



# Words Without Borders

*The Home for International Literature*

## Media Kit 2023-24

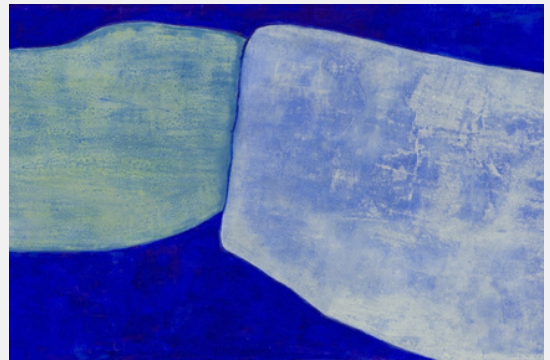
[www.wordswithoutborders.org](http://www.wordswithoutborders.org)



October 2022, Voices from Sápmi



June 2023, Trans Perspectives



March 2022, Spotlight on Catalan Writing



January 2023, Writing from Assam



November 2022, Translating Gujarat



**Words Without Borders**

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## Selected Praise

“It’s impossible not to admire the intelligence and idealism of Words Without Borders.”

—**The New York Times**

“A brainy dating service for your intellect.”

—**Vanity Fair**

“[WWB] stands as a monument to international collaboration and a shared belief in artistic possibility.”

—**The Whiting Literary Magazine Prize Judge’s Citation**

“For all things translation, WWB remains the gold standard.”

—**Stephen Snyder, Dean of Language Schools, Middlebury College**

“In our world, provincial and atomized as we are in spite of globalization, there’s no more important literary enterprise.”

—**Claire Messud**

“The Nick Cave of International Letters: cool, courageous, and relevant in its creative pursuits.”

—**Lila Azam Zanganeh**

“As inspiring as it is necessary.”

—**Maaza Mengiste**

## Honors

Shortlisted, 2020 London Book Fair Learning Resources Award

2018 Whiting Literary Magazine Prize

Honorable Mention, 2018 National Book Foundation Innovations in Reading Prize

2016 London Book Fair International Excellence Award



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## About Us

Words Without Borders is the premier destination for a global literary conversation. Founded in 2003, our mission is to cultivate global awareness by expanding access to international writing and creating a bridge between readers, writers, and translators.

Our digital magazine offers unparalleled access to the world's literary voices. These include writers like Elena Ferrante, Olga Tokarczuk, and Han Kang, all published on WWB before they became international sensations, as well as hundreds of new and rising talents. We are committed to centering writers in indigenous, endangered, and other world languages that are too often marginalized.

Our education program, WWB Campus, brings global literature into hundreds of classrooms, offering free access to stories from around the world; multimedia curricular resources that bring literature to life; and professional support for educators.

Each year, WWB organizes free virtual and in-person events with international authors, translators, and critics, providing a space for readers to engage directly with the perspectives we publish.

## Impact

**4,400** writers and translators

**143** countries

**138** languages, from Amharic to Zamboangueno Chavacano

**750,000** annual readers worldwide

**40,000** students and teachers learning with international literature

## Our Model

Words Without Borders is a free daily online literary magazine, publishing new works in English translation Monday through Thursday.

Our website is a treasure trove of almost 12,000 pieces of international literature.



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## Words Without Borders has published...

### Nobel Prize Winners

Svetlana Alexievich

J.M.G. LeClézio

Naguib Mahfouz

Herta Müller

Olga Tokarczuk

Abdulrazak Gurnah

### International Sensations

Elena Ferrante  
Han Kang  
Samanta Schweblin  
Yuri Herrera  
Liu Xia  
César Aira  
Mahi Binebine  
Nona Fernández  
László Krasznahorkai  
Igiaba Scego  
Gabriela Wiener  
Maaza Mengiste  
Naja Marie Aidt  
Alia Trabucco Zerán  
Mieko Kawakami  
Fernanda Melchor  
Mariana Enriquez  
Sang Young Park  
Lyuba Yakimchuk  
Cristina Rivera Garza  
Tahir Hamut Izgil

### Award Winners

Enrique Vila-Matas  
Alain Mabanckou  
Andrés Neuman  
Sjón  
Hassan Blasim  
Jenny Erpenbeck  
Javier Cercas  
Paul Verhaeghen  
Marlene van Niekerk  
Georgi Gospodinov  
Yoko Tawada  
Jokha Alharthi  
Yu Miri  
Dubravka Ugrešić  
Boubacar Boris Diop  
Geetanjali Shree

### Legendary Writers

Pablo Neruda  
Roberto Bolaño  
Rabindranath Tagore  
W.G. Sebald  
Tahar Ben Jelloun  
Ismail Kadare  
Adonis  
Ibrahim al-Koni  
A.B. Yehoshua  
João Guimarães Rosa  
Ricardo Piglia  
Machado de Assis  
Wang Wei  
Norah Lange  
Eugène Ionesco  
Paul Celan

... and hundreds of new and  
rising international authors.



