BOMB publishes artists in conversation with other artists. That unique format means that in every issue we bring our readers original, thought-provoking work from the most influential contemporary writers, actors, directors, musicians, architects, choreographers and visual artists.

Artists love this: our archive reads like a cultural who’s who of the last 39 years. Our readers love it, too. And because we publish unique content by such influential figures, our readers are pretty influential themselves. Half of them spend more than $10,000 a year on art; 92 percent of them attend the latest films; well over half buy more than thirty books a year; and 87% prefer dining out. BOMB is the magazine that cultural tastemakers turn to when they want to read about their peers.

And we’re far from just a print magazine—though at 144K readers of the print edition, we’re doing pretty well on that front. BOMB today is a brand that stretches across many platforms. Our website—which is updated daily with new content—attracts 1.5 million visitors a year from around the world; our frequent parties and live events are attended by art’s elites and an ever-growing number of young culture makers, the stars of tomorrow; a major anthology of our literary interviews is out from SoHo Press; and we have strong followings in any social media you care to mention.

As the publishing landscape has shifted in recent years, some magazines have suffered. Meanwhile, BOMB has grasped the potential of its new global audience and gone from strength to strength. We tap in to a vast network of creators engaged in a meaningful conversation about the arts and looking to be inspired—perhaps by you.
Our Reach

In Print

Circulation: 32,000
4.2 Readers per issue: 144,000
4 issues per year

Distribution:
— 50% newsstand
— 40% subscription
— 10% Promotional Distribution
— 68% East Coast
— 20% West Coast
— 12% Mid-States (museums, cultural centers, and university bookstores)

Over 1,300 in-depth artist interviews
First Proof literary supplement showcases groundbreaking writers in all genres.

THE MOST AFFORDABLE AND ACCESSIBLE LEGACY ARTS AND CULTURE MAGAZINE.

Online

New interviews, fiction, portfolios, poetry, reviews published Daily

Monthly visitors: 135,000
Monthly Page Views: 290,000
Average Time on Site: 03:26
Daily Views: 3,800
Page/Visit: 2.21

An archive of over 7,000 articles
Visitors from 195 countries & all culture markets:


Social Media and Events

Email — 22K eblast list
Facebook — 69K
Twitter — 54.1K
Instagram — 20.3K

LIVE: BOMB partners with the most innovative organizations and personalities to offer cutting-edge programming:
— Exclusive launch parties at the hippest Brooklyn and national venues
— Art fairs and book festivals around the country
— All-star literary readings and performances and interviews

BOMB Gala draws artists, literati, philanthropists, and collectors together to celebrating BOMB contribution to the world of arts and letters. The evening includes an art auction, a seated dinner, and toasts to our fabulous honorees. Known as the Best Party in Town, the BOMB Anniversary Gala takes place in April at Capitale in New York City and is attended by 500 high-profile guests from across the arts.
Demographics

BOMB’s readers and participants are:

Bi-coastal, well-educated, single, and urban. PRACTICING ARTISTS in all genres and at all levels of fame.

Engaged in contemporary culture, connoisseurs of the visual, literary, and performing arts—by passion or profession.

— Female: 51% / Male: 49%
— 21–41 years of age: 70%
— 42–62 years of age: 30%
— Average household income: $135,000
— Prefer dining out: 87%
— Spend $10,000 or more per year on art: 50%
— Buy over 30 books per year: 59%
— Buy/download over 25 albums per year: 83%
— Attend the latest films: 92%

BOMB readers are active social networkers who know that living well is an art in itself.
Print Advertising Specs and Guideline

Media
— E-mail files to monforton@bombsite.com
— Or upload to our ftp site (email us for specifications)
— Please include a color or laser proof for our reference

Format
— We accept high-res PDF, tiff or eps files; (Quark files will not be accepted)
— Fonts must be embedded
— Ads must be 300dpi
— Files must be in CMYK or grayscale (RGB and Pantone will not be accepted)
— Four-color black (or “rich black”) is comprised of: 10% Cyan, 10% Magenta, 10% Yellow, and 100% Black. Four-color blacks in ads cannot exceed these levels

Sizes
A
B
C
D
E
F
G

Bomb Ad Sizes
Bomb Magazine is 9 × 11.25 inches.

Bleed ads (includes .125 inches bleed)
A. Spread 18.25 × 11.5 inches
B. Page 9.25 × 11.5 inches

Non-bleed ads
C. Spread 16.25 × 10.375 inches
D. Page 7.875 × 10.375 inches
E. Half page (vertical) 3.75 × 10.375 inches
F. Half page (horizontal) 7.875 × 5 inches
G. Quarter page 3.75 × 5 inches
## Print Advertising Schedule and Rates

### Ad Schedule

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### BOMB Ad Rates

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### First Proof Ad Rates

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Web Advertising Rates

Traveler Full-Site
Full Site Monthly Impressions: 1,400,000
Homepage Monthly Impressions: 500,000

125 × 250 px
The ad travels alongside the content as the user scrolls down the page.

Traveler Full-Category
Monthly Impressions: 700,000

125 × 250 px
Example of how the traveler ad appears within categories and scrolling with the visitor.

Full Site monthly:
$ 6,000 (exclusive)
$ 4,000

Homepage Monthly:
$ 5000 (exclusive)
$ 3000

Category monthly:
$ 4,000 (exclusive)
$ 2,000
Leaderboard

970 × 250

Up to three ads upon refresh.
Can run full-site or on the homepage only.

Full Site Monthly Impressions: 1,500,000
Homepage Monthly Impressions: 500,000

Full Site Monthly:
$ 8,000 (exclusive)
$ 5,000

Homepage Monthly:
$ 5,000 (exclusive)
$ 3,000

Center Billboard

970 × 250

Up to three ads upon refresh.
Homepage only.

Monthly Impressions: 500,000

Homepage Monthly:
$ 5,000 (exclusive)
$ 3,000
**Footer Billboard**

970 x 250

Can run full-site or on the homepage only.
Up to 3 ads upon refresh

Full site Monthly Impressions: 1,200,000
Homepage Monthly Impressions: 400,000

**Archive Search Bar**

The search sponsorship is a short, text-only ad (70 characters max) with one click-through link.

It appears sitewide in the user-initiated search module and on the search results page. There can be only one search sponsorship at a time, so this is a high visibility placement with long reach.

Monthly: $2,500
Weekly: $800
Weekend Reads

590 x 150 px

BOMB puts out a weekly e-newsletter every Friday morning to our 22k e-subscribers, called Weekend Reads.

There are 2 Banner positions available for advertising on the newsletter

On-line jpeg and URL

The Banners can change every week if you like.

As an example, here are links to our Weekend Reads newsletters:
example 1
example 2

The Banners are sold in 12 week increments

$ 3,000
Content within the context of our Weekend Reads Blast

Weekend Reads is a trusted and curated roundup of BOMB’s recent interviews, events, portfolios, poetry, and fiction.

Within the context/content of this weekly newsletter, we can offer the following placements for your sponsored posts

**TOP Spot**
$3000

**SECOND Spot**
$2000

**THIRD Spot**
$1500
BOMB Directories

230 × 230 px

BOMB offers 3 Directories MFA, AIR, Gallery Guide

Directories offer:

— A year’s presence in the interactive on-line Directory

— Print ads in BOMB Magazine offered at 50% off for a year

— On-line 230 x 230 jpeg and URL

— View the MFA Directory here: M.F.A.directory

$ 500 annually
Contact BOMB

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