The American Scholar is the venerable and 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.

**Noted Contributors**

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Alice Walker  
Frances FitzGerald  
Margaret Mead  
John Edgar Wideman
# 2024 Rates and Specifications

## Rates

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## Closing Dates

**WINTER**
- Space: October 25, 2024
- Materials: November 1, 2024

**SPRING**
- Space: January 24, 2024
- Materials: February 2, 2024

**SUMMER**
- Space: April 26, 2024
- Materials: May 3, 2024

**AUTUMN**
- Space: July 26, 2024
- Materials: August 2, 2024

## Technical Specifications

- 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” × 10”). Position all crop marks outside of bleed area.
- Full page ads should include ⅛” bleed on all sides.
- On full page ads, keep critical elements (copy, logos, etc.) ⅜” 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.
READERSHIP AND DEMOGRAPHICS

Readership

CIRCULATION
23,185 subscribers

WEB TRAFFIC
85,000 monthly visitors
134,000 monthly pageviews
66,000 monthly unique visitors

SOCIAL MEDIA
14,000 Facebook likes
12,000 Twitter followers

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

Occupation
75% of subscribers are professionals

Gender
65% Male
35% Female

Marital Status
82% Married

Age
38% 66+
20% 56-65
23% 46-55
12% 36-45

Residence
42% have lived in their home for 16+ years
70% have lived in their home for 5+ years

Education
74% Graduate School
21% College Graduates
48% Phi Beta Kappa Members
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.
For nearly 20 years, The American Scholar has been one of the rare quarterly magazines to review new books in a timely way—in the same season in which the titles are published. This is absolutely essential to our mission. The Scholar, like all quarterlies, has an uphill climb in the effort to be timely. But book publishing, because of its long lead time, makes timeliness possible for a quarterly. Not easy, but possible.

We have an unusually literate audience, and our readers keep up with new nonfiction books as much as they do movies and television. We devote between 15 and 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. And we also feature the author of a new book each week on our “Smarty Pants” podcast. In many ways, books are at the core of what we do. We devote a great deal of time to choosing books wisely for our audience. We know that our readers expect that of us.
WEB ADVERTISEMENTS

**Rectangle Ad**
Run of site
300 px x 250 px
$6 cpm
Typically runs in the right hand menu bar but can run in-article for an additional $2 cpm.

**Banner Ad**
Run of site
728 px x 90 px
$8 cpm

**Multichannel Specifications**
Ads should be provided as low res GIFS of JPEGS (72 dpi) in RGB color