



Words Without Borders

The Home for International Literature

Media Kit 2024-25

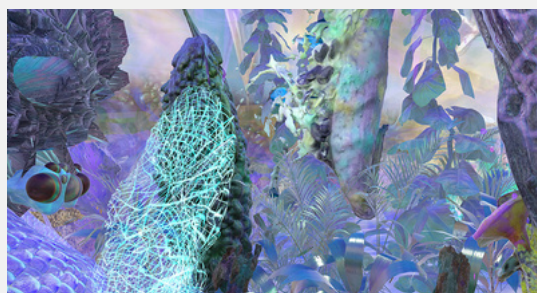
www.wordswithoutborders.org



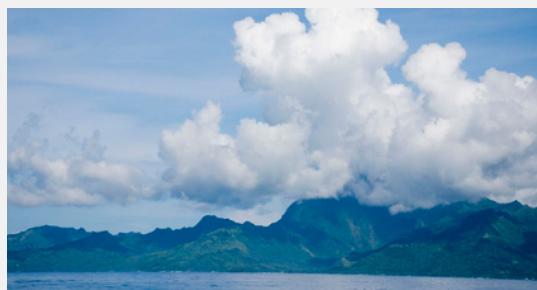
June 2023, Trans Perspectives



January 2023, Writing from Assam



February 2024, Science Fiction
and Fantasy from Quebec



June 2024, Francophone Writing
from the South Pacific



May 2023, Dutch Poets on Their
Immigrant Parents



Words Without Borders

advertising@wordswithoutborders.org

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X/Twitter & IG: @wwborders

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Selected Praise

“Words Without Borders does this heroic job of bringing the world close to us [...] that feels like an essential and fundamental human act.”

— **Courtney Hodell, the Whiting Foundation**

“The work WWB publishes reflects a radically capacious, global vision of literature, as well as an unstinting commitment to the art of translation and the precise, dedicated work of translators. [...] Publishing translations can be complex and delicate work, and WWB has set the bar high with its steady output of compelling, politically trenchant, and varied work.”

— **CLMP Firecracker Award judges Sam Campbell, Manuel Gonzales & Dana Isokawa**

“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**

Honors

Winner, 2024 Hermann Kesten Prize of the German PEN Center

Winner, 2024 CLMP Firecracker Award for General Excellence, Magazine

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

146 countries

140 languages, from Amharic to Zamboangueno Chavacano

900,000 annual readers worldwide

50,000 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
Jon Fosse
Tomas Tranströmer

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
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
Cristina Rivera Garza
Mircea Cărtărescu
Stênio Gardel
Adania Shibli

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 900,000 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

70,000 monthly visitors

99,000 monthly page-views

Newsletter

28,000 subscribers

32% open rate

1.6% click rate

Social Media

131,000 total audience

81,000 Facebook followers

38,000 X/Twitter followers

10,000 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 70,000 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 over 28,000 subscribers, our newsletter allows advertisers to reach some of our most dedicated readers. Newsletters are sent weekly on Thursdays.



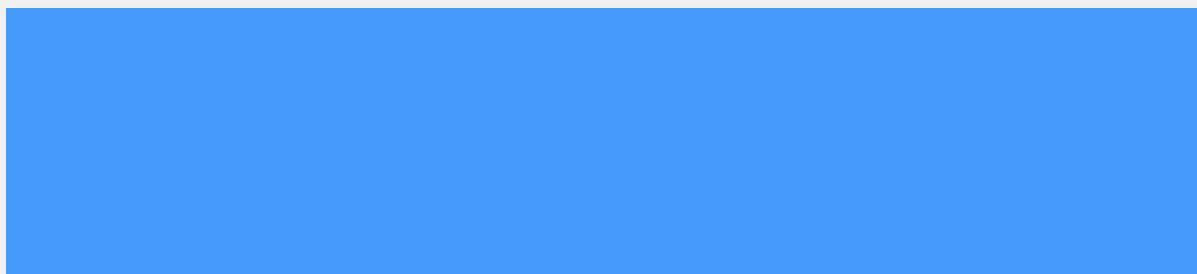
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Banner (above)

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 28,000 newsletter subscribers. The cost per email is \$1,200.

Other packages

Please contact us to find out about pricing for tailored advertising packages, including social media posts: advertising@wordswithoutborders.org



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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.

