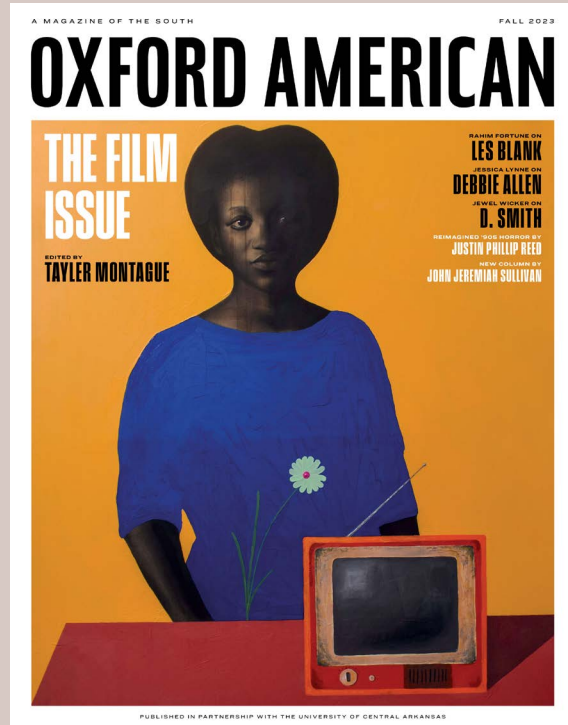
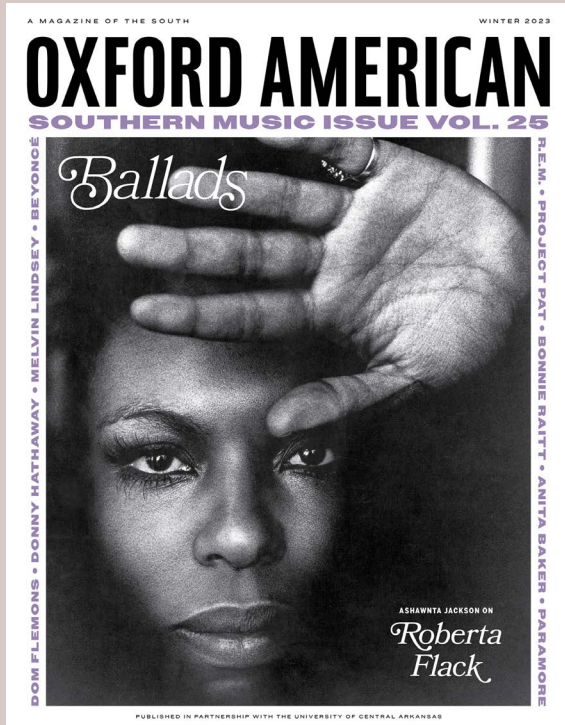
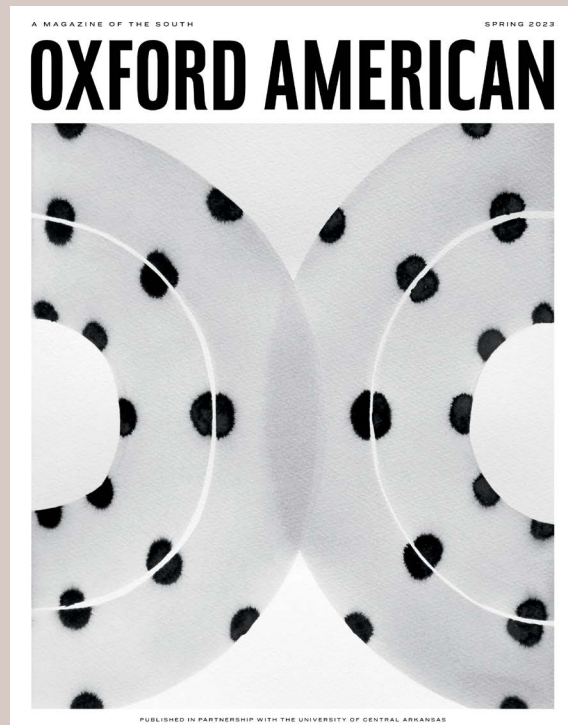
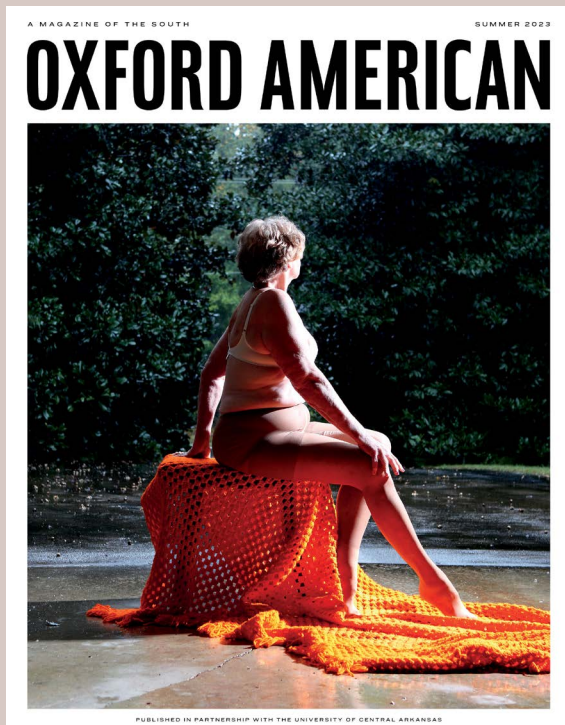


