The Oxford American is one of the South’s most iconic and acclaimed magazines. Oxford American has distinguished itself as a periodical dedicated to exploring Southern culture over the past 29 years and is a multi-National Magazine Award winner—including the National Magazine Award for General Excellence.

A must-read for anyone interested in the region, the Oxford American includes features covering cultural, social, and environmental issues; insightful reporting on Southern thought leaders and personalities; and important new writing, music, and visual art.

Our website, OxfordAmerican.org, keeps us in touch with readers between quarterly print issues and is updated daily, allowing us to keep our audience in the loop concerning all things Southern, including the latest developments in music, film, literature, art, and food. Readers can also access the digital version of the Oxford American via Vinio Kindle and Nook.

CONTRIBUTOR QUOTES

“I’ve been more proud of the work I’ve contributed to the Oxford American than any other publication in which my essays have appeared, and extremely proud of our association. There are very few publications with this kind of integrity and richness. Long may the Oxford American live.”
—Rosanne Cash

“As a long time reader and fan of Oxford American, it’s hard to believe it’s been nearly 25 years that they have been showcasing some of the finest writing on the planet. I’m honored to be counted among the contributors and am looking forward to at least another twenty-five years of enjoyment.”
—Patterson Hood

“Having lived in the Chattanooga area for over a decade, I can say firsthand that there is simply no literary magazine in the South that is as venerated for its history, literary quality, and aesthetic taste as is the Oxford American.”
—Jamie Quatro

“The best and most original new American magazine of the last 25 years... 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
PLATF O R M S

THE OXFORD AMERICAN MAGAZINE
Every issue of the Oxford American includes features covering cultural, social, political, and environmental issues; in-depth interviews with Southern thought leaders and personalities, captivating art and photography, and important new fiction and poetry. Our circulation strategy is aimed at an audience of engaged and active “cultural creatives”—connoisseurs of Southern writing, culture, and lifestyle.

PRINT ADVERTISING
Be a part of the Oxford American with our print advertising. Not only are you getting in front of a dedicated and engaged audience, but advertisers are enshrined in these collectors’ issues forever after.

OXFORDAMERICAN.ORG WEB BANNERS & BLOGROLL
Our website keeps us in touch with readers between quarterly print issues and hosts archival pieces, plus exclusive online material. Web banners are available, as well as Sponsored Content Blogroll Features on our home page. OxfordAmerican.org

SPONSORED CONTENT E-NEWSLETTERS
The OA’s “Somewhere in the South,” “The Sound & The Story,” and “The Visual South” Sponsored Content e-Newsletters go out to approximately 37,000 opt-in subscribers. They offer advertisers an exclusive opportunity to reach an audience of attentive and interested readers.

WEEKLY E-NEWSLETTER
Each week, the OA sends both an editorial and Good Taste e-newsletter featuring online content, previews of upcoming issues, magazine news, and exclusive offers to our loyal fan base of approximately 37,000 opt-in subscribers. Sign up!

POINTS SOUTH PODCAST
Our Points South podcast reflects the many arms of the OA: interviews with prominent Southern artists, musicians, and influencers, scored adaptions of magazine stories, and original reported segments from across the South. This is a significant audience-building and education outreach opportunity that will introduce the OA and our partners to entirely new swaths of the public. Ask your OA rep about how you can participate in our new podcast.

OA MEDIA
OA Media brings to life rich original sponsored content through multimedia and omni-channel strategies custom tailored for you. In this way, OAM tells the robust stories of our partners’ brands, places, and experiences. This opportunity combines the OA’s credibility and voice of over 29 years of storytelling and our creative production talents across platforms. Ask your OA Rep for more information on creating a customized campaign.

OXFORD AMERICAN MISSION STATEMENT
The Oxford American (OA) is a nonprofit arts organization whose mission is to explore the complexity and vitality of the American South through exceptional writing, music, and visual art.

The primary medium through which the OA accomplishes this mission is the quarterly publication of the Oxford American literary magazine. As such, the OA cultivates a forum in which artists across disciplines present work that illuminates the South from an unexpected perspective and creates a deeper understanding of the region.