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## Why Advertise With Us?

Every year, over 750,000 visitors come to wordswithoutborders.org seeking the best in international literature. Advertising on the Words Without Borders website or in our newsletter places you in front of a youthful, inquisitive, world-savvy, and highly educated audience.

### Online Magazine

51,000 monthly visitors

95,000 monthly page-views

48,000 monthly unique visitors

### Newsletter

27,000 subscribers

32% open rate

2.3% click rate

### Social Media

127,000 total audience

80,000 Facebook followers

38,000 Twitter followers

8,000 Instagram followers



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## Our Readers

### Who are they?

35% ages 18 to 24

21% age 34 and younger

44% age 35 and older

42% male

64% female

### Top US Cities

New York

Los Angeles

Chicago

Washington, DC

Columbus

Boston

Seattle

Atlanta

Dallas

San Jose

### Where are they?

46% in the US

7% in India

7% in the UK

40% other countries

### Top International Cities

London

Toronto

Mumbai

Bengaluru

Singapore

Quezon City

Delhi

Manila

Sydney



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## Website Advertising

With over 40,000 monthly unique visitors to our online magazine, advertisers may choose placement alongside the international literature, book reviews, and interviews published on WWB's website. Ads appear on all article pages and receive all impressions for the chosen position and time period. Rates can be prorated for partial months.



### Banner

822 x 212 px

\$1000 per month

### Technical requirements

For web ads, please supply a low-res GIF, JPEG, SWF, or PNG file (72 dpi; 200KB max) and a URL. Animations can be 15 seconds maximum and cannot loop.

## Newsletter Advertising

### Weekly newsletter

With almost 27,000 subscribers, our newsletter allows advertisers to reach some of our most dedicated readers. Newsletters are sent weekly on Thursdays.



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## Banner (above)

720x150 px

\$350 top of newsletter

\$250 body of newsletter

## Large banner (below)

720x300 px

\$350 body of newsletter



## **Dedicated emails**

When the schedule permits, we can occasionally send dedicated emails to our 27,000 newsletter subscribers. The cost per email is \$1,200.





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## Magazine Sponsorship

We offer sponsorship packages for companies and individuals, and are open to sponsorship proposals. If you are interested in sponsoring a new feature or an event, or wish to discuss a customized sponsorship opportunity that includes online advertising, events, and/or promotions, please contact [advertising@wordswithoutborders.org](mailto:advertising@wordswithoutborders.org).

## Full Sponsorship

**\$10,000**

One month of exclusive advertising or acknowledgment in the banner ad position on the website and at the time of our weekly newsletter. Acknowledgment at any public events related to the issue.

## Partial Sponsorship

**\$5,000**

One month of shared advertising or acknowledgment in the banner ad position on the website and at the time of our weekly newsletter (720x150 px).

## Event Sponsorship

Event sponsorships are tailored to each event and sponsor, and there are no fixed rates. Please contact us to learn about upcoming opportunities.

### CONTACT

Please contact us to find out about advertising availability and our upcoming editorial schedule:

**[advertising@wordswithoutborders.org](mailto:advertising@wordswithoutborders.org)**



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## Advertise at the WWB Gala

The annual WWB Gala is the event of the season for NYC's international literary community. The event attracts blue-chip authors and intellectuals, publishing executives, top editors and translators, philanthropists, foreign dignitaries, and world-savvy readers.

### Advertise in the WWB Gala program...

- to reach a dedicated audience of supporters of international literature
- to contribute to WWB's mission to build cultural bridges through literature
- to celebrate the 20th anniversary of Words Without Borders
- to support WWB Campus, the Words Without Borders online education program

All Gala attendees, as well as WWB's full newsletter audience of 30,000 subscribers, will receive a thank you email after the event that will include program advertisers.

## CONTACT

**Please send advertisement requests to Anna  
at [advertising@wordswithoutborders.org](mailto:advertising@wordswithoutborders.org)  
by Friday, October 6, 2023.**

For general information about tickets and  
sponsorship, visit:  
**[wwborders.live/2023Gala](http://wwborders.live/2023Gala)**



