2024 Media Kit

THE BROOKLYN RAIL

Critical Perspectives on Art, Politics, and Culture

Last updated March 25, 2024

Overview

For over 22 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 per year** and is distributed **free of charge**. In 2022, the **Rail** reached over 2 million readers all over the world.

Print
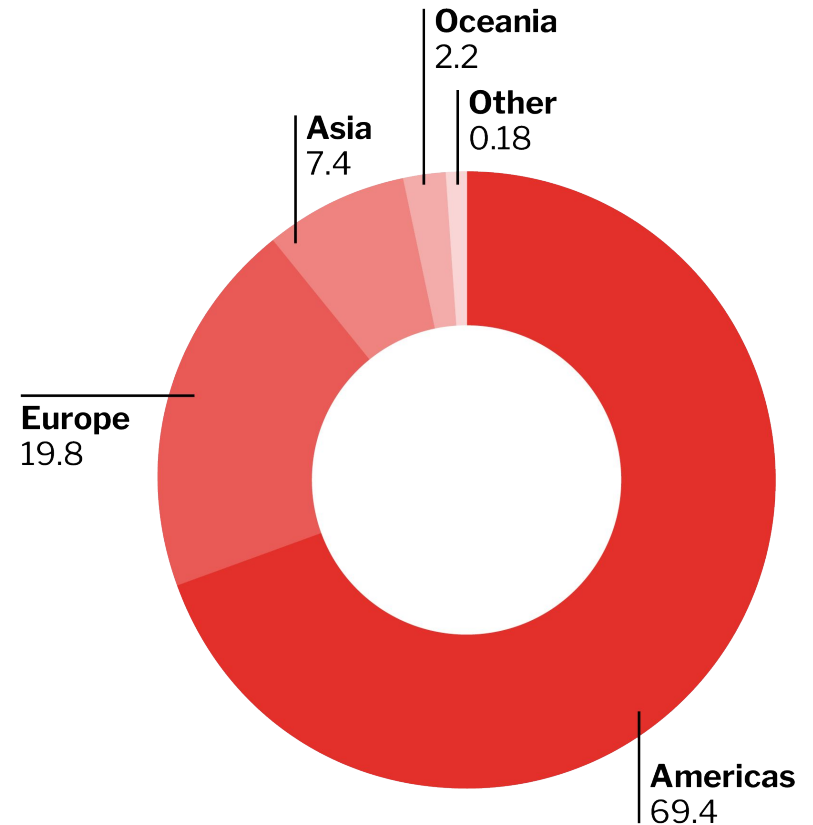25k readers monthly

Online
170k readers monthly

Instagram
69k+ followers

Facebook
30k followers

Twitter
16k+ followers

Oceania 2.2
Other 0.18
Asia 7.4
Europe 19.8
Americas 69.4

Distribution

In 2022, the *Rail* expanded distribution nationally for the first time ever! The print issue is now distributed to over 200 locations throughout the city and beyond, reaching new audiences every month as we continue this expansion. See a full list of locations that carry the paper here.

Interested in becoming a distributor?

Fill out this form!

Print Advertising Specs
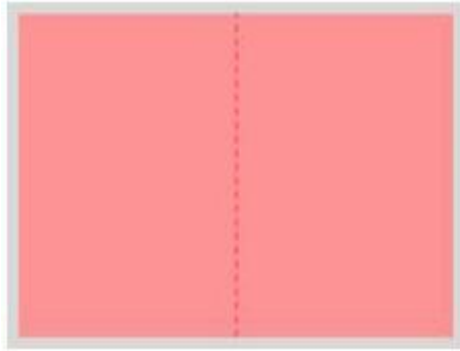
1. Two-Page Spread

2. Full Page

3. Half-Page Horizontal

4. Quarter-Page Vertical

5 Eighth-Page Horizontal

1. Two-Page Spread	W: 20.25" × H: 13.25"
2. Full Page	W: 9.5" × H: 13.25"
3. Half Page Horizontal	W: 9.5" × H: 6.5"
4. Quarter Page Vertical	W: 4.6" × H: 13.5"
5. Eighth Page Horizontal	W: 4.6" × 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 17 for Newsprint Ad Best Practices

Print Rates and Packages

	Cost Per
Full Page Color	$1,750
Back Cover	$3,600
Inside Front Cover	$3,000
Color 2-page Spread	$2,900
Premium Placement (First Pages)	$2,450
Inside Back Cover	$2,300
1/2 Page Color	$1,300
Full Page B&W	$1,100
1/2 Page B&W	$900
1/4 Page B&W	$750
1/8 Page B&W	$450

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 nonprofit discount)

2024 Issue
Publishing Schedule

| Issue	Artwork Deadline	Issue Release Date
February	January 17	January 31
March	February 15	March 6
April	March 22	April 3
May	April 19	May 3
June	May 17	May 29
July/August	June 21	July 3
September	August 16	August 28
October	September 20	October 2
November	October 18	October 30
December/January	November 29	December 11