CONTACT THE OA TODAY! 501-374-0000 | advertising@oxfordamerican.org
2021 CLOSING DATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>#112 Spring Food Issue</td>
<td>15 Jan '21</td>
<td>22 Jan '21</td>
<td>Mar '21</td>
</tr>
<tr>
<td>#113 Summer Issue</td>
<td>16 Apr '21</td>
<td>23 Apr '22</td>
<td>Jun '21</td>
</tr>
<tr>
<td>#114 Fall Issue</td>
<td>16 Jul '21</td>
<td>23 Jul '22</td>
<td>Sept '21</td>
</tr>
<tr>
<td>#115 23rd Annual Southern Music Issue</td>
<td>17 Sept '21</td>
<td>24 Sept '21</td>
<td>Dec '21</td>
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</table>

PRINT AD SPECIFICATIONS

ADVERTISING RATES

<table>
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<tr>
<th>FREQUENCY/DISCOUNT</th>
<th>1X</th>
<th>2X/20%</th>
<th>4X/30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLOR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td>$3,750</td>
<td>$3,400</td>
<td>$3,000</td>
</tr>
<tr>
<td>Full page</td>
<td>$1,950</td>
<td>$1,750</td>
<td>$1,550</td>
</tr>
</tbody>
</table>

PREMIUM PAGE

| Inside front cover | $2,600 |
| Inside back cover  | $2,400 |
| Back cover         | $2,800 |

SPECIAL SECTIONS

| Full page          | $1,500 |
| 1/2 page horizontal| $1,050 |
| 1/3 page guide     | $750   |
| 1/4 page guide     | $450   |

PREFERRED PLACEMENT: Add 15%. Contact your account executive for availability.

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

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 gutter on spreads.

AD DIMENSIONS:

<table>
<thead>
<tr>
<th>WIDTH X HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
</tr>
<tr>
<td>Full page (u/bleed)</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
</tr>
<tr>
<td>1/3 page guide</td>
</tr>
<tr>
<td>1/4 page guide</td>
</tr>
</tbody>
</table>

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 e-mail preferred. (Mac-formatted CD-R accepted.) Only one ad per file. Native application files not accepted.

CONTACT THE OA TODAY! 501-374-0000 | advertising@oxfordamerican.org
OxfordAmerican.org expands our mission to explore Southern culture (music, literature, art, food, and engaging topics) through good writing like never before. We see OxfordAmerican.org as a tremendous addition to our beloved printed issue.

**BANNER OPTIONS:**

<table>
<thead>
<tr>
<th>Width x Height</th>
<th>Cost per Week</th>
<th>Cost per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Box 300 x 250</td>
<td>$125</td>
<td>$400</td>
</tr>
<tr>
<td>Skyscraper 300 x 600</td>
<td>$175</td>
<td>$600</td>
</tr>
<tr>
<td>Leaderboard 728 x 90</td>
<td>N/A</td>
<td>$950</td>
</tr>
</tbody>
</table>

**ADVERTISING SPECIFICATIONS:**

- **Home Page Placements:** PNG/JPEG/GIF Max File Size
  - 300 x 250: 30K
  - 300 x 600: 30K
  - 728 x 90: 30K

- **Accepted File Formats:** PNG/JPEG/GIF
- **Flash:** No Flash files
- **HTML:** No HTML banners
- **Third Party Ad Server:** No
- **Third Party Tags Accepted:** Yes
- **Sound Allowed:** Opt in

**REACH:**
- **90K+** pageviews per month on average
- **50K+** visitors per month on average

*Web banners* are featured on the home page of OxfordAmerican.org, as well as on select interior pages.

*Click-through and impression reports* are available to web advertisers upon request.

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**Ask about our Digital Bundles!**

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**CONTACT THE OA TODAY!** 501-374-0000 | advertising@oxfordamerican.org
In reaching your market there is an incredible need for media opportunities that are immediate and go directly to your target audience. To meet this need, the Oxford American is making available advertising space in its weekly e-newsletter, which goes out to our loyal fan base of approximately 37,000 opt-in subscribers every Friday.

Full analytic reports are available to e-newsletter advertisers upon request.

