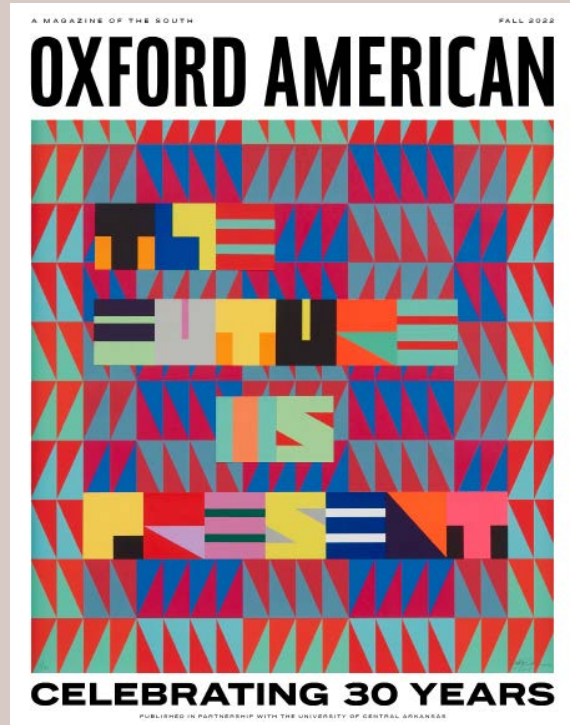
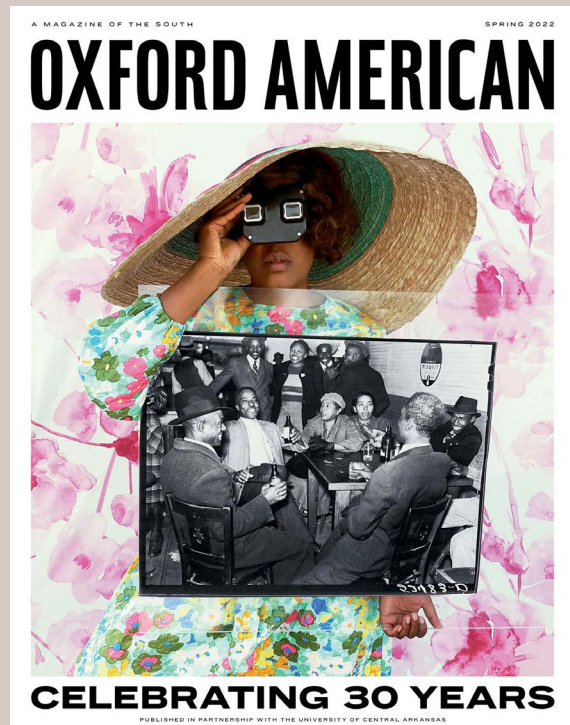
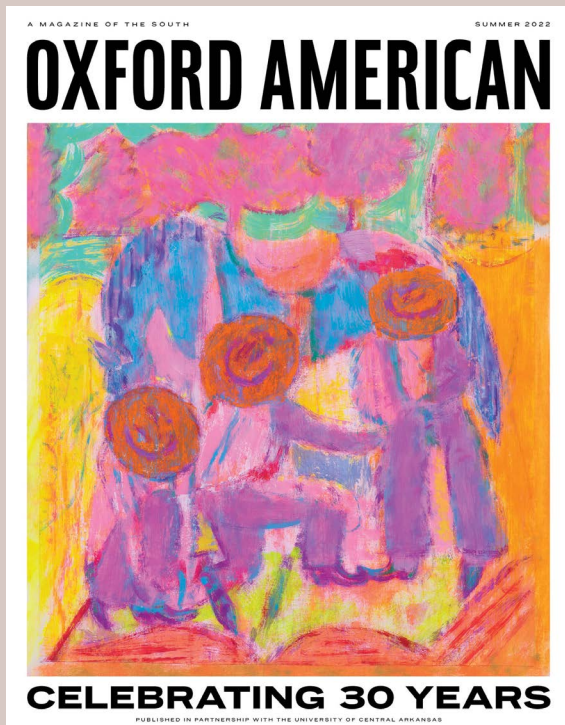


