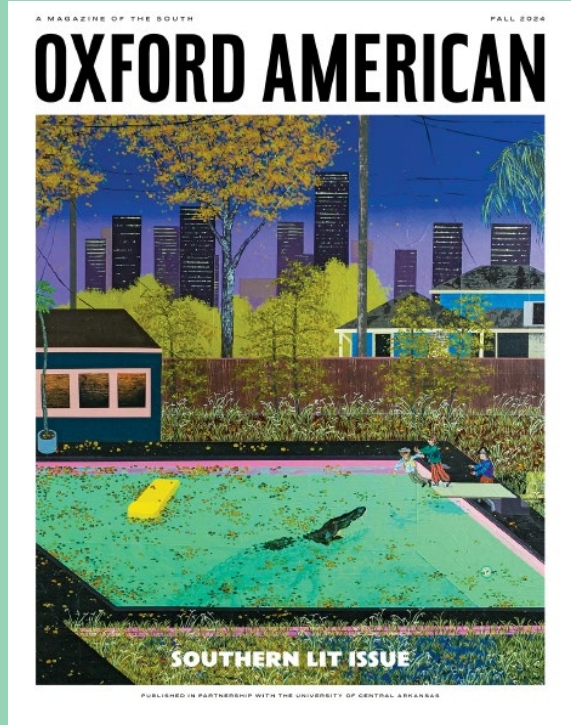
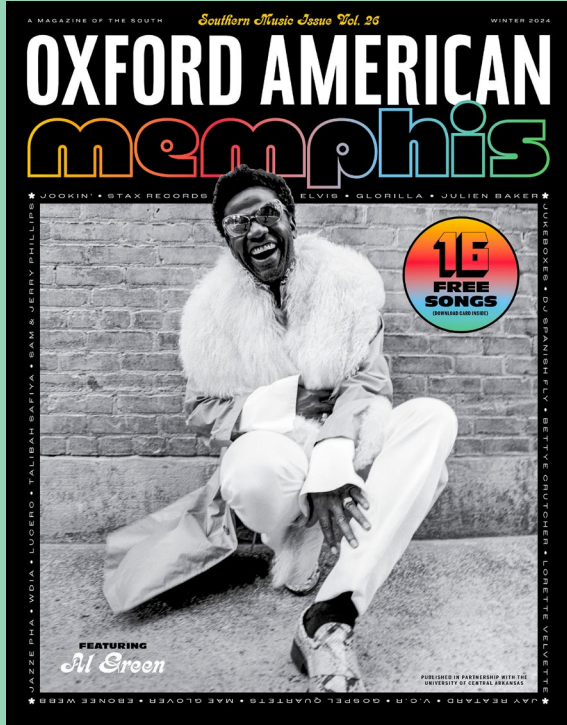
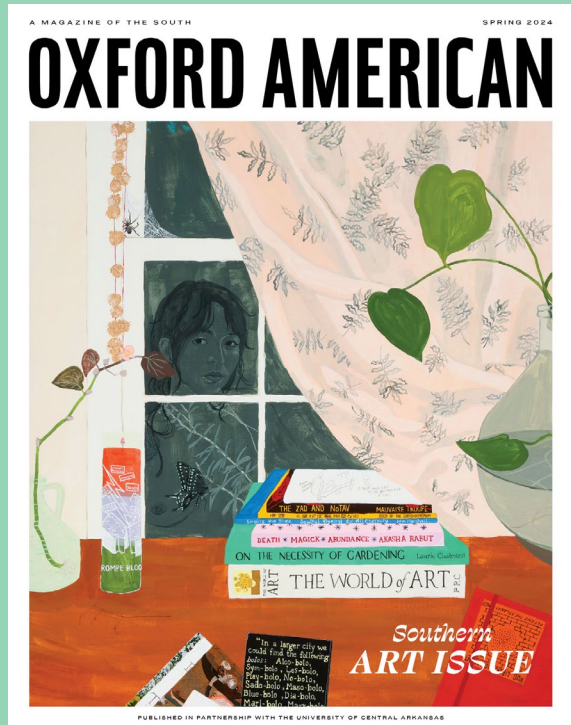


THE OXFORD AMERICAN



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 task remains our quarterly publication, our website ([OxfordAmerican.org](http://OxfordAmerican.org)), as well as our various social platforms, work together to create 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.

Since its inception 33 years ago, the *Oxford American* has continually distinguished itself as a leader in its field, illustrated by industry accolades, including multiple National Magazine Awards and wins in the category of General Excellence.

