For over 21 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 2021, the Rail reached over 2 million readers all over the world.

**Reach and Demographics**

- **Print**: 200k readers annually
- **Online**: 170k readers monthly
- **Instagram**: 61k+ followers
- **Facebook**: 30k followers
- **Twitter**: 16k+ followers
- **Readership**: 56.8% Female, 43.2% Male

**Geographical Breakdown**

- **Europe**: 19.8%
- **Americas**: 69.4%
- **Asia**: 7.4%
- **Oceania**: 2.2%
- **Other**: 0.18%
Local Distribution

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!

Manhattan
192 Books
Academy Records & CDs
Anthology Film Archives
Art Students League
Blick Art Materials (Bond St.)
Book Culture
Center for Books Arts
Cristin Tierney Gallery
David Zwirner
Film Society of Lincoln Center
First Street Gallery
Fountain Gallery
Guerra Paint & Pigment Corp.
Hauser & Wirth
Mast Books
McNally Jackson Books (Prince St.)
Microscope Gallery
New York School of the Arts
New York Studio School
Pen & Brush
Printed Matter
Ricco/Maresca Gallery
Sotheby's Institute of Art
508 West 26th Street
547 West 27th Street
School of Visual Arts
The Clemente
The Whitney Museum Shop
Unoppressive
Non-imperialist
Bargain Books
Yares Art Gallery

Brooklyn
Art Cake
Artist & Craftsman Supply
Park Slope
Artist & Craftsman Supply
Williamsburg
Brooklyn Art Studios & Yashar Gallery
Brooklyn Museum
Brooklyn Rail HQ
Cathouse Proper @ 524 Projects
Center for Fiction
Community Bookstore
Dandelion Wine
Duke's Liquor Box
Eastern District
Five Boroughs Brewery
Greenlight Bookstore: Prospect Lefferts Gardens
Head Hi
International Studio & Curatorial Program
Little Cupcake Bake Shop
Minus Space
Miriam Gallery
NARS
Quimby's Bookstore
Playground Coffee Shop
Pierogi
Recess
Record Grouch
Sharpe-Walentas Studios
Slimak Cafe
Smack Mellon
Spoonbill Sugartown
The Market Restaurant
The Mixtape Shop

Tomato Mouse
Theodore Art
The Record Shop
Union Docs
Unnameable Books
Usagi NY
Williamsburg Hotel
Wyckoff Starr Coffee Shop
Wythe Hotel
Yafa Cafe

Queens
Astoria Bookshop
Milo's Yard
MoMA P.S. I
Topos Bookstore

Bronx
Bronx Art Space
dANs Parents House / 239 Play
The Bronx Museum of the Arts
# Print Advertising Specs

1. **One or Two-Full Pages**
   - W: 20.25” × H: 13.25”

2. **Full Page Color**
   - W: 9.5” × H: 13.25”

3. **Half Page Horizontal**
   - W: 9.5” × H: 6.5”

4. **Half Page Vertical**
   - W: 4.6” × H: 13.25”

5. **Quarter Page Vertical**
   - W: 4.6” × H: 6.5”

6. **Quarter Page Horizontal**
   - W: 9.5” × H: 3.1”

- 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 kathleen@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>
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<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>
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<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>
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<tr>
<td>Premium Placement</td>
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<td></td>
<td></td>
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<tr>
<td>First ten Pages</td>
<td>$2,160</td>
<td>$2,040</td>
<td>$1,910</td>
<td>$1,790</td>
<td>$1,610</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)
# 2022 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 17</td>
<td>February 2</td>
</tr>
<tr>
<td>March</td>
<td>February 21</td>
<td>March 9</td>
</tr>
<tr>
<td>April</td>
<td>March 21</td>
<td>April 6</td>
</tr>
<tr>
<td>May</td>
<td>April 18</td>
<td>May 4</td>
</tr>
<tr>
<td>June</td>
<td>May 16</td>
<td>June 1</td>
</tr>
<tr>
<td>July/August</td>
<td>June 20</td>
<td>July 6</td>
</tr>
<tr>
<td>September</td>
<td>August 15</td>
<td>August 31</td>
</tr>
<tr>
<td>October</td>
<td>September 19</td>
<td>October 5</td>
</tr>
<tr>
<td>November</td>
<td>October 17</td>
<td>November 2</td>
</tr>
<tr>
<td>December/January</td>
<td>November 21</td>
<td>December 7</td>
</tr>
</tbody>
</table>
Online Banner Ads

These ads are sitewide with an average of 50k impressions/month.

Desktop: “Fixed” to the top of the screen when scrolling

Mobile: Featured at the top of all pages

30 days across entire site, including 10k archived articles

<table>
<thead>
<tr>
<th>Duration</th>
<th>1 mo.</th>
<th>3 mo.</th>
<th>5 mo.</th>
<th>7 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,215</td>
<td>$1,095</td>
<td>$986</td>
</tr>
</tbody>
</table>

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

- Accompanying Web URL
- Files must be sent as a JPG or PNG at 72 dpi
- There is an additional $150 charge for animated (GIF) files
Dedicated Newsletters

$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 2 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:

Event Listings

<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,)
- 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

Kathleen Cullen
Director of Advertising
kathleen@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, colors 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%. If we decide to have the type in black, it should be set to Black only and not 4K (Register). Graphics should be exported at 20% dot gain.

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

Newspaper presses are working with a limited range of colors, 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)
The *Brooklyn Rail* is the soul of New York culture: free, inclusive, unpretentious, and relevant, it boldly resists any corporate model.

–Shirin Neshat, Artist