THE OXFORD AMERICAN



M E D I A K I T



MISSION STATEMENT

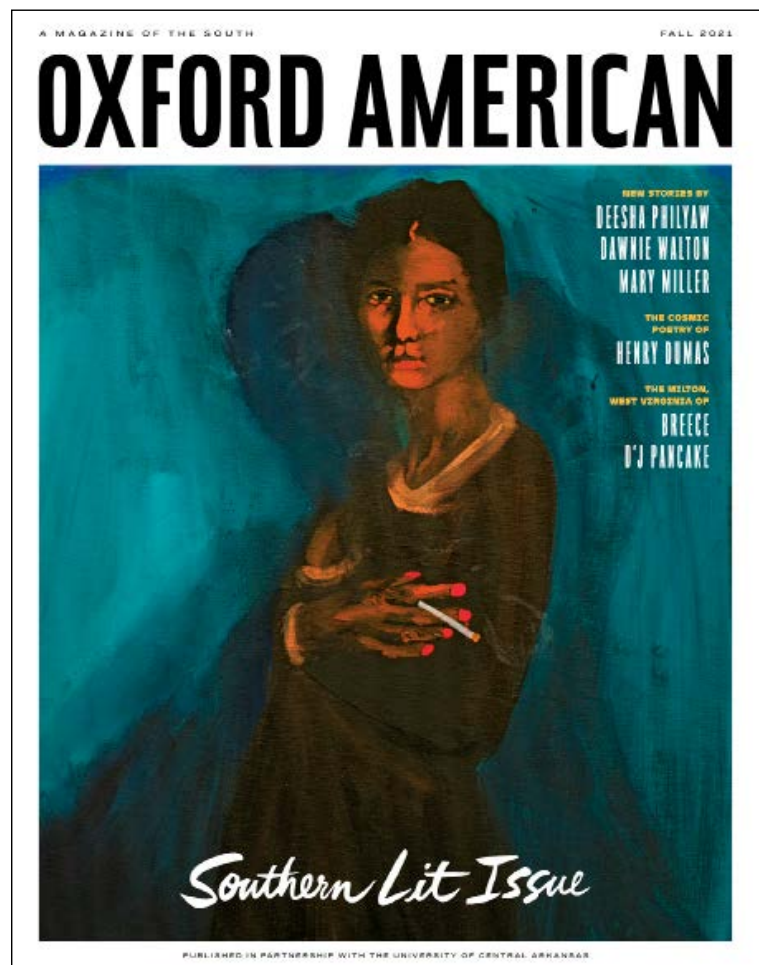
The Oxford American (OA) is a nonprofit organization whose mission is to explore the complexity and vitality of the American South through exceptional writing, music, and visual art. While the primary medium through which the OA accomplishes this mission remains our quarterly publication, our website (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* 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)

ADVERTISING PLATFORMS



PRINT

QUARTERLY MAGAZINE

Oxford American is a must-read for anyone interested in the region, including features covering cultural, social, and environmental issues. Published quarterly, with an average audience of 50K, this award-winning magazine consistently delivers insightful reporting on Southern thought leaders and personalities, important new writing, music and visual art. Each issue is a collector's item that keeps our readers connected to the South.

DIGITAL

WEBSITE

OxfordAmerican.org, keeps us engaged with our audience between quarterly print issues. The content is updated daily, allowing us to keep our consumers in the loop concerning all things Southern, including the latest developments in music, film, literature, art, and food. Readers can also access digital issues of the magazine via the *Oxford American* app or online newsstand.

▷ [Visit OxfordAmerican.org](https://www.oxfordamerican.org)

WEEKLY E-NEWSLETTER

Each week, the OA sends an editorial e-newsletter featuring online content, previews of upcoming issues, magazine news, and exclusive offers to our loyal fan base of approximately 30K opt-in subscribers.

▷ [Sign up for the OA newsletter here](#)

SPONSORED CONTENT E-NEWSLETTERS

The OA's "Somewhere in the South," "The Sound & The Story," and "The Visual South" Sponsored Content e-newsletters are shared with approximately 30K opt-in subscribers.

SOCIAL

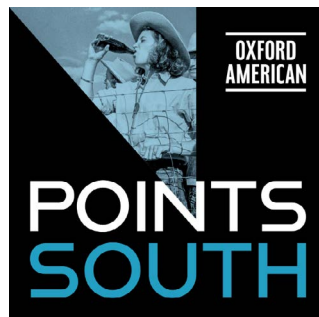
The Oxford American has developed a highly passionate audience that engages with the brand via our primary Social Media channels, including [Facebook](#), [Twitter](#), and [Instagram](#). Advertising partners have the opportunity to connect with consumers via custom Social Posts.

