale and subtle tones will lose some definition and can look washed out. For best results choose photographs with a good range of midtones and enough contrast between important details to make sure they really stand out.

Consider your layout

Newsprint is thin and your images are likely to show through the paper. Design with this in mind, and be careful with dark photos backing onto pale photos.

Check ink coverage for digital printing

In digital printing, colours with less than 20-30% ink coverage are likely to be very pale, or not visible at all in print. In general, we recommend keeping colours above 30%.

Remember that colors look different in newsprint than they do on a screen

...newspaper presses are working with a limited range of colours, especially compared to a screen. It’s important to expect some variation between your file and your newspaper.

From The Newspaper Club (April 3, 2017)
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