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 over 10k archived articles
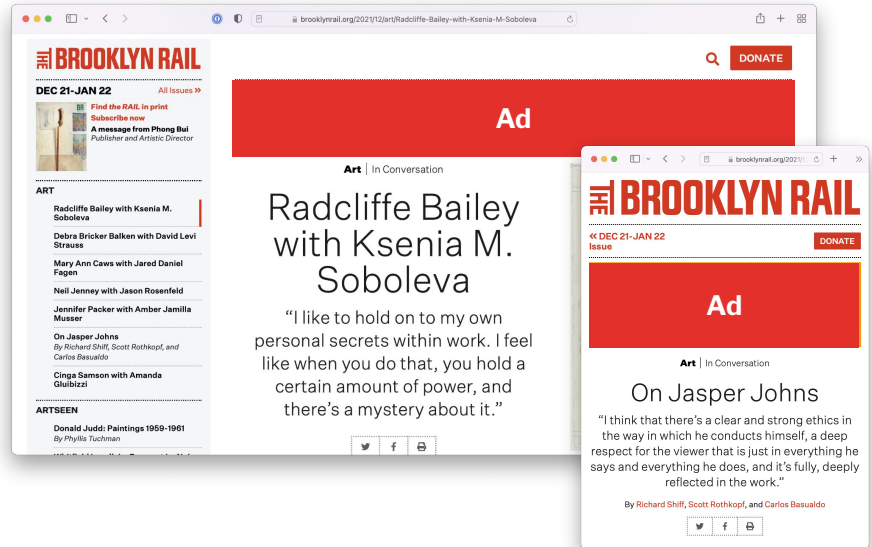
Duration	1 mo.	3 mo.	6 mo.	12 mo.
Rate	$1,800	$5,130	$10,044	$19,440

Specs
Due 1 week in advance of desired start date

- Accompanying Web URL
- **Mobile:** W: 640px H: 200px, Desktop: W: 1000px H: 100px
- Files must be sent as a JPG or PNG at 72 dpi
- There is an additional $150 charge for animated (GIF) files

Online Tile Ad

These ads are on the homepage with an average of 16k impressions/month.

Package	1x	3x	6x	12x
Rate	$400	$1,140	$2,232	$4,320

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

$2,500/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 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

BROOKLYN RAIL

A message from Paula Cooper Gallery

PAULA COOPER GALLERY

JOEL SHAPIRO

Installation view, *Joel Shapiro*, Paula Cooper Gallery, 524 W 26 Street, New York, November 4–December 23, 2021.

© 2021 Joel Shapiro / Artists Rights Society (ARS), New York. Courtesy Paula Cooper Gallery, New York. Photography: Steven Probert.

In partnership with the *Brooklyn Rail* and on the occasion of *Joel Shapiro* at Paula Cooper Gallery, please join us for a conversation with Joel Shapiro and *Rail* Advisory Board Member Michael Brenson.

THE NEW SOCIAL ENVIRONMENT | #434
Yellow Then: Joel Shapiro
Artist Joel Shapiro joins art historian, critic, and curator Michael Brenson for a conversation. We conclude with a poetry reading by Hazem Fahmy.

Monday, November 22, 2021
1 p.m. Eastern / 10 a.m. Pacific

Register

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	$700	$1,995	$3,906	$7,560

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

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
$4,500

1 Print Full Page Color Ad

3 Newsletter Ads

1 Homepage Banner Ad

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	1	$1,750
Web: Newsletter Banner Ad · Accompanying Web URL · W: 600px × H: 230px · JPG or PNG at 72dpi	3	$1,995
Web: Monthly Banner Ad · Accompanying Web URL · W: 640px × H: 200px · Files must be sent as a JPG or PNG at 72dpi.	1	$1,800

Total Value	$5,250
Package Discount	15%
Total Cost	**$4,500**

Friend Package
$7,025

3 Print Full Page Color Ads

1 Banner Ad

3 Newsletter Banner Ad

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	3	$4,988
Web: Monthly Banner Ad · Accompanying Web URL · W: 640px × H: 200px · Files must be sent as a JPG or PNG at 72dpi.	1	$1,800
Web: Newsletter Banner Ad · Accompanying Web URL · W: 600px × H: 230px · JPG or PNG at 72dpi	3	$1,995

Total Value	$8,783
Package Discount	20%
Total Cost	**$7,025**

VIP Package
$13,700

5 Print Full Page Color Ads

3 Banner Ads

2 Dedicated Newsletters

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	$8,138
Web: Monthly Banner Ad · Accompanying Web URL · W: 640px H: 200px · Files must be sent as a JPG or PNG at 72dpi.	3	$5,130

Dedicated Newsletter
· Body text
  (250 words max)
· Images (1-3 to choose from),
  JPEG
· Accompanying web URLs
	2	$5,000

Total Value	$18,268
Package Discount	25%
Total Cost	**$13,700**

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.

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.

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.

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