BANNER SIZE: 585 x 120 (width x height)

BANNER RATES:
- $750 for 1x placement
- $500 per banner for 2x or more placements

BANNER SPECS:
- .GIF or .JPEG file
- RGB color profile

MATERIALS DEADLINE: At least one [1] week before the scheduled run date

Sign Up For the Oxford American e-Newsletter!
Due to the popularity of our weekly e-newsletter, Oxford American also offers the Somewhere in the South sponsored edition, which goes out monthly and is open to select advertisers.

Somewhere in the South offers advertisers an exclusive opportunity to reach an audience of attentive and interested Oxford American readers. It's a perfect platform for showcasing your destination, attractions, products, or experiences.

- 1x rate is $1,450 | 2x+ rate is $1,200
- Reaches approximately 37,000 opt-in subscribers
- Goes out on select Thursdays each month (ask your rep for available dates)
- Full analytic reports available to sponsored edition e-newsletter advertisers upon request

SPONSORED E-NEWSLETTER: SOMEBODY IN THE SOUTH

EXAMPLES OF “SITS”:
- Cheers! Trail in Hendersonville, NC
- Books Along the Teche Literary Festival
- NCHC Smithsonian Art Exhibition
- Experience Bowling Green, KY

MATERIALS DEADLINE:
At least one [1] week before the scheduled send date
Oxford American offers another dedicated sponsored content e-newsletter platform that focuses on music-related events, releases, and destinations called The Sound & The Story. It goes out monthly and is open to select advertisers.

The Sound & The Story offers advertisers an exclusive opportunity to reach an audience of attentive and interested Oxford American listeners and readers. It’s a perfect medium for showcasing your artist, new release, tour, or musical experience.

- 1x rate is $1,450  |  2x+ rate is $1,200
- Reaches approximately 37,000 opt-in subscribers
- Goes out on select Thursdays each month (ask your rep for available dates)
- Full analytic reports available to sponsored edition e-newsletter advertisers upon request

SPONSORED EDITION SPECS:
- 200-400 total words of copy
- 2-3 high-res images (300 dpi or higher)
- 1 video to be embedded | optional
- 1 additional high-res image

MATERIALS DEADLINE:
At least one [1] week before the scheduled send date

EXAMPLES OF “THE SOUND & THE STORY”
- North Carolina Folk Festival
- Bob Dylan's Rolling Thunder Revue
- Henderson, KY's Summer Music Scene
Oxford American offers a unique sponsored content e-newsletter platform that focuses on visual-related events, releases, and destinations called The Visual South. It goes out monthly and is open to select advertisers.

The Visual South gives advertisers an exclusive opportunity to reach an audience of attentive and interested Oxford American listeners and readers. It’s the perfect medium for showcasing your exhibitions, festivals, visual destinations and attractions, and more.

- 1x rate is $1,450 | 2x+ rate is $1,200
- Reaches approximately 37,000 opt-in subscribers
- Goes out on select Thursdays each month (ask your rep for available dates)
- Full analytic reports available to sponsored edition e-newsletter advertisers upon request

SPONSORED E-NEWSLETTER: THE VISUAL SOUTH

DURHAM, NORTH CAROLINA

People Get Ready

Since opening in 2005, the Nasher Museum of Art at Duke University has been dedicated to building a groundbreaking collection of contemporary art centered on diversity and inclusion. The museum’s emphasis on artists historically underrepresented, overlooked, or excluded from art institutions, with a particular focus on artists of African descent. In this effort, the museum supports global visions of extraordinary vision, whose works spark opportunities for thoughtful engagement. Drawing primarily on the collection built over the last two decades, People Get Ready: Building the Contemporary Collection includes works dating from 1970 through 2018 that address issues ranging from identity to social justice and environmental

NASHER MUSEUM OF ART AT DUK

MATERIALS DEADLINE:
At least one [1] week before the scheduled send date

EXAMPLES OF THE VISUAL SOUTH:
➤ Cosmic Rhythm Vibrations at the Nasher Museum
➤ Tennessee State Museum Exhibition: Let’s Eat!
➤ 1968: A Folsom Redemption at Clinton House Museum

CONTACT THE OA TODAY! 501-374-0000 | advertising@oxfordamerican.org
Oxford American readers love stories well told. Our Sponsored Blogroll Content digital platform, enables you to tell your story to our dedicated and interested readership—people who are looking to explore the destinations, experiences, sounds, and tastes that make the South such an interesting and complex region.