THE OXFORD AMERICAN



M E D I A K I T



ABOUT THE OXFORD AMERICAN

MISSION STATEMENT

The Oxford American (OA) is a nonprofit organization whose mission is to explore the complexity and vitality of the American South through exceptional writing, music, and visual art. While the primary medium through which the OA accomplishes this mission remains our quarterly publication, our website (OxfordAmerican.org), as well as our various social platforms, will work together to cultivate a forum in which artists across disciplines bring the South to life from an unexpected perspective creating a deeper understanding of the region. Today, the Oxford American remains one of the South's most iconic and acclaimed media brands dedicated to exploring Southern culture.

The Oxford American was named as a Whiting Foundation 2023 Literary Prize Winner, with the Foundation stating, "*Oxford American* is our most adventurous and authoritative window on the South, an ever-evolving portrait of the region's cultural wealth. It is a spring of innovation honoring tradition while forging something new."

"The Oxford American is a thriving example of a modern literary magazine—eager to experiment, yet firmly in control of its editorial voice; alive to history but bracingly contemporary."

— National Magazine Award Citation

"It's worth pausing to revisit why this quarterly matters, and why so many people, not just in the South, will be paying attention."

—*The New York Times*



ELLIES

Oxford American is a consistent finalist for the ASME Award (American Society of Magazine Editors)

FOLLOW US ON:



@oxfordamerican.org

2024 EDITORIAL CALENDAR & PRINT SPECS

2024 CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
#124 Spring	19 Jan. '24	26 Jan. '24	March '24
#125 Summer	12 April '24	19 April '24	June '24
#126 Fall	08 July '24	15 July '24	Sept. '24
#127 26th Annual Southern Music	27 Sept. '24	04 Oct. '24	Dec. '24



Timing of ad close and materials deadlines are subject to change.

PRINT AD SPECIFICATIONS

ADVERTISING RATES

FREQUENCY/DISCOUNT	1X	2X/15%	4X/20%
FULL PAGE	\$3,000	\$2,550	\$2,400
SPREAD	\$6,000	\$5,100	\$4,800

COVERS

NOTE: All guaranteed Cover positions must be part of an integrated buy (Print/Digital). Total Minimum Investment: \$7,200

Inside Front Cover + Page 1 Spread Unit: \$7,000

Inside Back Cover: \$3,850

Back Cover: \$4,500

SPECIAL SECTIONS

Full Page: \$2,350

1/2 Page Horizontal: \$1,700

1/4 Page Guide: \$725

INSERTS: Special rates apply for supplied inserts, gatefolds, and any pre-printed materials from advertisers. For quotes and availability, contact your OA Account Executive.

The OA can produce custom print executions as well as videos.

PRINTING & FILE SPECIFICATIONS

PRINTING PROCESS: Web offset

BINDING: Perfect bound

LINE SCREEN: 175

PAGE TRIM SIZE: 8.375" x 10.75"

BLEED: 1/4"

LIVE MATTER: 1/2" from trim on all sides (3/4" from bleed on all sides). 1/2" from the gutter on spreads.

