

2025 Media Kit

BROOKLYN RAIL

Critical Perspectives on Art, Politics, and Culture

Last updated January 10, 2025

Overview

For over 24 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



Reach and Demographics

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 each year and is distributed free of charge. Across platforms, the Rail reaches over 2 million people annually.

Print

25k readers monthly

Online

170k readers monthly

Instagram

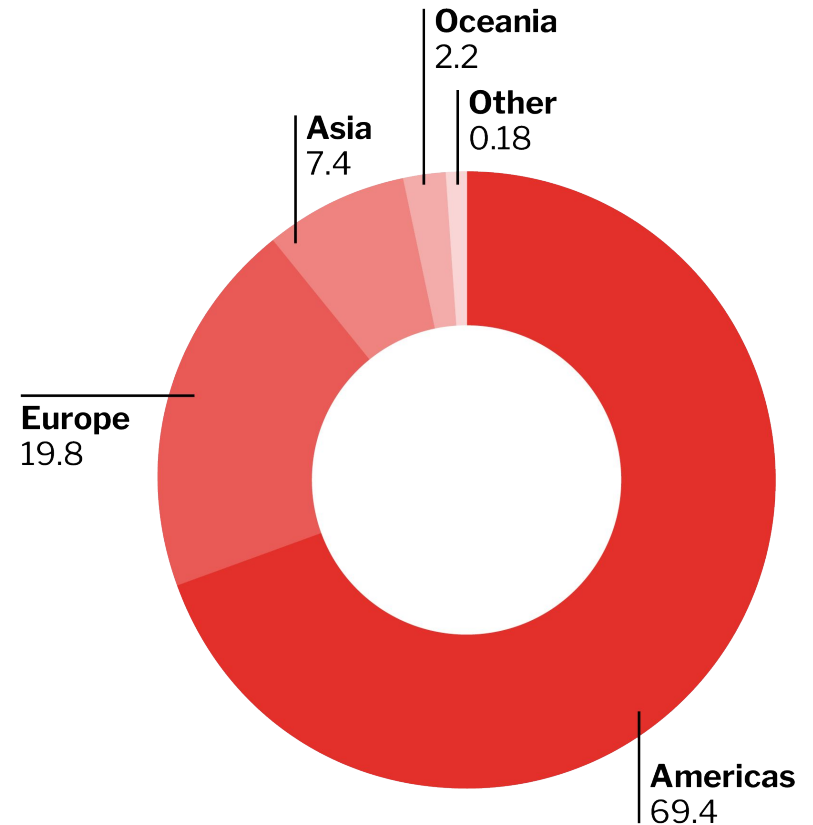
88k+ followers

Facebook

31k+ followers

Twitter/X

16k+ followers



Distribution

The print issue is distributed to over 200 cultural and community gathering spaces across the US. Currently available in 39 states, we're constantly adding new distribution partners. See a full list of locations that carry the paper [here](#).



Print Advertising Specs



**1.
Full Page**

**2.
Half-Page
Horizontal**

**3.
Quarter-Page
Vertical**

1. Full Page	H: 13.25" × W: 9.5"
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2. Half Page Horizontal	H: 6.5" × W: 9.5"
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3. Quarter Page Vertical	H: 6.5" × W: 4.6"
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- 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 17 for Newsprint Ad Best Practices

Print Rates

	Cost Per
Back cover	\$4,100
Inside front cover	\$3,300
Premium placement (first pages)	\$2,600
Inside back cover	\$2,500
Full page color	\$1,850
½ page color	\$1,350
Full page B&W	\$1,250
½ page B&W	\$975
¼ Page B&W	\$800

Buy More, Save More!

- Save 5% on three ads
- Save 7% on five ads
- Save 10% on ten ads

To mix & match ads inquire about a custom package

- 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 5% discount off final amount (not to be combined with non-profit discount)

2025 Issue Publishing Schedule

Issue	Artwork Deadline	Issue Release Date
February	January 15	January 29
March	February 19	March 5
April	March 19	April 2
May	April 16	April 30
June	May 21	June 4
July/August	June 25	July 9
September	August 20	September 3
October	September 17	October 1
November	October 22	November 5
December/January	November 26	December 10

