

# The AMERICAN SCHOLAR



The American Scholar is the venerable but lively quarterly magazine of public affairs, literature, science, history, and culture published by the Phi Beta Kappa Society since 1932. In recent years the magazine has won four National Magazine Awards and many of its essays and articles have been selected for the yearly Best American anthologies.

Inspired by Ralph Waldo Emerson's famous speech, "The American Scholar," delivered to the Phi Beta Kappa Society at Harvard College in 1837, the magazine aspires to Emerson's ideals of independent thinking, self-knowledge, and a commitment to the affairs of the world as well as to books, history, and science.

Natalie Angier  
Mary Gordon  
Daniel Patrick Moynihan  
Hannah Arendt  
Anthony Grafton  
Reinhold Niebuhr  
Nicholson Baker  
Stephen Jay Gould  
Cynthia Ozick  
Jacques Barzun  
Allan Gurganus  
George Plimpton  
Saul Bellow  
Shirley Hazzard  
Marilynne Robinson  
Sven Birkerts  
John Hersey  
Richard Rodriguez  
Henry Steele Commager  
Edward Hoagland  
Richard Rorty

Aaron Copland  
Aldous Huxley  
Phyllis Rose  
Joan Didion  
Randall Jarrell  
Ingrid D. Rowland  
Annie Dillard  
Philip Larkin  
Muriel Rukeyser  
Rita Dove  
Bernard Lewis  
Bertrand Russell  
William O. Douglas  
David Levering Lewis  
Oliver Sacks  
W.E.B. DuBois  
Sinclair Lewis  
Carl Sagan  
Freeman Dyson  
Anne Morrow Lindbergh  
Simon Schama

Gretel Ehrlich  
Walter Lippmann  
Arthur Schlesinger Jr.  
Albert Einstein  
Alison Lurie  
Shelby Steele  
Ralph Ellison  
James McConkey  
Barbara Tuchman  
Joseph Epstein  
Marshall McLuhan  
John Updike  
Erik H. Erikson  
Thomas Mallon  
Helen Vendler  
Anne Fadiman  
Thomas Mann  
Alice Walker  
Frances FitzGerald  
Margaret Mead  
John Edgar Wideman

# 2022 RATES AND SPECIFICATIONS

## RATES

SIZE	1x	4x
Full Page	\$1,095	\$985
Half Page	\$745	\$670
Quarter Page	\$445	\$395
Eighth Page	\$245	\$220
Cover 2	\$1,545	\$1,390
Cover 3	\$1,345	\$1,210
Cover 4	\$1,745	\$1,570

## CLOSING DATES

### WINTER

Space: September 28, 2022  
Materials: November 4, 2022

### SUMMER

Space: April 22, 2022  
Materials: May 6, 2022

### SPRING

Space: January 29, 2022  
Materials: February 12, 2022

### AUTUMN

Space: July 29, 2022  
Materials: August 5, 2022

## TECHNICAL

- Ads should be provided as high-resolution PDFs. Use PDF/X-1a:2001 format.
- Embed all fonts (PDF/X-1a:2001 format ensures that fonts get embedded).
- Use only CMYK process colors. Do not use RGB or PMS colors.
- Full page ads should include crop marks at trim size (6" x 10"). Position all crop marks outside of bleed area.
- Full page ads should include 1/4" bleed on all sides
- On full page ads, keep critical elements (copy, logos, etc.) 1/2" away from trim on all sides. See "Live area" above right.
- Resolution on all embedded photos and any other raster-based image should be 300dpi

If you have any questions concerning these specifications or any general advertising inquiries please contact:

Steve Anderson  
Phi Beta Kappa  
1606 New Hampshire Ave. NW  
Washington, DC 20009

Phone: 202-422-9627

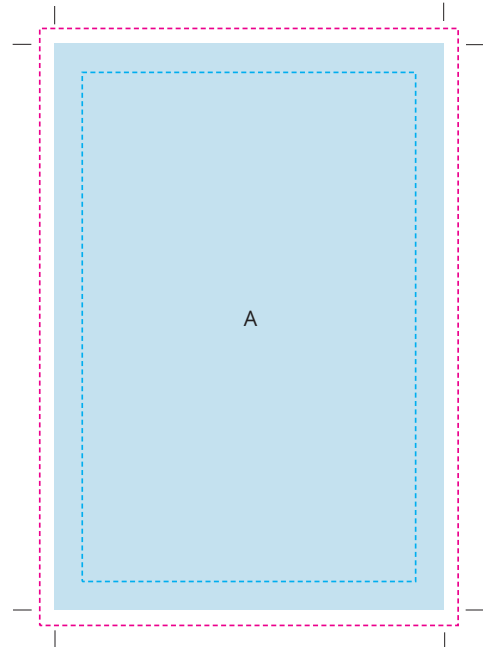
Fax: 202-265-0083

E-mail: sanderson@theamericanscholar.org

Artwork should be delivered to Steve Anderson at the address above.