**“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.”**

— Whiting Foundation Literary Prize 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

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.

"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*

### Finding a Home Behind the Counter

BY FREDERICK MCINDUNA

**T**wo and a half years ago, I took a part-time job at WoodWharf, an independent bookstore in my hometown of Lake Park. Having heard elsewhere for three years, I wanted to discover, at least this city, what an adult, how to intellectual life-oriented itself books had become vital to my life in my time away, even as I'd taken up working the shelves of a gay used-bookstore in Chicago to make some of my savings. I'd even taken my first bookshelf job at a Barnes & Noble to discover what it was like to work in a scholarship bookstore that had helped me through my difficult years of being in my academic period of my life. I'd accepted them from one apartment to another across Brooklyn because I needed them, the one constant in a very transient existence.

When we'd started the store, readers became my community. As I reported, I'd discovered that in an increasingly neighborhood was overwhelmingly white and affluent. I'd been wary of working there, even though I'd had ideas through this space, along to see what offers a long-held assumption of what the bookstore was supposed to be for the case, the Barnes and Nobles and Leihens crew (except for one that had been in the store).

From casual encounters at the store—joking with me and regulars about the store's lack of his best either side or waiting for a piece of books once a customer had bought a book—my sense of history occurred eventually the shelves and mental shelves that I'd found from years in New York. In my time away, I'd grown accustomed to walking through the aisles from the shelves I'd traveled in conversation. I'd been, I found, using the ability to



self-learned, forwarding myself with many characters, and people to whom these characters meant something, even on that self-assertion was all possible here.

In my first few weeks at the store, I was surprised by how much of local book buying seemed built on high suggestions a recommendation in the column of the local daily newspaper, or even on NPR, a radio that broadcasted local news in a variety of book clubs, or simply word of mouth. That was all I wanted to take with me, a gentle nudge in a direction that I'd been exploring before. Meanwhile, whenever I was asked for a recommendation, I'd often had one on my mind. I'd been reading my reading habits, wondering if the store had grown too narrow. Over the years, my book list had called into reading books with a writer's traditional spirit: what one author should be the most of, who techniques could I claim as my own from the "famous" tradition. To me, booklist was paramount. I wanted to know the work of writers that might change my own work. My reading habits had become about the work of writers that might change my own work. My reading habits had become about the work of writers that might change my own work.

It took me some time to realize that the store book club offered opportunities that I'd had as a reader. Most of my experiences with books were through used bookstores or the library. I'd rarely had engaged this book club, public, but I'd been to the store since the store opened. I'd been to the store since the store opened. I'd been to the store since the store opened.

Over time, my perspective on my hometown shifted. In the pandemic, I watched the community make an special effort to patronize the store since the store had been shuttered. In my second year behind the register, I could now recall deeper connections between the store and its clientele. Initially, I felt some disconnect and resentment of book clubs. I saw the profession of clubs throughout the city

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://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.

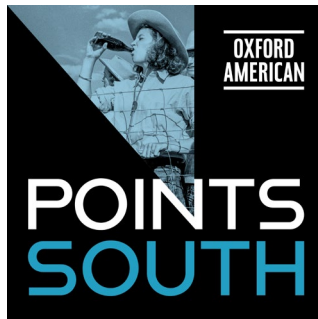
SOCIAL

The Oxford American has developed a highly passionate audience that engages with the brand via our primary Social Media channels, including [Facebook](#), [X/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 design and produce custom content print executions, as well as 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

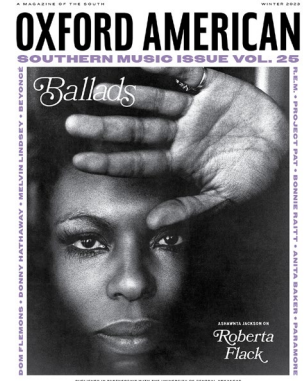
Our *Points South* podcast reflects the many elements of the OA: interviews with prominent Southern artists, musicians, and influencers, scored adaptations of magazine stories, and original reported segments from across the South. This is an effective way to extend your reach against the OA's passionate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

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

# 2025 EDITORIAL CALENDAR & PRINT SPECS

## 2025 CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
#128 Spring - Food	10 Jan. '25	17 Jan. '25	March '25
#129 Summer - Y'all Street*	04 April '25	11 April '25	June '25
#130 Fall	01 July '25	08 July '25	Sept. '25
#131 27th Annual Southern Music	19 Sept. '25	26 Oct. '25	Dec. '25