OA MEDIA

OA Media brings to life rich original sponsored content to align with the strategies and needs of our advertising partners. This opportunity combines the OA's credibility and powerful storytelling with our creative production talents across platforms. The Oxford American will develop and produce custom videos utilizing the power of sight, sound, and motion to deliver maximum impact.

▷ [No Man's Land \(Sponsored Content\) video](#)

▷ [Julia Child Foundation \(Editorial Content\) video](#)



POINTS SOUTH PODCAST

Our *Points South* podcast reflects the many elements of the OA: interviews with prominent Southern artists, musicians, and influencers, scored adaptations of magazine stories, and original reported segments from across the South. This is an effective way to extend your reach against the OA's passionate consumers.

▷ [Visit OxfordAmerican.org/PointsSouth](https://www.oxfordamerican.org/PointsSouth)

2023 EDITORIAL CALENDAR & PRINT SPECS

2023 CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
#120 Spring	20 Jan. '23	27 Jan. '23	March '23
#121 Summer	04 April '23	11 April '23	June '23
#122 Fall	05 July '23	11 July '23	Sept. '23
#123 25th Annual Southern Music	15 Sept. '23	22 Sept. '23	Dec. '23



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	\$2,750	\$2,350	\$2,200
SPREAD	\$5,500	\$4,700	\$4,400

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: \$6,400

Inside Back Cover: \$3,500

Back Cover: \$4,100

SPECIAL SECTIONS

Full Page:	\$2,150
1/2 Page Horizontal:	\$1,500
1/3 Page Guide:	\$1,100
1/4 Page Guide:	\$660

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: 1/8"

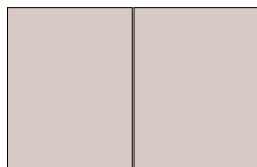
LIVE MATTER: 1/2" from trim on all sides (5/8" from bleed on all sides). 1/2" from the gutter on spreads.

AD DIMENSIONS: WIDTH X HEIGHT

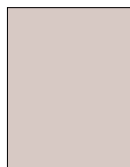
Spread (<i>w/ bleed</i>)	16.75" x 10.75" ad plus bleed = 17" x 11"
Full-Page (<i>w/ bleed</i>)	8.375" x 10.75" ad plus bleed = 8.625" x 11"
1/2 Page Horizontal	7.375" x 4.833"
1/3 Page Guide	Text, image, logo— Ask your Account Executive for an example
1/4 Page Guide	Text, image, logo— Ask your Account 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**).

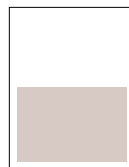
Delivery by **email** preferred. (Mac-formatted CD-R accepted.) Only one ad per file. Native application files not accepted.



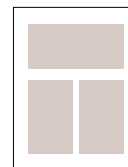
Spread (bleed)
16.75 x 10.75
(plus bleed 17 x 11)



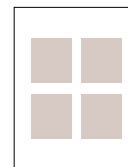
Full-Page (bleed)
8.375 x 10.75
(plus bleed 8.625 x 11)



1/2 Page Horizontal
7.375 x 4.833



1/3 Page Guide

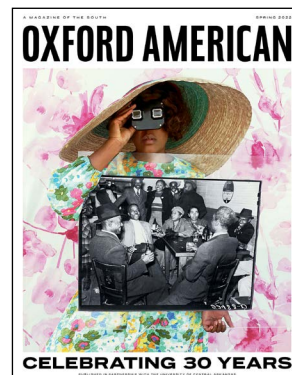
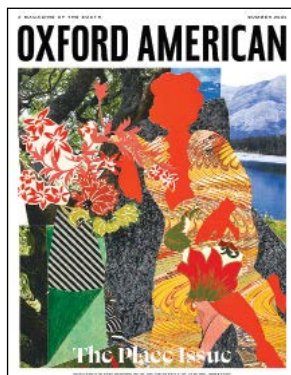


1/4 Page Guide

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

CIRCULATION & DISTRIBUTION

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



**AVERAGE NATIONAL
PRINT AUDIENCE:**

50,000

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, 30A Songwriters Event, Americana Music Festival, Folk Alliance International, Hot Springs Documentary Film Festival, Oxford Film Festival, Louisiana Book Festival, and 21c Museum Hotels**

