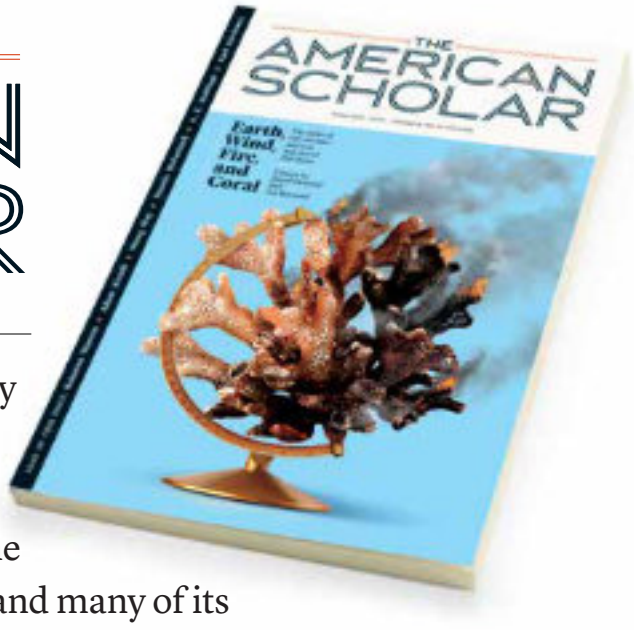
THE AMERICAN SCHOLAR



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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Thomas Mann
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Frances FitzGerald
Margaret Mead
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2026 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: October 25, 2026
Materials: November 1, 2026

SUMMER
Space: April 26, 2026
Materials: May 3, 2026

SPRING
Space: January 24, 2026
Materials: February 2, 2026

AUTUMN
Space: July 26, 2026
Materials: August 2, 2026

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 ¼" bleed on all sides
- On full page ads, keep critical elements (copy, logos, etc.) ½" 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:

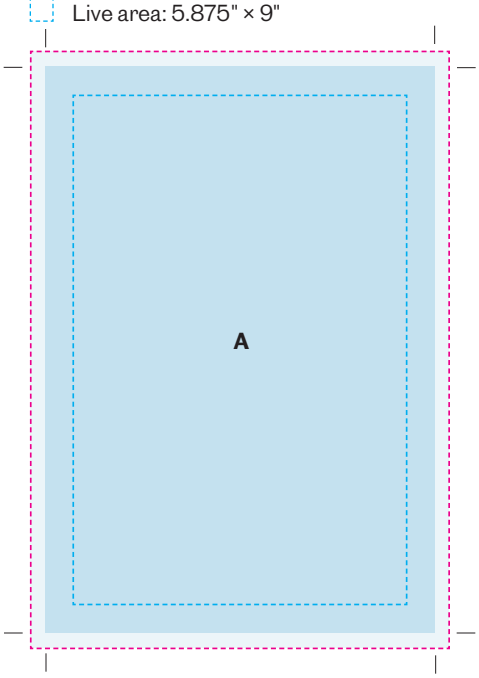
Steve Anderson
Phi Beta Kappa
1606 New Hampshire Ave. NW
Washington, DC 20009

Phone: 202-422-9627
E-mail: sanderson@theamericanscholar.org

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

Dimensions

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

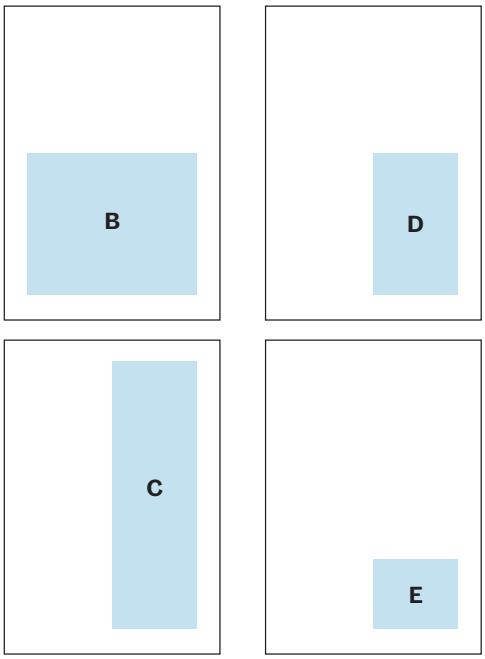


B Half Page Horizontal
H. 4.375" × W. 5.5"

C Half Page Vertical
H. 8.75" × W. 2.875"

D Quarter Page
2.875" × 4.25"

E Eighth Page
2.875" × 2.125"



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+

23% 46-55

20% 56-65

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

PHI BETA KAPPA

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.

BOOKS COVERAGE

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