\*A unique perspective of business in the South

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	\$3,300	\$2,800	\$2,640
SPREAD	\$6,600	\$5,600	\$5,280

### COVERS

NOTE: All guaranteed Cover positions must be part of an integrated buy (Print/Digital). Total Minimum Investment: \$7,500

Inside Front Cover + Page 1 Spread Unit: \$7,700

Inside Back Cover: \$4,235

Back Cover: \$4,950

### SPECIAL SECTIONS

Full-Page: \$2,585

1/2 Page Horizontal: \$1,870

1/4 Page Guide: \$800

**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 content print executions*

### PRINTING & FILE SPECIFICATIONS

**PRINTING PROCESS:** Web offset

**BINDING:** Perfect bound

**LINE SCREEN:** 175

**PAGE TRIM SIZE:** 8.375" x 10.75"

**BLEED:** 1/8"

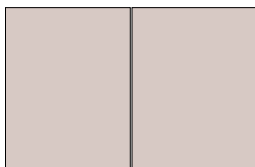
**LIVE MATTER:** 1/2" from trim on all sides (5/8" from bleed on all sides). 1/2" from the gutter on spreads.

#### AD DIMENSIONS: WIDTH X HEIGHT

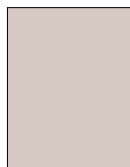
Spread	16.75" x 10.75" ad <b>plus bleed = 17.25" x 11.25"</b>
Full-Page	8.375" x 10.75" ad <b>plus bleed = 8.875" x 11.25"</b>
1/2 Page Horizontal	7.375" x 4.833"
1/4 Page Guide	Text, image, logo— Ask your Account Executive for an example

**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.



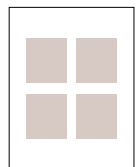
**Spread (bleed)**  
16.75 x 10.75  
(plus bleed 17 x 11)



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



**1/2 Page Horizontal**  
7.375 x 4.833

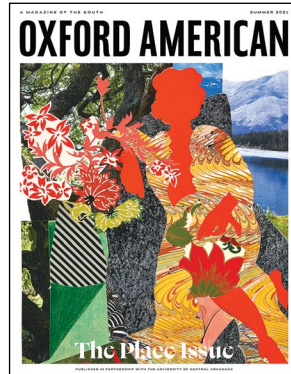


**1/4 Page Guide**

**CONTACT THE OA TODAY!** 501-374-0000 | [advertising@oxfordamerican.org](mailto: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

In addition to our subscriber base, *Oxford American* is on select newsstands and retailers throughout the country. In addition, the magazine 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](mailto:advertising@oxfordamerican.org)

# OXFORD AMERICAN AUDIENCE

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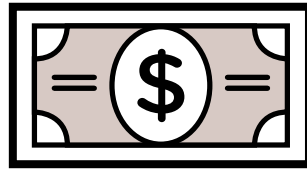
**Total National Audience:**  
(Print/Digital/Social):

# 200K+

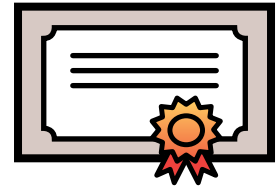
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**60%**  
are  
**25-64**



**60%**  
have a  
**HHI of \$75K+**



**60%**  
have  
**professional degrees**

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**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