AD DIMENSIONS: WIDTH X HEIGHT

Spread (*w/ bleed*) 16.75" x 10.75" ad **plus bleed = 17.25" x 11.25"**

Full-Page (*w/ bleed*) 8.375" x 10.75" ad **plus bleed = 8.875" x 11.25"**

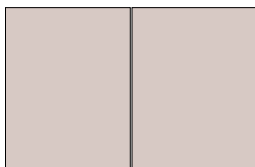
1/2 Page Horizontal 7.375" x 4.833"

1/3 Page Guide Text, image, logo—
Ask your Account Executive for an example

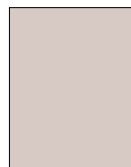
1/4 Page Guide Text, image, logo—
Ask your Account Executive for an example

FILES: Digital files are required. **PDF/X-1a** preferred (all images **300dpi**, all fonts **embedded**, all colors **CMYK process** or grayscale—**no spot colors**).

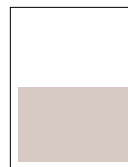
Delivery by **email** preferred. (Mac-formatted CD-R accepted.) Only one ad per file. Native application files not accepted.



Spread (bleed)
16.75 x 10.75
(plus bleed 17 x 11)



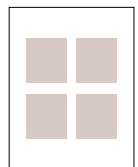
Full-Page (bleed)
8.375 x 10.75
(plus bleed 8.625 x 11)



1/2 Page Horizontal
7.375 x 4.833



1/3 Page Guide

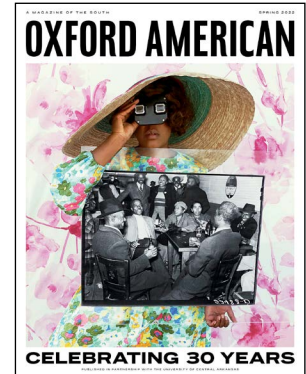
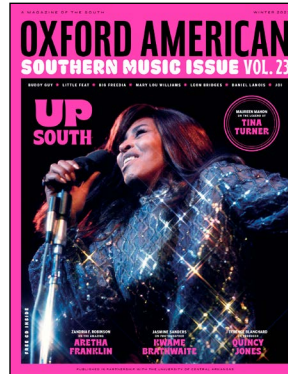
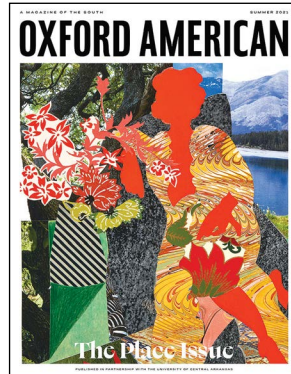


1/4 Page Guide

CONTACT THE OA TODAY! 501-374-0000 | advertising@oxfordamerican.org

CIRCULATION & DISTRIBUTION

Oxford American magazine delivers **national exposure with a focus on the South.**



50,000
HIGHLY ENGAGED
READERS PER ISSUE

APPROXIMATELY
70%
OF OA READERS RESIDE IN THE
SOUTH CENTRAL
& SOUTHEAST REGIONS

Oxford American is on select newsstands and retailers throughout the country. In addition, *OA* is distributed at prominent cultural & educational events, numerous tourism conferences, destinations, and partnered experiences.



The *Oxford American* magazine has been distributed at events such as **Mississippi Book Festival, Americana Music Festival, Folk Alliance International, Hot Springs Documentary Film Festival, Oxford Film Festival, Louisiana Book Festival, Savannah Film Festival & more.**

CONTACT THE OA TODAY! 501-374-0000 | advertising@oxfordamerican.org

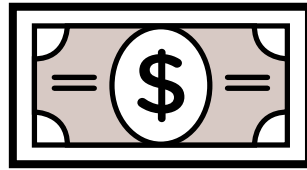
OXFORD AMERICAN AUDIENCE

Total National Audience:
(Print/Digital/Social):