Online Banner Ads

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

Anchored to the bottom of the screen on all pages, until closed

30 days across entire site, including over 10k archived articles

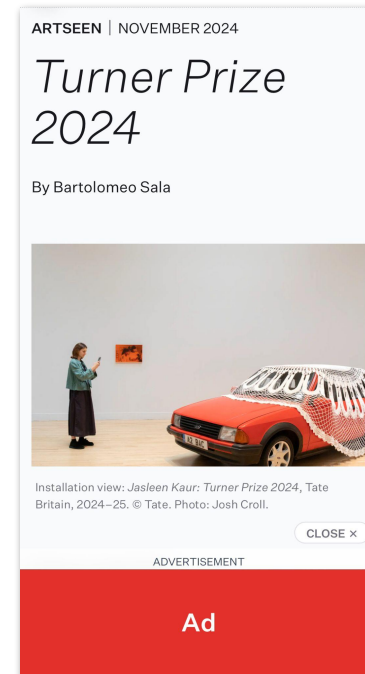


Duration	1 mo.	3 mo.	6 mo.	12 mo.
Rate	\$ 3,600	\$10,260	\$16,740	\$38,880

Specs

Due 1 week in advance of desired start date

- Accompanying Web URL
- Viewable on mobile at W: 640px H: 200px and desktop at W: 1000px H: 150px
- Submit files at W: 1280px H: 400px (mobile) and W: 2000px H: 300px (desktop)
- Files must be sent as a JPG or PNG at 72 dpi
- There is an additional \$150 charge for animated (GIF) files



In-Article Ads

These ads appear on every standard article page

Average impressions of 20k/month

Average sessions duration on article page is 3.5 minutes

30 days across entire site, including over 10k archived articles

Duration	1 mo.	3 mo.	6 mo.	12 mo.
Rate	\$1,800	\$5,130	\$10,044	\$19,440

Specs

Due 1 week in advance of desired start date

- Accompanying Web URL
- Viewable on mobile at W: 640px H: 200px and desktop at W: 1000px H: 100px
- Submit files at W: 1280px H: 400px (mobile) and W: 2000px H: 200px (desktop)
- Files must be sent as a JPG or PNG at 72 dpi
- There is an additional \$150 charge for animated (GIF) files

Rail: The essential animating concern at that moment, which was what?

Tiravanija: I mean, it goes back to Fluxus somehow. What is really important when one is thinking about art? For me, it's about the relationship, right? It's not just the relationship between you and the work, or you and the artists and the ideas, but also you and the other people looking at it.

Rail: Right. So breaking the boundary of the art world, in a way?

Tiravanija: There's a kind of gap between what I see and what I would say Western cultural thinking is, which is basically the difference between looking at an object and using the object. And so one of the first things was realizing "Oh, they're just taking all these things and putting them in a box." And in a way, for me, it was missing out on the life part.

ADVERTISEMENT

Ad

Rail: Some of your generation saw that very differently. For instance, they might say, "If all you want to talk about is the context in which that work exists, then maybe you're afraid to actually talk about the work." And then there's the generation that said, "There's no separation between context and work. That's a false binary." So when you would cook in a gallery, and serve in a gallery, putting yourself in that role of serving the public something basic, a little meal or just a snack, how did that change the role of the artist as you saw it? How did that question the role of the artist?

Tiravanija: Well, I was thinking about repositioning the audience and the object. I

tempting to contrast the high cultural accomplishments of the literary and theatrical community in this oeuvre to the genre of celebrity portraiture now — a narrative spectacle gratuitous and fleeting.

ADVERTISEMENT

Ad

Part of Penn's originality was studio renderings of what had previously been considered ethnographic portraits, an unexpected hybrid of *Vogue* and