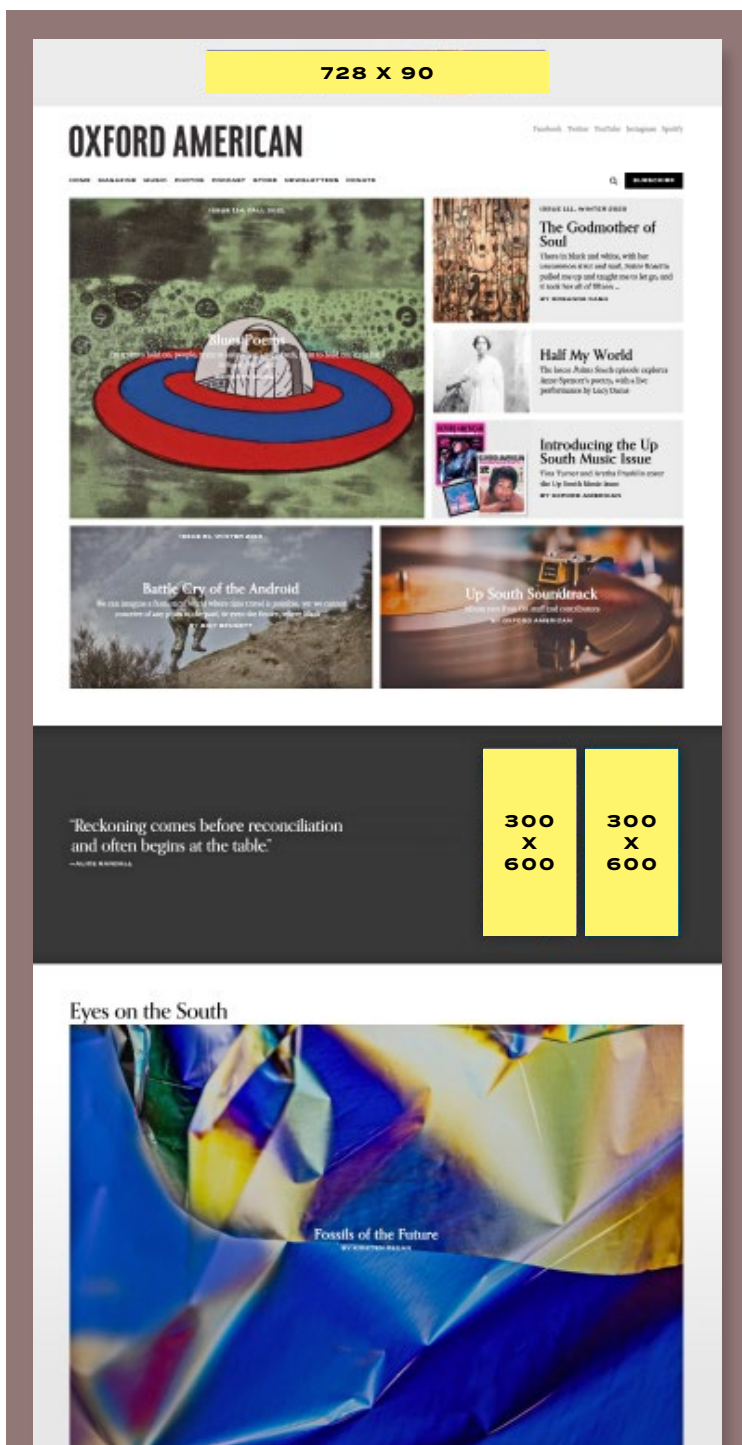
**80%**  
are now  
**living in the  
moment**  
and focusing on what  
makes them happy

---

SOURCE: 2021 OA READER SURVEY

**CONTACT THE OA TODAY!** 501-374-0000 | [advertising@oxfordamerican.org](mailto:advertising@oxfordamerican.org)

# 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 their message to an audience that prefers to constantly engage with our content in a Digital format. Introduced in 2024, OA Now includes timely content capturing moments as they are currently taking place in the South.

Advertising partners also have the opportunity to run **custom content articles** on OxfordAmerican.org.

## OXFORDAMERICAN.ORG

**71K**  
AVERAGE  
PAGE VIEWS  
PER MONTH

**41K**  
AVERAGE  
MONTHLY UNIQUE  
VISITORS

### BANNER OPTIONS:

Ad Unit	W x H (Pixels)	Cost Per Week	Cost Per Month
Skyscraper:	300x600	\$300	\$990
Leaderboard:	728x90	N/A	\$1,600
Run of Site			
Bundle:	728x90+300x600	N/A	\$2,400

Run of Site (ROS) 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** PNG/JPEG/GIF  
**Placements** Max File Size

300x600 30K  
728x90 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

- **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

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 our 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: \$1,320

2x: \$1,050

## 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**

# 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 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 professors Emilio E. Escobar and DJ Escobar

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



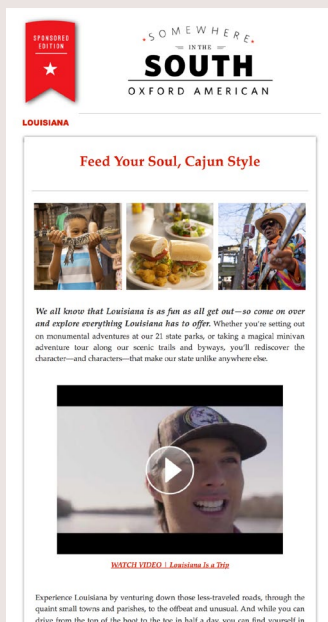
# SPONSORED CONTENT E-NEWSLETTERS

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

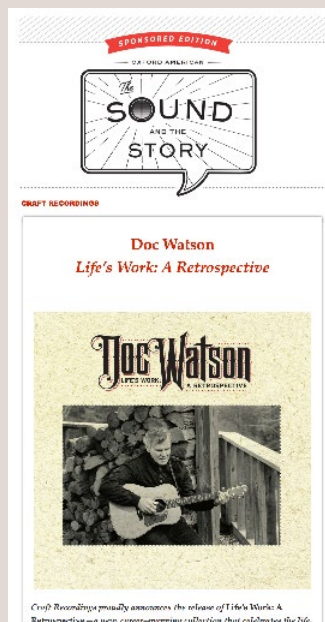
Destinations and cultural / educational experiences