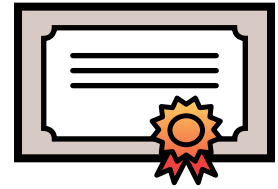
200K+



60%
are
25-64



60%
have a
HHI of \$75K+



60%
have
professional degrees



82%
describe the
Oxford American as their
favorite publication

87%
spend at least **one hour**
reading each issue

50%
save every issue

88%
visit **OxfordAmerican.org**



98%
purchase
books & music
regularly

73%
vacation
2+ times per year

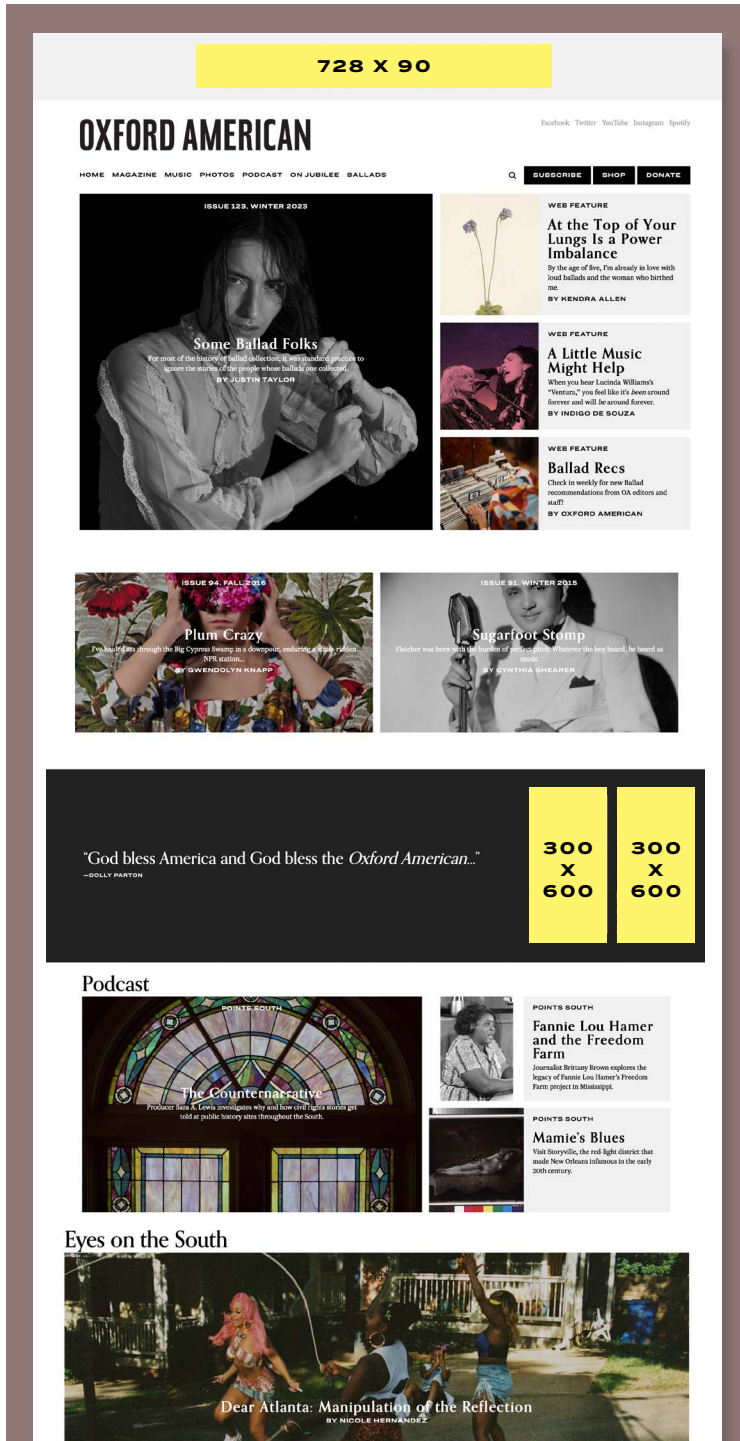


80%
live in the moment
by focusing on what
makes them happy

SOURCE: 2021 OA READER SURVEY

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WEB AD SPECIFICATIONS



OxfordAmerican.org expands our mission to explore Southern culture (music, literature, art, food, and engaging topics) through exceptional writing. OxfordAmerican.org allows advertisers to deliver the message to an audience that prefers to constantly engage with our content in a Digital format.

Advertising partners also have the opportunity to run Sponsored Articles on OxfordAmerican.org.

