The American Scholar is the venerable but lively quarterly magazine of public affairs, literature, science, history, and culture published by the Phi Beta Kappa Society since 1932. In recent years the magazine has won four National Magazine Awards and many of its essays and articles have been selected for the yearly Best American anthologies.

Inspired by Ralph Waldo Emerson’s famous speech, “The American Scholar,” delivered to the Phi Beta Kappa Society at Harvard College in 1837, the magazine aspires to Emerson’s ideals of independent thinking, self-knowledge, and a commitment to the affairs of the world as well as to books, history, and science.

Natalie Angier
Mary Gordon
Daniel Patrick Moynihan
Hannah Arendt
Anthony Grafton
Reinhold Niebuhr
Nicholson Baker
Stephen Jay Gould
Cynthia Ozick
Jacques Barzun
Allan Gurganus
George Plimpton
Saul Bellow
Shirley Hazzard
Marilynne Robinson
Sven Birkerts
John Hersey
Richard Rodriguez
Henry Steele Commager
Edward Hoagland
Richard Rorty
Aaron Copland
Aldous Huxley
Phyllis Rose
Joan Didion
Randall Jarrell
Ingrid D. Rowland
Annie Dillard
Philip Larkin
Muriel Rukeyser
Rita Dove
Bernard Lewis
Bertrand Russell
William O. Douglas
David Levering Lewis
Oliver Sacks
W.E.B. DuBois
Sinclair Lewis
Carl Sagan
Freeman Dyson
Anne Morrow Lindbergh
Simon Schama
Gretel Ehrlich
Walter Lippmann
Arthur Schlesinger Jr.
Albert Einstein
Alison Lurie
Shelby Steele
Ralph Ellison
James McConkey
Barbara Tuchman
Joseph Epstein
Marshall McLuhan
John Updike
Erik H. Erikson
Thomas Mallon
Helen Vendler
Anne Fadiman
Thomas Mann
Alice Walker
Frances FitzGerald
Margaret Mead
John Edgar Wideman
2021 RATES AND SPECIFICATIONS

RATES

<table>
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<th>SIZE</th>
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<th>4x</th>
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<td>$395</td>
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<tr>
<td>Eighth Page</td>
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<tr>
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<td>$1,210</td>
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<tr>
<td>Cover 4</td>
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<td>$1,570</td>
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CLOSING DATES

WINTER
Space: October 30, 2020
Materials: November 6, 2020

SPRING
Space: January 29, 2021
Materials: February 12, 2021

AUTUMN
Space: July 30, 2021
Materials: August 6, 2021

SUMMER
Space: April 30, 2021
Materials: May 14, 2021

TECHNICAL

- Ads should be provided as high-resolution PDFs. Use PDF/X-1a:2001 format.
- Embed all fonts (PDF/X-1a:2001 format ensures that fonts get embedded).
- Use only CMYK process colors. Do not use RGB or PMS colors.
- Full page ads should include crop marks at trim size (6" × 10`). Position all crop marks outside of bleed area.
- Full page ads should include ¼" bleed on all sides
- On full page ads, keep critical elements (copy, logos, etc.) ½" away from trim on all sides. See “Live area” above right.
- Resolution on all embedded photos and any other raster-based image should be 300dpi

If you have any questions concerning these specifications or any general advertising inquiries please contact:
Steve Anderson
Phi Beta Kappa
1606 New Hampshire Ave. NW
Washington, DC 20009
Phone: 202-422-9627
Fax: 202-265-0083
E-mail: sanderson@theamericanscholar.org

Artwork should be delivered to Steve Anderson at the address above.
# READERSHIP AND DEMOGRAPHICS

## Readership

<table>
<thead>
<tr>
<th>CIRCULATION</th>
<th>WEB TRAFFIC</th>
<th>SOCIAL MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>23,185 subscribers</td>
<td>120,000 monthly visitors</td>
<td>15,000 Facebook likes</td>
</tr>
<tr>
<td></td>
<td>156,000 monthly pageviews</td>
<td>15,000 Twitter followers</td>
</tr>
<tr>
<td></td>
<td>86,000 monthly unique visitors</td>
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</tbody>
</table>

## Income

More than 50% of subscribers have a household income of over $100,000

## Occupation

75% of subscribers are professionals

## Gender

- 65% Male
- 35% Female

## Marital Status

- 82% Married

## Age

- 38% 66+
- 20% 56-65
- 23% 46-55
- 12% 36-45

## Residence

- 42% have lived in their home for 16+ years
- 70% have lived in their home for 5+ years

## Education

- 74% Graduate School
- 21% College Graduates
- 48% Phi Beta Kappa Members
Five students at the College of William and Mary founded Phi Beta Kappa in 1776, during the American Revolution. For over two and a quarter centuries, the Society has embraced the principles of freedom of inquiry and liberty of thought and expression. Laptops have replaced quill pens, but these ideas, symbolized on Phi Beta Kappa’s distinctive gold key, still lay the foundations of personal freedom, scientific inquiry, liberty of conscience and creative endeavor. Phi Beta Kappa celebrates and advocates excellence in the liberal arts and sciences. Its campus chapters invite for induction the most outstanding arts and sciences students at America’s leading colleges and universities.

The Society sponsors activities to advance these studies—the humanities, the social sciences, and the natural sciences—in higher education and in society at large.

QUICK FACTS

• Phi Beta Kappa is a leading advocate for excellence in the liberal arts and sciences.

• We have over half a million members and chapters at 280 American colleges and universities.

• Only about 10 percent of the nation’s institutions of higher learning have Phi Beta Kappa chapters.

• Only about 10 percent of the arts and sciences graduates of these distinguished institutions are selected for Phi Beta Kappa membership.

• Each year, about one college senior in a hundred, nationwide, is invited to join Phi Beta Kappa.

• Membership in Phi Beta Kappa shows commitment to the liberal arts and sciences, and to freedom of inquiry and expression—and it provides a competitive edge in the marketplace.
When I became the editor of The American Scholar seven years ago I made a new policy concerning books coverage: Ours would become the first quarterly I know about to review new books in a timely way, in the same season in which they are published. Why is this important? In part because my journalistic background involved covering books for newspapers (USA Today and The Washington Post Book World) and bimonthly magazines (Civilization and Preservation), where timeliness was built into the mission of the publication. The Scholar, like all quarterlies, has an uphill climb when it seeks to be timely. But book publishing, because of its long lead time, makes timeliness possible for a quarterly. Not easy, but possible.

The second reason that timeliness in the Scholar is important to me is because I know our readers want it. We have an unusually literate audience, for whom keeping up with books is as important as keeping up with movies or television is for the mass audiences of the larger publications I’ve written and edited for. We devote from 15 to 20 percent of our editorial space to the coverage of new books, and perhaps another 20 percent to other literary topics. That’s about 50 pages per issue, 200 pages a year. Even devoting this much space, we can only scratch the surface of all the good books published, which is why we devote a large amount of our time choosing books wisely for our audience. We know our readers expect that of us.

— Robert Wilson, Editor