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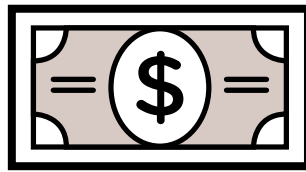
OXFORD AMERICAN AUDIENCE

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

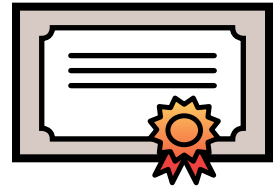
200K+



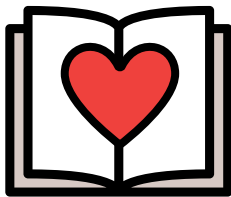
60%
are
25-64



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**



73%
vacation
2+ times per year



98%
purchase
books & music
regularly

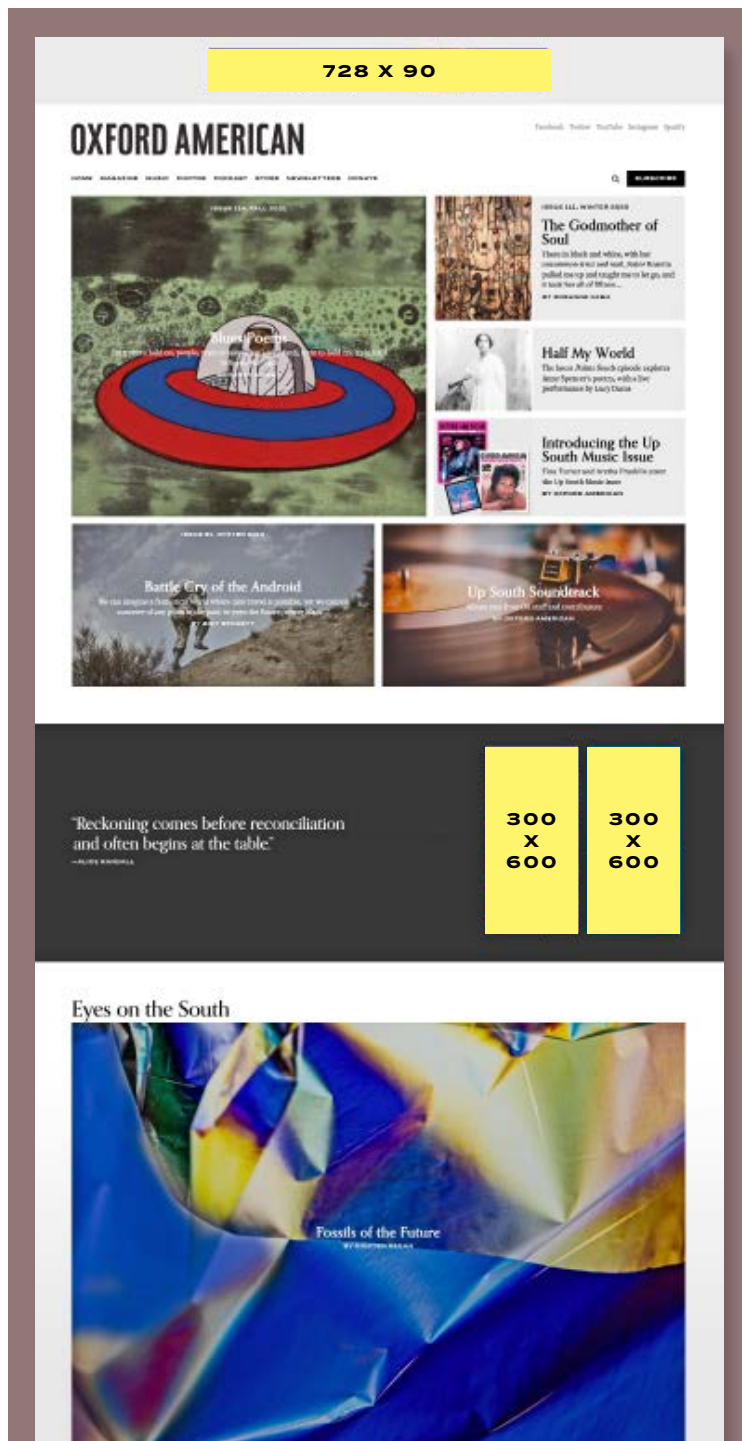


80%
are now
**living in the
moment**
and focusing on what
makes them happy

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.

