

Media Kit 2020

BOMB

The Artist's Voice

Artists, Writers, Actors,
Directors, Musicians,
Architects, Photographers
— Culture Makers

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:

New York / London / Los Angeles / Chicago /
San Francisco / Paris / Toronto / Philadelphia
/ Sydney / Berlin / Melbourne / Portland /
Seattle / Boston / Montreal / Austin / Mexico
City / Houston / Amsterdam / Vancouver /
Dublin / Auckland / Buenos Aires / Oakland
/ San Diego / Sao Paulo / Cambridge /
Denver / Atlanta / Madrid / Milan / Athens
/ Baltimore / Moscow / Istanbul / Seoul /
Barcelona / Singapore / Tel Aviv / Rome /
Bogota / Dallas / Vienna / Stockholm / Hong
Kong / Pittsburgh / New Orleans / Rio de
Janeiro / Columbus / Santiago / Glasgow
/ Oslo / New Delhi / Brooklyn / Miami /
Brussels / Copenhagen / Lisbon / Belgrade
/ Zurich / Edinburgh / Bangkok / Warsaw /
Albuquerque / Munich / Krakow / Phoenix /
Perth / Hialeah / Bucharest / Hamburg /

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:

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

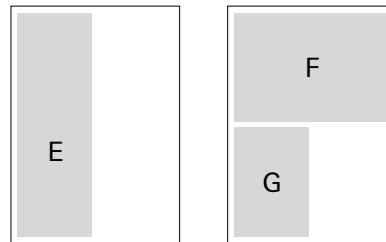
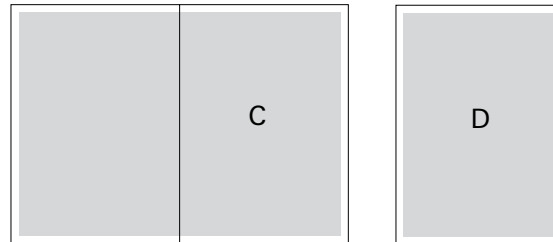
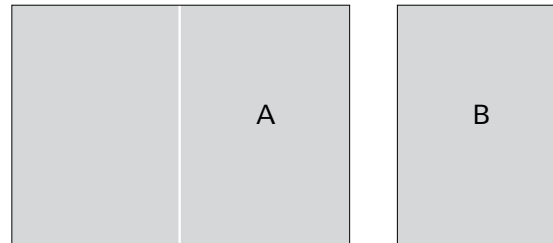
Media

- 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



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

Issue	Spring 151	Summer 152	Fall 153	Winter 154
Reservation	01/16/20	04/10/20	07/10/20	10/10/20
Art Due	02/01/20	04/20/20	07/20/20	10/24/20
Newsstands	03/15/20	06/15/20	09/15/20	12/15/20

BOMB Ad Rates

BOMB		1x	2x	3x	4x
Page	Color	\$4000	\$3600	\$3200	\$2900
	B/W	\$2000	\$1700	\$1445	\$1300
Half page	Color	\$2400	\$2160	\$1944	\$1740
	B/W	\$1000	\$900	\$810	\$720
Quarter page	Color	\$1000	\$900	\$800	\$720
	B/W	\$660	\$590	\$550	\$480
Inside front	Color	\$6335	\$5700	\$5130	\$4600
Inside back	Color	\$4600	\$4100	\$3700	\$3350
Back cover	Color	\$6720	\$6040	\$5440	\$4800

First Proof Ad Rates

First Proof		1x	2x	3x	4x
Page	Color	\$2300	\$2080	\$1640	\$1300
	B/W	\$1300	\$1100	\$1000	\$900
Half page	Color	\$1200	\$1000	\$1000	\$900
	B/W	\$900	\$800	\$700	\$600
Quarter page	B/W	\$600	\$500	\$400	\$300
Back cover	Color	\$2600	\$1700	\$1600	\$1500

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.