OXFORDAMERICAN.ORG

71k
AVERAGE
PAGE VIEWS
PER MONTH

41k
AVERAGE
MONTHLY UNIQUE
VISITORS

BANNER OPTIONS:

Ad Unit	W x H	Cost Per Week	Cost Per Month
Skyscraper:	300x600	\$275	\$900
Leaderboard:	728x90	N/A	\$1,450
Run of Site Bundle:	728x90 + 300x600	N/A	\$2,200

Run of Site Bundle includes both a 728x90 Leaderboard banner and a 300x600 Skyscraper banner to appear simultaneously on the OA site. Banners will appear on all pages that support advertising (including the homepage and article pages).

OXFORDAMERICAN.ORG ADVERTISING SPECIFICATIONS:

Home Page Placements: PNG/JPEG/GIF
Max File Size

300 x 600 30K
728 x 90 30K

Accepted File Formats: PNG/JPEG/GIF

Provide URL or UTM

Flash: No Flash files

HTML: No HTML banners

Third Party Ad Server: No

Third Party Tags Accepted: No

Sound Allowed: Opt in

- **Web banners** are featured on the Homepage of OxfordAmerican.org, as well as on select interior pages.
- **Click-through** and **impression metrics** are available to web advertisers upon request

WEEKLY E-NEWSLETTERS

OXFORD AMERICAN

A MAGAZINE OF THE SOUTH

SUBSCRIBE ★ DONATE ★ SHOP ★ JOIN



THE DOCK

From the Southern Lit Issue

In this story excerpted from a forthcoming novel by **Steve Cushman**, childhood curiosity leads a young boy out onto a rickety dock alone. "I watch the reflection in the water, the shimmering of light. It's probably not a fish because it hasn't moved. It might be a lure. Dad would like a new lure," he writes.

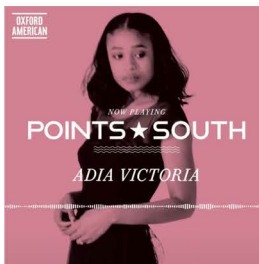


ARTIST SPOTLIGHT: BONNIE RAITT

From the Archive

In honor of former cover star Bonnie Raitt's birthday this week, we're revisiting **Jewly Hight's** "Mighty Tight Woman." She writes, "I've discovered over the years that some of the smartest women I know are also into Bonnie Raitt." For more writing on beloved artists, [order the 2021 music issue](#).

585 X 120



NEW POINTS SOUTH EPISODE AVAILABLE NOW

Listen and subscribe today

Have you heard our latest podcast episode? Listen to **Adia Victoria** perform at the 30A Songwriters Festival, preceded by **Michelle Garcia's** investigation of violence in the Rio Grande Valley. Listen on our [website](#), [Spotify](#), or wherever you get your podcasts!



LANDMARK SESSIONS: THE MEANING OF SOUL

View the virtual event

Watch a conversation with Vanderbilt professor **Emily J. Lordi** and DJ **James**

An effective and efficient way to quickly deliver your advertising message to the OA's most loyal consumers. Every Friday, the OA e-newsletter is sent to 30K opt-in subscribers, providing another opportunity to engage with their passionate audience.

The OA e-newsletter includes weekly updates on new web-only content on [OxfordAmerican.org](#); previews of upcoming editions of the *Oxford American*; news about special events and concerts (live and virtual); exclusive subscription offers and giveaways; and more.

Metrics are available to e-newsletter advertisers upon request.

BANNER SIZE:

585 x 120 (width x height)

BANNER RATES:

1x: \$1,200

2x: \$960

BANNER SPECS:

- .GIF or .JPEG file
- RGB color profile
- Provide URL or UTM

MATERIALS DEADLINE:

At least two [2] weeks before the scheduled run date

▷ [Sign Up For the Oxford American e-Newsletter!](#)

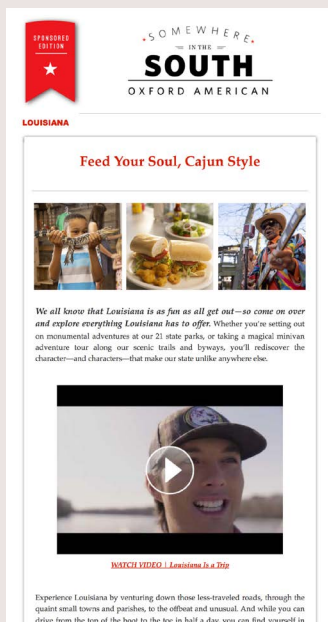
SPONSORED CONTENT E-NEWSLETTERS

As a way to further extend opportunities for engagement with the Oxford American audience, special dedicated-sponsored editions are available to our advertising partners on a weekly basis.

