



Media Kit
2021



“. . . a thoughtful, wide-ranging, and elegant mix of fiction, nonfiction, poetry, and criticism featuring Kevin Young, Lydia Davis, Ben Lerner, and others . . . If you could use a little more reflection in these reactive times, I recommend subscribing.”

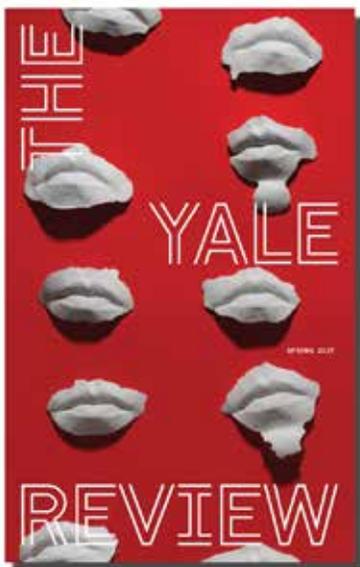
–RON CHARLES, THE WASHINGTON POST

“If only our response to the pandemic on other fronts could have been as speedy and potent as this literary one.”

–KIRKUS REVIEWS, ON TYR’S “PANDEMIC FILES”

“I am wildly impressed with the work you are doing at *Yale Review*... I will continue to read your quarterly for my own edification, but also in the hopes of discovering new voices to publish!”

**–THOMAS GEBREMEDHIN
VICE PRESIDENT AND EXECUTIVE EDITOR, DOUBLEDAY**



Join a conversation 200 years in the making. At *The Yale Review*, we believe in the power of connecting great minds across disciplines, backgrounds, and generations. As a preeminent journal of literature and ideas, *TYR* has been privileged to publish both established names and rising literary talent, such as Virginia Woolf, Robert Lowell, Thomas Mann, Bayard Rustin, Louise Glück, Adrienne Rich, José Ortega y Gasset, Joyce Carol Oates, James Merrill, Cathy Park Hong, Sheila Heti, and Namwali Serpell. Today, *TYR* continues to evolve under its new editor Meghan O'Rourke – acclaimed poet, memoirist, and critic. O'Rourke ushered *TYR* into its third century of publication by relaunching the magazine in April 2021 as a print and digital publication, with a new website that features original content, as well as gems from the incomparable archive. In late 2020, *TYR* also launched a new event series, *TYR* Talks, which has brought hundreds of new readers to the magazine. In the last year, we've seen our readership triple, and we look forward to growing our community even further with this launch.



The Yale Review has published . . .

W. H. Auden
Elizabeth Bishop
Rachel Carson
W. E. B. Du Bois
William Faulkner
Robert Frost
Indira Gandhi
Seamus Heaney
Henry James
John Maynard Keynes
Ursula K. Le Guin
Robert Lowell

Thomas Mann
Edna St. Vincent Millay
Iris Murdoch
Vladimir Nabokov
Reinhold Niebuhr
Gertrude Stein
William Howard Taft
Leon Trotsky
John Updike
Mario Vargas Llosa
Edith Wharton
Virginia Woolf

In recent issues . . .

Anne Boyer
Alexander Chee
Lydia Davis
Samuel R. Delany
Hernan Diaz
Maggie Doherty
Melissa Febos
Louise Glück
Langdon Hammer
Aleksandar Hemon
Sheila Heti
Bhanu Kapil

Douglas Kearney
Raven Leilani
Yiyun Li
Sarah Manguso
James Merrill
Joyce Carol Oates
Cathy Park Hong
Carl Phillips
Becca Rothfeld
Solmaz Sharif
Namwali Serpell
Ocean Vuong



From January 2020 to March 2021, our **print subscribers tripled.**

From 2019 to 2020, **website traffic increased 202% with 180% growth in new users.**

We had **200,000 unique visitors** in 2020, up from 70,000 in 2019.

From December 2019 to March 2021, our **Twitter following increased 443%** from 1,126 to 6,123 followers.



Since December 2019, we have . . .

Launched a rebranded design by Pentagram;

Published the “Pandemic Files,” a series of poems, essays, and stories from the early days of the COVID-19 pandemic, collected and published in the celebrated *A World Out of Reach* (Yale University Press);

Launched TYR Talks, a series of conversations with TYR contributors centered on the challenges of writing during an age of crisis. **Each event garnered 200+ attendees.**

On the horizon, we’re planning . . .

A redesigned and relaunched website fully equipped to meet the digital age with more **original, online-exclusive content, audio, and video;**

A membership program, which will give readers special perks like early access to our events;

A TYR podcast.



Sponsor Our Launch

We're excited to launch a reimagined *TYR* online in late April 2021, featuring work from some of today's most innovative writers, including **Ocean Vuong**, **Terrance Hayes**, **Solmaz Sharif**, **Sheila Heti**, **Leanne Shapton**, and more. By sponsoring our launch, you'll sit alongside America's oldest literary magazine as it cements its place in the digital media landscape. Join us as *TYR* begins its third century.



Web Ad

Single banner image on homepage
900px x 300px

Technical Requirements

Please supply an optimized JPEG file in RGB color. Currently, we can only accommodate static images.

Launch Sponsor

Place your ad for the unveiling of *TYR*'s new website and spring issue rollout.
\$750/week

Spring Issue Sponsor

Place your ad for the unveiling of *TYR*'s new website and make the most of our first month of daily and weekly new content.
\$2,400/month

Contact

For more information, please contact:

Will Frazier
Engagement Editor
william.frazier@yale.edu