## DIMENSION

- A Full Page: 6.875" x 10"
- With bleed: 7.375" x 10.5"
- Live area: 5.875" x 9"

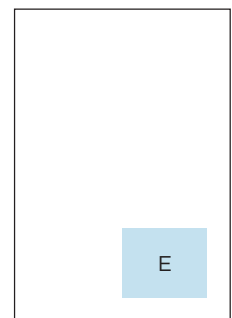
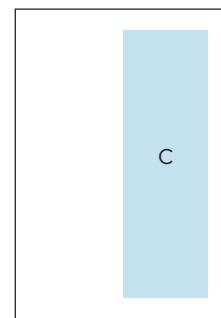
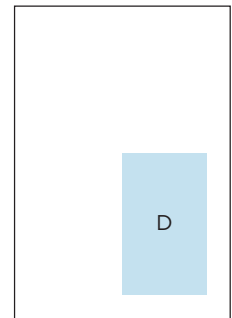
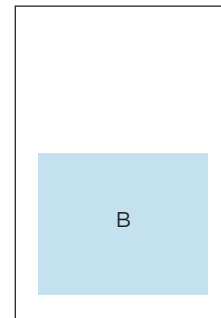


- B Half Page Horizontal  
5.375" x 4.35"

- D Quarter Page  
2.625" x 4.25"

- C Half Page Vertical  
2.625" x 8.375"

- E Eighth Page  
2.625" x 2.125"



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# READERSHIP AND DEMOGRAPHICS

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## READERSHIP

### CIRCULATION

23,185 subscribers

### WEB TRAFFIC

120,000 monthly visitors

156,000 monthly pageviews

86,000 monthly unique visitors

### SOCIAL MEDIA

15,000 Facebook likes

15,000 Twitter followers



## INCOME

More than 50% of subscribers have a household income of over \$100,000

## AGE

38% 66+

20% 56-65

23% 46-55

12% 36-45

## OCCUPATION

75% of subscribers are professionals

## RESIDENCE

42% have lived in their home for 16+ years

70% have lived in their home for 5+ years

## GENDER

65% Male

35% Female

## EDUCATION

74% Graduate School

21% College Graduates

48% Phi Beta Kappa Members

## MARITAL STATUS

82% Married

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# PHI BETA KAPPA

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Five students at the College of William and Mary founded Phi Beta Kappa in 1776, during the American Revolution. For over two and a quarter centuries, the Society has embraced the principles of freedom of inquiry and liberty of thought and expression. Laptops have replaced quill pens, but these ideas, symbolized on Phi Beta Kappa's distinctive gold key, still lay the foundations of personal freedom, scientific inquiry, liberty of conscience and creative endeavor. Phi Beta Kappa celebrates and advocates excellence in the liberal arts and sciences. Its campus chapters invite for induction the most outstanding arts and sciences students at America's leading colleges and universities.



The Society sponsors activities to advance these studies —the humanities, the social sciences, and the natural sciences —in higher education and in society at large.

## QUICK FACTS

- Phi Beta Kappa is a leading advocate for excellence in the liberal arts and sciences.
- We have over half a million members and chapters at 280 American colleges and universities.
- Only about 10 percent of the nation's institutions of higher learning have Phi Beta Kappa chapters.
- Only about 10 percent of the arts and sciences graduates of these distinguished institutions are selected for Phi Beta Kappa membership.
- Each year, about one college senior in a hundred, nationwide, is invited to join Phi Beta Kappa.
- Membership in Phi Beta Kappa shows commitment to the liberal arts and sciences, and to freedom of inquiry and expression—and it provides a competitive edge in the marketplace.

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## BOOKS COVERAGE

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When I became the editor of *The American Scholar* seven years ago I made a new policy concerning books coverage: Ours would become the first quarterly I know about to review new books in a timely way, in the same season in which they are published. Why is this important? In part because my journalistic background involved covering books for newspapers (*USA Today* and *The Washington Post Book World*) and bimonthly magazines (*Civilization and Preservation*), where timeliness was built into the mission of the publication. The *Scholar*, like all quarterlies, has an uphill climb when it seeks to be timely. But book publishing, because of its long lead time, makes timeliness possible for a quarterly. Not easy, but possible.

The second reason that timeliness in the *Scholar* is important to me is because I know our readers want it. We have an unusually literate audience, for whom keeping up with books is as important as keeping up with movies or television is for the mass audiences of the larger publications I've written and edited for. We devote from 15 to 20 percent of our editorial space to the coverage of new books, and perhaps another 20 percent to other literary topics. That's about 50 pages per issue, 200 pages a year. Even devoting this much space, we can only scratch the

surface of all the good books published, which is why we devote a large amount of our time choosing books wisely for our audience. We know our readers expect that of us.

— Robert Wilson,  
Editor