Three different themed Sponsored e-newsletters are shared on select Thursdays to approximately 30K opt-in subscribers. Advertisers can choose the theme most closely aligned with their message. Your Account Executive can confirm available dates and provide examples.

SOMEWHERE IN THE SOUTH

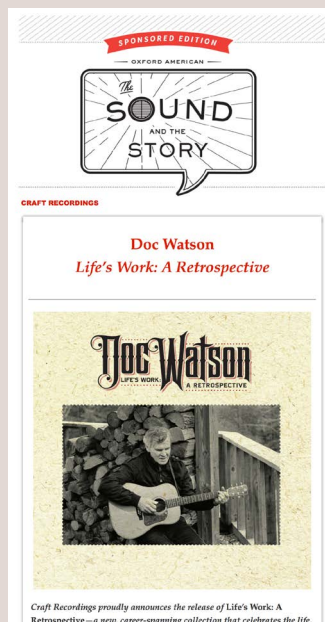
Destinations and cultural /
educational experiences



▷ [VIEW EXAMPLE](#)

THE SOUND AND THE STORY

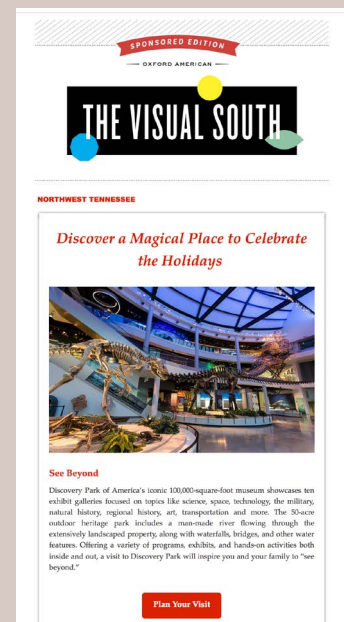
Music and literature
experiences



▷ [VIEW EXAMPLE](#)

THE VISUAL SOUTH

Museums / art and
scenic experiences



▷ [VIEW EXAMPLE](#)

E-NEWSLETTER RATES:

1x Rate: \$2,200

2x+ Rate: \$1,900

SPONSORED EDITION SPECS:

- 200–400 total words of copy
- 1–3 high-res image(s) for the header (300 dpi or higher)
- 1 video URL (YouTube or Vimeo) to be embedded | *optional*
- 1–2 additional high-res images for e-newsletter body | *optional*
- Logo file | *optional*

MATERIALS DEADLINE:

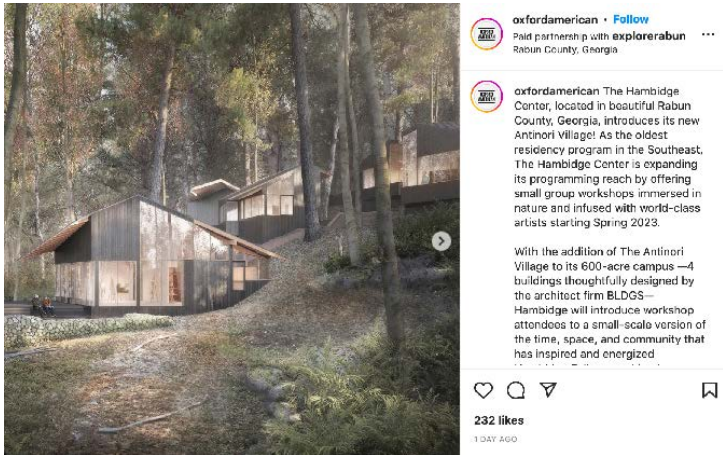
**At least two [2] weeks
before the scheduled
run date**

Metrics are available to
sponsored e-newsletter
advertisers upon request.