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



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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 over twenty years 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 28,000 subscribers, will receive a thank you email after the event that will include program advertisers.

CONTACT

For general information about tickets and sponsorship, and for Gala advertisement requests:

advertising@wordswithoutborders.org

All Gala ads are due on October 6



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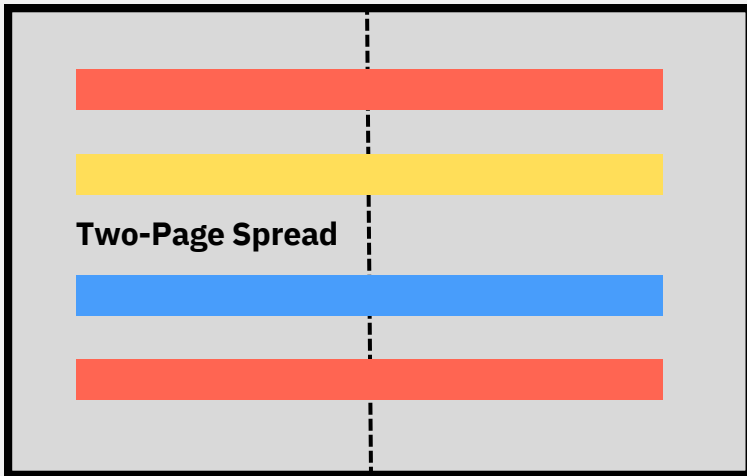
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2024 WWB Gala — Program Advertising Options



Full Color Two-Page Spread

\$1000

Trim Size: 14"W x 8.5" H

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

*Included in: Gala International
Literary Leader & Gala
International Literary Partner
Packages*

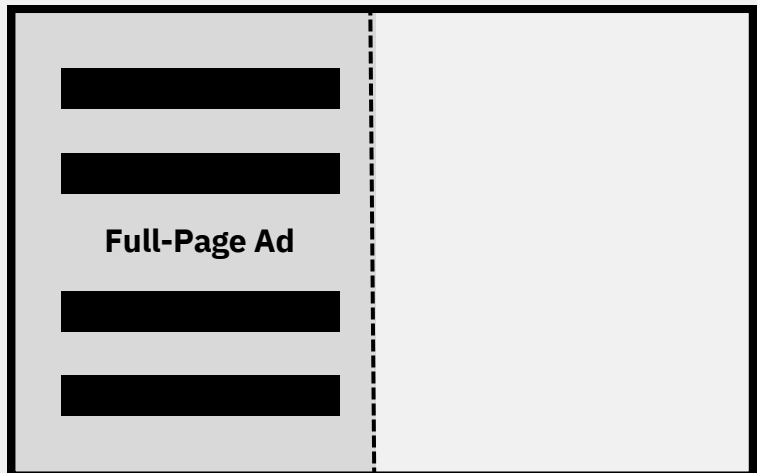
B&W Full Page Ad

\$500

7" W x 8.5" H

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

*Included in Gala Benefactor
Package*





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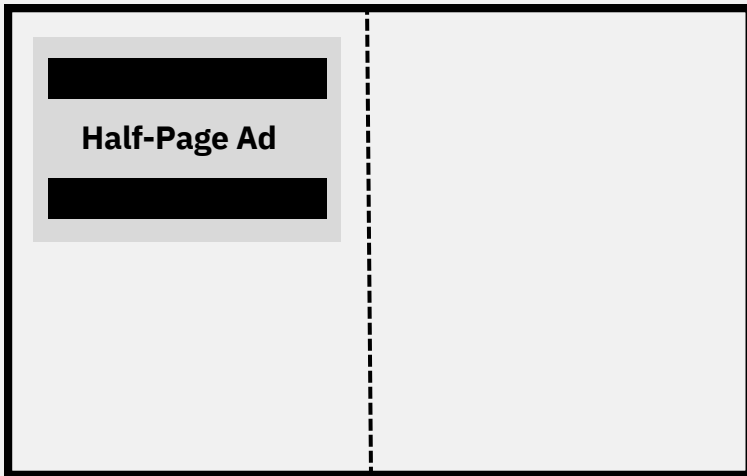
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2024 WWB Gala — Program Advertising Options



B&W Half-Page Ad

\$300

6" W x 3.625" H (no bleed)

*Included in Gala Sponsor
Package*

B&W Quarter-Page Ad

\$150

2.875" W x 3.625" H (no bleed)

