GUERNICA

At the intersection of arts & politics

IDENTITY  JUSTICE  INTERVIEWS  CULTURE

MEMOIR  POETRY  FICTION  REPORTING

SCIENCE  CONFLICT  ART  COMMENTARY
“Guernica, and its editors, respect the life of the mind with an intensity rarely seen these days.”

—George Saunders
Mission

To publish writing that both enters and illuminates the fray. To nurture and support artists and storytellers who create wild, honest, and surprising work. To skip the hot takes and dive deeply into the high-stakes behind the political rhetoric. To show the personal is inextricable from the political.

To be a home for stories and ideas that don’t fit neatly into one category. To have a global outlook. And to always work to broaden the range of voices we publish.
Award Winning

PEN/Nora Magid Award for Magazine Editing

AWP Small Press Award

Personal Essay Award

Best Social and Cultural Content
World-class Contributors

Gore Vidal  Joan Didion  Roxane Gay  Junot Diaz
Sam Lipsyte  Lorraine Adams  José Saramago  Kamila Shamsie
George Saunders  Chimamanda Ngozi Adichie  Ayana Mathis
Richard Price  Alexandra Kleeman  Phil Klay  Monica Ferrell
John Updike  Lidia Yuknavitch  Teju Cole  Horacio Castellanos Moya
Sadanand Dhume  J. Malcolm Garcia  Alexander Chee  Jesse Ball
Tom Engelhardt  Noam Chomsky  Ariel Dorfman  Meera Subramaniam
Highly Sought-After Readership

- Two-thirds between twenty-five and fifty-four
  - 67% female
- Median Household income: $65,000
- ~50% Masters or PhD
- 62% think more highly of brands advertising with Guernica
- Culturally active:
  - 81% pay attention to the social values of brands they purchase
  - 75% have been to a literary event in the last month
  - 90% visit museums
  - Almost 100% environmentally conscious
  - Nearly all donate to charity
- 85% get news primarily online

Based on internal research and comparable titles
Robust Engagement

100k monthly visitors
2.4M uniques

50k followers
52k likes
25k newsletter subscribers
Open rate: 25%

A Los Angeles Review of Books Affiliate
World Class Art

Zanele Muholi, Xana Nyilenda, Los Angeles, 2015.

World Class Photography

From Nadège Mazar’s FARC portfolio

From Furkan Temir’s Louder Than Bombs portfolio
Strong Institutional Support

- National Endowment for the Arts
- New York State of Opportunity Council on the Arts
- Open Society Institute
- Amazon Literary Partnership
- Rosenthal Family Foundation
- V-DAY Until the Violence Stops
- Foundation for Letters
## Advertising Options

### WEEKLY PRICING

<table>
<thead>
<tr>
<th>Position</th>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 or 300x250</td>
<td>1 week (~35k impressions)</td>
<td>$300</td>
</tr>
<tr>
<td>728x90 or 300x250</td>
<td>2 weeks (~70k impressions)</td>
<td>$500</td>
</tr>
<tr>
<td>728x90 or 300x250</td>
<td>4 weeks (~140k impressions)</td>
<td>$800</td>
</tr>
<tr>
<td>Roadblock (both positions)</td>
<td>1 week (~70k impressions)</td>
<td>$540</td>
</tr>
<tr>
<td>Roadblock (both positions)</td>
<td>2 weeks (~140k impressions)</td>
<td>$800</td>
</tr>
<tr>
<td>Roadblock (both positions)</td>
<td>4 weeks (~280k impressions)</td>
<td>$1200</td>
</tr>
</tbody>
</table>

For additional information please contact John Gosslee at info@litbreaker.com
Partnership Opportunities

• Dedicated email blasts
• Special features and issues
• Publisher promotions
• Newsletter promos
• Co-sponsorship:
  – Events
  – Awards
  – Exhibitions
  – Art shows
Get in Touch

For media, partnership, and sponsorship opportunities please contact:

Guernica
Attn: Phineas Lambert
57 Columbus Ave
New York, NY 10023

Phineas@guernicamag.com
publisher@guernicamag.com