Online Tile Ad

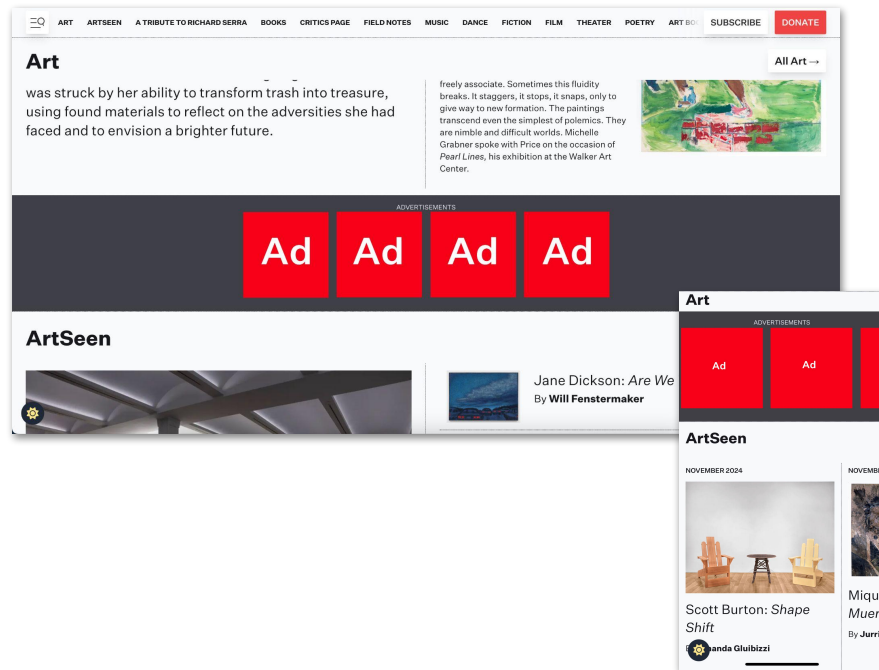
These ads are on the homepage between two of our most read sections with an average of 10k impressions/month

Package	1x	3x	6x	12x
Rate	\$450	\$1,283	\$2,511	\$4,860

Specs

Due 1 week in advance

- W: 250px H: 250px
- Desired start date for ad
- Web URL
- Files must be sent as a JPEG at 72dpi



Dedicated Newsletters

\$2,750/newsletter

Entire newsletter is dedicated to your content

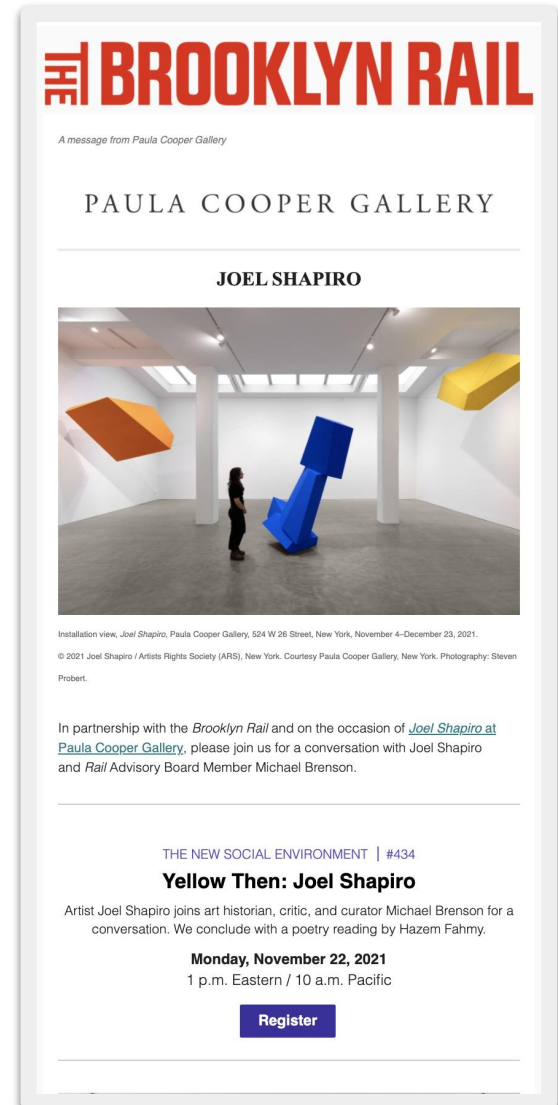
After the *Rail* receives materials, we will send a draft to you for final approval before sending it to our audience

Specs

Due 4 weeks in advance
20% rush fee applied for creative sent in late

- Desired week for newsletter
- Text (max. 250 words)
- Accompanying web links
- 1–3 Images, jpegs

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



Email Newsletter Ads

Our newsletter is sent out an average of 2–3x per week to over **20,000** subscribers, with an average open rate of **50%**

Package	1x	3x	6x	12x
Rate	\$750	\$2,138	\$4,185	\$8,100

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

THE BROOKLYN RAIL

From the Artseen Section

Don't miss these shows reviewed in the *Rail*'s November issue.



© Estate of Susan Rothenberg, Steffani Jemison, Etel Adnan, Betsy Damon, Yageo Foundation, Joseph Rodriguez.