With this option, you and our readership have the ability to share your story via social media platforms, as well as the unique opportunity to combine imagery and your story.

The OA sponsored blogroll posts function the same as our editorial blogroll content and compliment it. It offers a prime opportunity to diversify and have your content integrated within the editorial flow. It will educate and entertain. You as an advertiser will benefit by creating credible content that builds awareness and interest among the OA audience.

- Rate is $600 per week
- Two weeks maximum per month
- Exclusive sponsored content placement on OxfordAmerican.org’s homepage, beginning in the fourth (4th) position from the top
- Your piece will live on the OA website indefinitely, and can be easily accessed via our Sponsored Content webpage
- Full analytic reports available to sponsored blogroll content posts upon request

Ask your sales rep for a list of available dates

MATERIALS DEADLINE:
At least one [1] week before the scheduled start date

VIEW BLOGROLL LISTING EXAMPLES:
> Here

SPONSORED BLOGROLL SPECS:
FEATURED IMAGE: Square, delivered at 1200 x 1200 pixels

INTRO TEXT: 50-75 words

TITLE: 10 words max

CONTENT: 1,000 words max

EMBEDDED IMAGES: 3 max, will be centered with caption of 10 words max (no wraparound text). Images delivered at 1200 pixels on the long side. Landscape orientation recommended.
**Oxford American Presents** organizes programming related to the content of the magazine, including musical performances and other multi-disciplined events.


**South on Main is a restaurant and performance venue that features the very best of Southern culture and cuisine. Located at 1304 Main Street, Little Rock, AR.**

Contact your Oxford American representative for programming partnerships and sponsorship opportunities.

Like us on Facebook.
Sign up for the “Oxford American Presents” e-newsletter.
Visit OxfordAmerican.org/Events for our full calendar of upcoming performances.
NATIONAL AVERAGE PRINT & DIGITAL EDITION AUDIENCE:

38,000 PER ISSUE

Oxford American is on select newsstands and retailers throughout the country.  

OA is also distributed at prominent cultural & educational events, conferences, destinations, and partnered experiences regionally.

OA READERS ALSO ENJOY THESE OTHER MAGAZINES:

The New Yorker, Southern Living, American Road, DownBeat, Harper’s, The Atlantic, Time, Newsweek, National Geographic, and Garden & Gun

CONTACT THE OA TODAY!  501-374-0000 | advertising@oxfordamerican.org
# Demographics & Psychographics

## A Cultivated & Loyal Readership

- **91%** of readers consider the *Oxford American* one of their favorite publications

<table>
<thead>
<tr>
<th>Stat</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td>of readers say that they read and are interested in the advertisements in the <em>Oxford American</em> magazine</td>
</tr>
<tr>
<td>68%</td>
<td>save the <em>OA</em> after reading</td>
</tr>
<tr>
<td>3.3</td>
<td>hours on average spent reading each issue of the <em>OA</em></td>
</tr>
<tr>
<td>88%</td>
<td>of <em>OA</em> readers also spend time on <a href="http://OxfordAmerican.org">OxfordAmerican.org</a></td>
</tr>
</tbody>
</table>

## Vacation / Tourism

- **73%** of readers take two [2] or more vacations each year
- **Over Half** of readers say that they usually vacation in the Southern United States

## Domestic Profile

- Median Household income is above $175K
- **99%** of readers have a college education
- **78%** of readers are home owners
- **58%** Professional/Managerial
- **17%** Academic
- **27%** Other

## Lifestyle / Consumership

- **85%** of *OA* readers purchase more than six [6] books per year

<table>
<thead>
<tr>
<th>Stat</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>purchase 13+ books per year</td>
</tr>
<tr>
<td>95%</td>
<td>of readers purchase music (CDs, vinyl, and via download)</td>
</tr>
<tr>
<td>78%</td>
<td>buy CDs</td>
</tr>
<tr>
<td>31%</td>
<td>buy vinyl</td>
</tr>
<tr>
<td>59%</td>
<td>buy music via download</td>
</tr>
</tbody>
</table>

Where readers buy their music (they were asked to select all that apply):

- **60%** from Amazon.com
- **59%** from local music stores / labels
- **49%** from iTunes
- **40%** other
- **82%** of readers consume spirits

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