SOCIAL MEDIA POSTS

Advertisers have the opportunity to share their promotional messages with the OA's passionate and highly-engaged social media followers via custom posts.




The content appearing in the Social Post must be consistent with the style and editorial themes of the Oxford American.



**OXFORD AMERICAN
SOCIAL FOLLOWERS:**

86K+

(Includes Facebook,
Twitter, and Instagram)

COST PER POST: \$1,000

Note: All Social Posts must be approved by the OA's Engagement Editor prior to going live. Social posts will be noted as paid partnerships via Facebook and Instagram's Paid Partnership label and "#ad" at the end of Tweets (please include this in your caption or ensure character count allows for this).

SOCIAL MEDIA SPECS:

Instagram: 1080 x 1080

is optimal (looks best in profile grid), but IG will support landscape images up to 1080 x 566 and portrait images up to 1080 x 1350. Can post up to 10 slides in a carousel.

Facebook: Single images can be any size. 1200 x 630 or 1080 x 1080 is recommended. For 2 or 4+ images, 1080 x 1080 is recommended to avoid cropping. Can support any number of images.

Twitter: Single images can be any size. 16:9 or 1:1 is recommended.
2 images: will appear side by side, both with an aspect ratio of 7:8.
3 images: one will appear larger (in 7:8 ratio) and the other two in 4:7 ratios.
4 images: will be arranged in a 2x2 grid. Each image will have a 2:1 aspect ratio.

Twitter supports up to 4 images.

MATERIALS DEADLINE: At least two [2] weeks before the scheduled run date

CONTACT THE OA TODAY! 501-374-0000 | advertising@oxfordamerican.org

POINTS SOUTH

AN OXFORD AMERICAN PODCAST



Southern Stories. Southern Songs.

NEARLY 80k DOWNLOADS AND COUNTING!

Launched in September 2019, *Points South* synthesizes the best of the Oxford American into a compelling 40+ minutes of storytelling and music.

Past segments have been supported by the National Endowment for the Humanities and the National Endowment for the Arts.

PAST EPISODES HAVE FEATURED:

- Ken Burns and Rhiannon Giddens on Country Music
- Reporter Jerry Mitchell on civil rights icon Clyde Kennard
- Brittany Howard on inheriting diverse musical influences
- John Paul White, Los Texmaniacs, Dom Flemons, Margo Price, Lucy Dacus, Adia Victoria, and reported stories on family separation at the border, Arkansas' cemetery angel, and more.

MARKETING & PARTNERED OPPORTUNITIES AVAILABLE:

- 15 second ad: **\$875**
- Episode Underwriting, includes recognition in episode of the podcast in the pre- and post-roll: **\$7,500**
- Original Sponsored Edition

OxfordAmerican.org/pointssouth

FOR PLANNING:

Contact your OA rep

Episodes throughout 2024 will feature live music, and deeply reported stories about Southern history that reverberate in the present. *Points South* may also debut limited series, feature performances, and interviews in collaboration with other cultural and educational organizations.

OXFORD AMERICAN PRESENTS
EXPERIENTIAL OPPORTUNITIES IN 2023

OXFORD AMERICAN 25TH ANNIVERSARY SOUTHERN MUSIC ISSUE
PRESENTS

POINTS ★ SOUTH LIVE



SPONSORED BY
macon
GEORGIA

NOVEMBER
29
2023
AT 6:30 PM



FEATURING
**KARLA REDDING-ANDREWS
& JUSTIN ANDREWS**

OXFORD AMERICAN GRANT'S LOUNGE
GRANT'S LOUNGE | MACON, GA
TICKETS: \$20


MOONHANGER GROUP THE REEK

Oxford American is also well known for **producing unique events**—both live and virtual—including concerts, author series, speaking engagements, panels, and music festivals. All events have potential for **collaborative development** to align with the specific strategies and needs of our advertising partners.

JUNE 10 AT 12PM IN MEMPHIS, TN BENJAMIN L. HOOKS CENTRAL LIBRARY

NO TEARS PROJECT

EDUCATION CONCERT
FOR YOUTH & FAMILIES



FREE & OPEN TO THE PUBLIC

MEMPHIS PUBLIC LIBRARIES MLE THE REEK PROJECT

CONTACT THE OA TODAY! 501-374-0000 | advertising@oxfordamerican.org