▷ [VIEW EXAMPLE](#)

## THE SOUND AND THE STORY

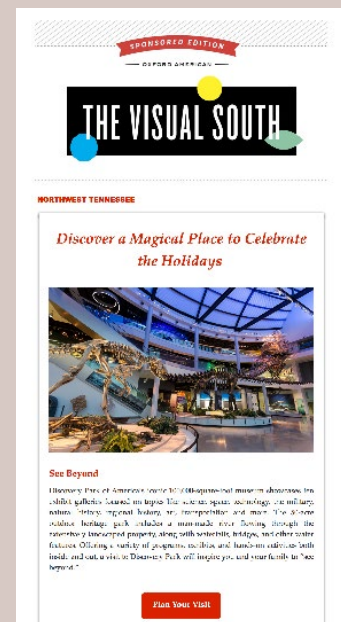
Music and literature experiences



▷ [VIEW EXAMPLE](#)

## THE VISUAL SOUTH

Museums / art and scenic experiences



▷ [VIEW EXAMPLE](#)

### E-NEWSLETTER RATES:

1x Rate: \$2,420

2x+ Rate: \$2,100

### 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:

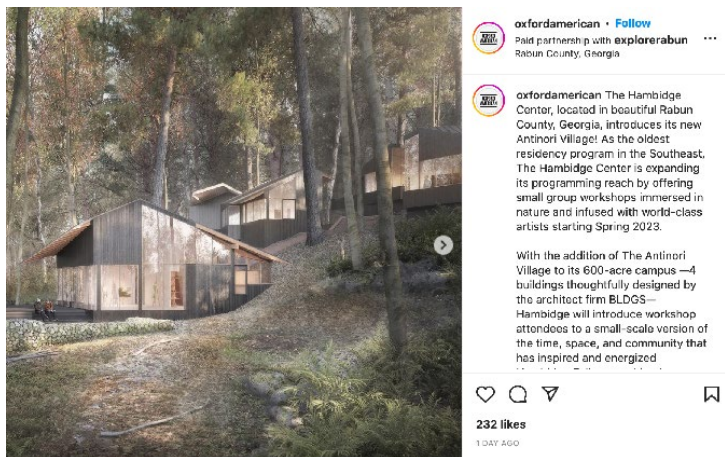
**At least two [2] weeks before the scheduled run date**

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,  
X/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.

**X/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.

X/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.*

**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.

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
- Karla Redding-Andrews and Justin Andrews (daughter and grandson of Otis Redding), live from Macon, GA
- 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: \$875**
- **Episode Underwriting, includes recognition in episode of the podcast in the pre- and post-roll: \$7,500**
- **Original Sponsored Edition**

[oxfordamerican.org/pointssouth](https://oxfordamerican.org/pointssouth)

**FOR PLANNING:**  
Contact your OA rep

OXFORD AMERICAN PRESENTS  
EXPERIENTIAL OPPORTUNITIES IN 2025

OXFORD AMERICAN 25TH ANNIVERSARY SOUTHERN MUSIC ISSUE  
PRESENTS

# POINTS ★ SOUTH LIVE



SPONSORED BY  
**macon**  
GEORGIA

NOVEMBER  
**29**  
2023  
AT 6:00 PM



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

**GRANT'S LOUNGE** HOTEL FORTY FIVE  
**GRANT'S LOUNGE | MACON, GA** MOONHANGER GROUP THE CREEK

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.

JACKSON, MISSISSIPPI | SEPTEMBER 27-29

# NO TEARS PROJECT

*Be Heard in 2024!*

A SERIES OF **FREE MUSIC** & CIVIL RIGHTS OUTREACH PROGRAMS



**DETAILS TO BE ANNOUNCED**

**NO TEARS PROJECT** NATIONAL PARK SERVICE OXFORD AMERICAN

CONTACT THE OA TODAY! 501-374-0000 | [advertising@oxfordamerican.org](mailto:advertising@oxfordamerican.org)