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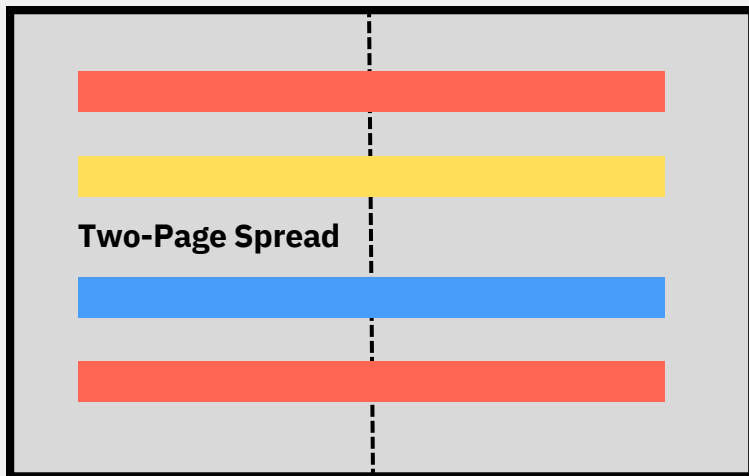
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## 2023 WWB Gala — Program Advertising Options



**Full Color Two-Page Spread**  
**\$1000**

Trim Size: 14"W x 8.5" H

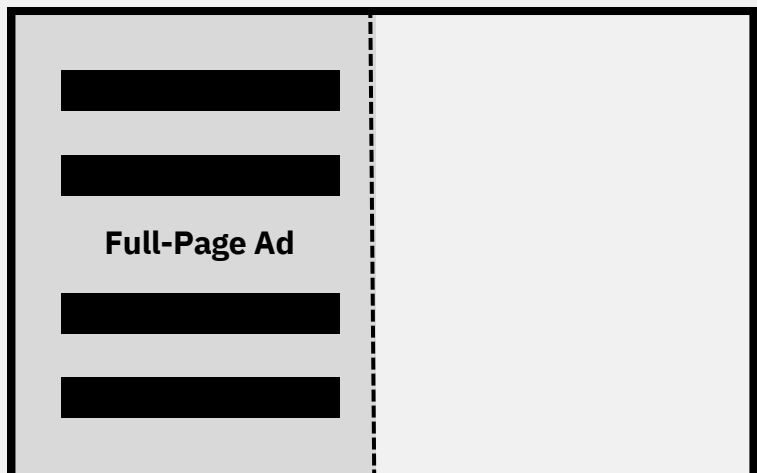
Bleed Size (1/8"): 14.25 x 8.75

**B&W Full Page Ad**

**\$500**

7" W x 8.5" H

Bleed Size (1/8"): 7.25 x 8.75





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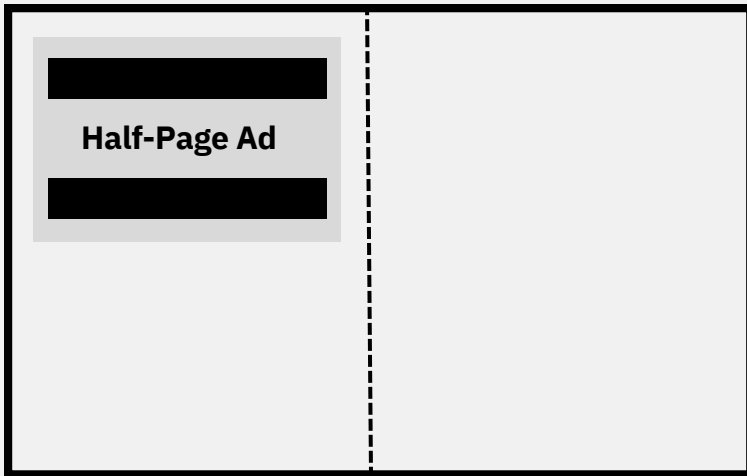
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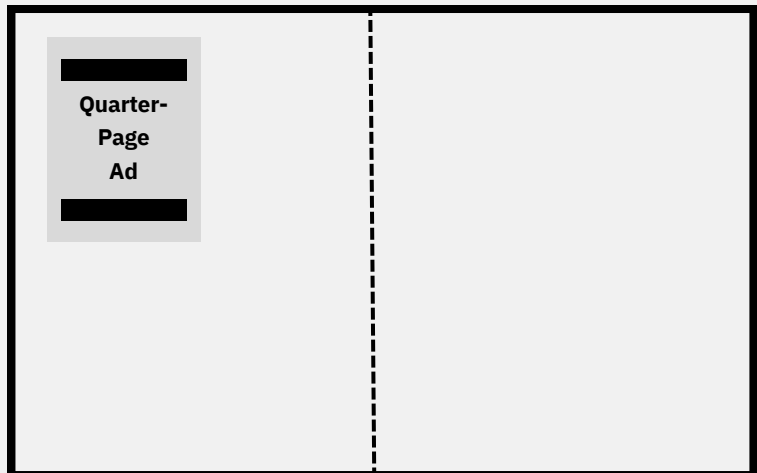
## 2023 WWB Gala — Program Advertising Options



**B&W Half-Page Ad**

**\$300**

6" W x 3.625" H (no bleed)



**B&W Quarter-Page Ad**

**\$150**

2.875" W x 3.625" H (no bleed)