ARTSEEN

Pablo Picasso: *Seven Decades of Drawing*

at Acquavella Galleries • review by David Rhodes

Steffani Jemison: *Broken Fall*

at Greene Naftali • review by David C. Shuford

Susan Rothenberg: *On Both Sides of My Line*

at Gray • review by Alfred Mac Adam

Etel Adnan: *Light's New Measure*

at the Guggenheim • review by Dina A. Ramadan

Underground Modernist: E. McKnight Kauffer

at the Cooper Hewitt • review by Mary Ann Caws

Ad

Marketing Bundles

***The Brooklyn Rail* offers discounts on advertising purchased together**

Bundles allow you to diversify your advertising, combining digital and print, for the lowest cost

We offer three standard packages and the option to create a custom bundle

Quotes will be provided for custom packages upon the completion of the package order form

Marketing Bundles and Custom Package cannot be combined with non-profit discounts

Starter Package \$4,900

1 Print Full Page Color Ad

3 Newsletter Banner Ads

1 In-Article Ad

Ad Type + Specs	Quantity	Value
Print: Full Page Color <ul style="list-style-type: none"> • W: 9.5" × H: 13.25" • CMYK, no spot color • High res PDF at 300 dpi • No bleed 	1	\$1,850
Web: Newsletter Banner Ad <ul style="list-style-type: none"> • Accompanying Web URL • W: 600px × H: 230px • JPG or PNG at 72dpi 	3	\$2,138
Web: In-Article Ad <ul style="list-style-type: none"> • Accompanying Web URL • Mobile: W: 640px × H: 200px • Desktop: W: 1,000px × H: 100px • Files must be sent as a JPG or PNG at 72dpi. 	1	\$1,800

Total Value \$5,788

Package Discount 15%

Total Cost \$4,900

Friend Package

\$7,350

3 Print Full Page Color Ads

1 In-Article Ad

3 Newsletter Banner Ad

Ad Type + Specs	Quantity	Value
Print: Full Page Color		
<ul style="list-style-type: none"> • W: 9.5" × H: 13.25" • CMYK, no spot color • High res PDF at 300 dpi • No bleed 	3	\$5,273
Web: In-Article Ad		
<ul style="list-style-type: none"> • Accompanying Web URL • Mobile: W: 640px × H: 200px • Desktop: W: 1,000px × H: 100px • Files must be sent as a JPG or PNG at 72dpi. 	1	\$1,800
Web: Newsletter Banner Ad		
<ul style="list-style-type: none"> • Accompanying Web URL • W: 600px × H: 230px • JPG or PNG at 72dpi 	3	\$2,138

Total Value \$9,211

Package Discount 20%

Total Cost \$7,350

5 Print Full Page Color Ads

1 Banner Ad

1 In-Article Ad

2 Dedicated Newsletters

VIP Package \$14,600

Total Value

\$19,503

Package Discount

25%

Total Cost

\$14,600

Ad Type + Specs

Quantity

Value

Print: Full Page Color

- W: 9.5" × H: 13.25"
- CMYK, no spot color
- High res JPEG at 300 dpi
- No bleed

5

\$8,603

Web: Banner Ad

- Accompanying Web URL
- Mobile: W: 640px × H: 200px
- Desktop: W: 1,000px × H: 150px
- Files must be sent as a JPG or PNG at 72dpi.

1

\$3,600

Web: Banner Ad

- Accompanying Web URL
- Mobile: W: 640px × H: 200px
- Desktop: W: 1,000px × H: 100px
- Files must be sent as a JPG or PNG at 72dpi.

1

\$1,800

Dedicated Newsletter

- Body text (250 words max)
- Images (1-3 to choose from), JPEG
- Accompanying web URLs

2

\$5,500

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. In addition, thin type against dark backgrounds might not be legible. 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.

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.

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 easily visible 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.

Contracts and Contacts

Terms

All advertisers must agree to conditions outlined in the Advertising Contract

The Brooklyn Rail reserves the right to decline any advertisement

Publication dates are subject to change

Distribution begins on the first week of the month, except for the July/August and December/January double issues

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>

**For questions about billing please contact
jorja@brooklynrail.org**

***The Brooklyn Rail* is the soul of New York culture: free, inclusive, unpretentious, and relevant, it boldly resists any corporate model.**

–Shirin Neshat, Artist