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	\$250	\$850
Leaderboard:	728x90	N/A	\$1,320
Run of Site Bundle:	728x90 + 300x600	N/A	\$2,000

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 Cashman**, 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 **Jewell 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, presented 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 professors **Keith E. Whittington** and **Patricia A. Williams**.

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: \$1,100

2x: \$700

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!](#)

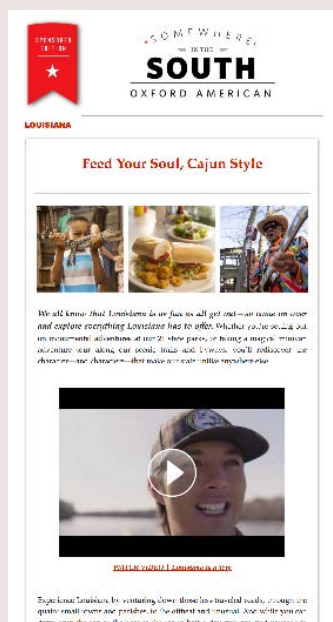
SPONSORED CONTENT E-NEWSLETTERS

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

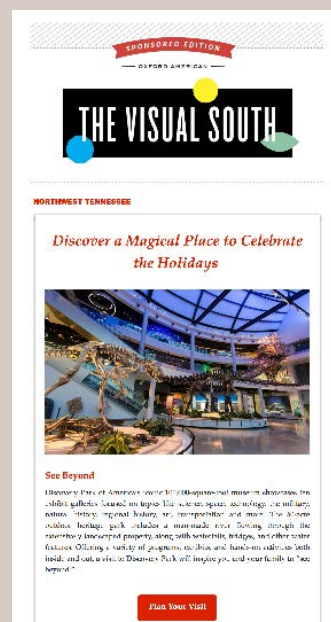
Music and literature
experiences



▷ [VIEW EXAMPLE](#)

THE VISUAL SOUTH

Museums / art and
scenic experiences



▷ [VIEW EXAMPLE](#)

E-NEWSLETTER RATES:

1x Rate: \$2,000

2x+ Rate: \$1,700

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 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.

**65K+ 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.

Segments are 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, 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
- Episode Underwriting, includes recognition in episode of the podcast in the pre- and post-roll
- Original Sponsored Edition

oxfordamerican.org/pointssouth

FOR PLANNING:

Contact your OA rep

Episodes throughout 2023 will feature stories supported by the NEH that explore underreported moments in 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

A poster for the 'POINTS ★ SOUTH LIVE' event. The background is orange. At the top, 'POINTS ★ SOUTH' is in large white letters, with 'LIVE' in yellow below it. In the center, 'FEATURING' is written in small white letters. To the left of the center is a portrait of Margo Price, labeled 'MUSICIAN MARGO PRICE'. To the right is a portrait of Jodi Hays, labeled 'ARTIST JODI HAYS'. Below these portraits is a portrait of Alice Randall, labeled 'IN CONVERSATION WITH ALICE RANDALL'. At the bottom center, the date and time 'JULY 25, 2022 @ 7 PM' are listed. The bottom of the poster has a black bar with the 'OXFORD AMERICAN' logo on the left, the venue '21C MUSEUM HOTEL | NASHVILLE, TN' and 'FREE TO THE PUBLIC' in the center, and the '21c' logo on the right.

POINTS ★ SOUTH
LIVE
FEATURING
MUSICIAN MARGO PRICE
ARTIST JODI HAYS
IN CONVERSATION WITH ALICE RANDALL
JULY 25, 2022 @ 7 PM
OXFORD AMERICAN 21C MUSEUM HOTEL | NASHVILLE, TN
FREE TO THE PUBLIC 21c

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.

A poster for the 'LANDMARK SESSIONS WARRIOR SONG' event. The background is a collage of images: a man playing a double bass, a woman singing into a microphone, and a man playing a saxophone. The 'OXFORD AMERICAN' logo is in the top left. On the right is a book cover titled 'WARRIORS DON'T CRY' by Melba Pattillo Beals. At the bottom, the text 'LANDMARK SESSIONS WARRIOR SONG' is in large white and red letters, followed by 'IN PARTNERSHIP WITH BLAKEST' and 'PRESENTED BY UAMS'.

OXFORD AMERICAN
LANDMARK SESSIONS
WARRIOR SONG
IN PARTNERSHIP WITH BLAKEST
PRESENTED BY UAMS

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