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

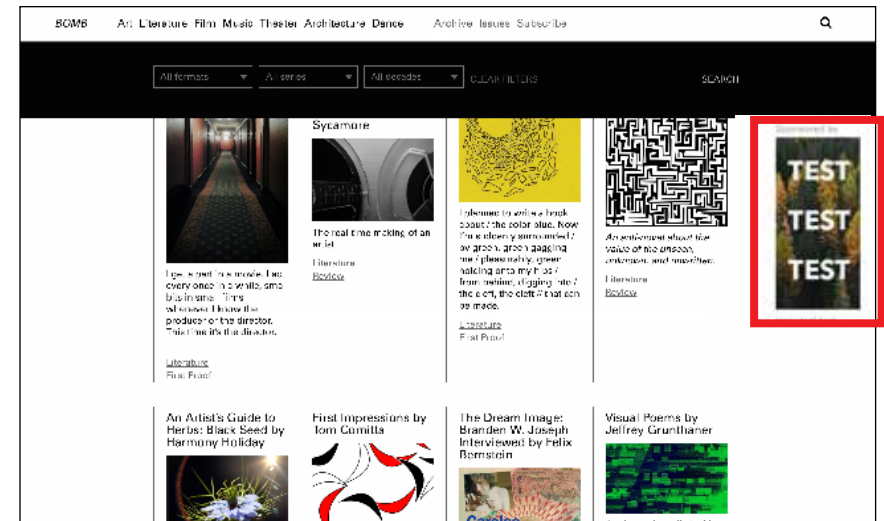
Homepage Monthly:
\$ 5000 (exclusive)
\$ 3000

Traveler Full-Category

Monthly Impressions: 700,000

125 × 250 px

Example of how the traveler ad appears within categories and scrolling with the visitor.



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.

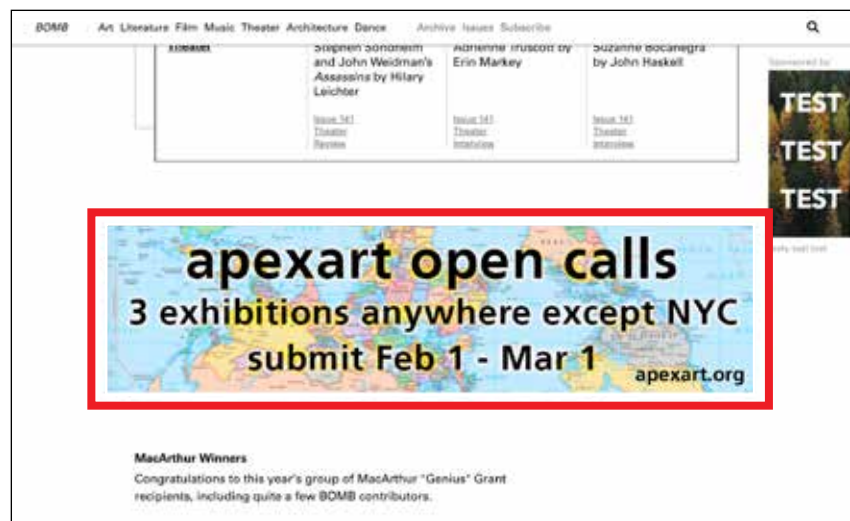
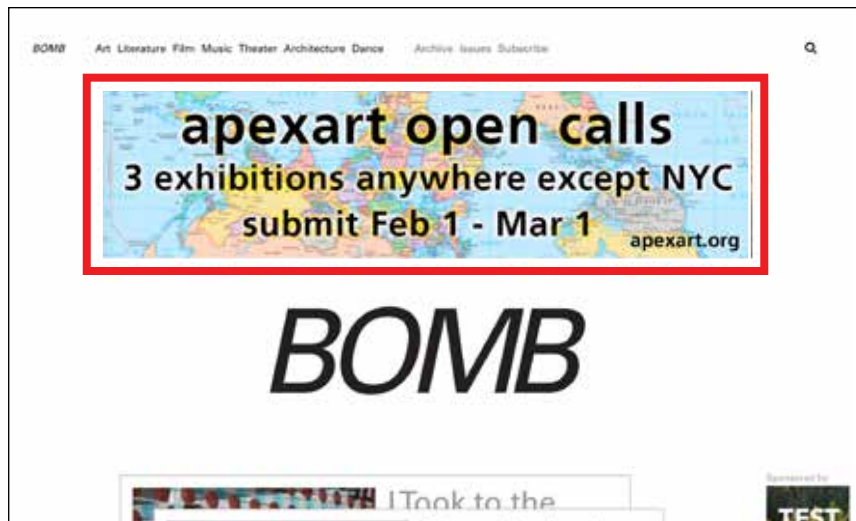
Full Site Monthly Impressions: 1,500,000
Homepage Monthly Impressions: 500,000

Center Billboard

970 × 250

Up to three ads upon refresh.
Homepage only.

Monthly Impressions: 500,000



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

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

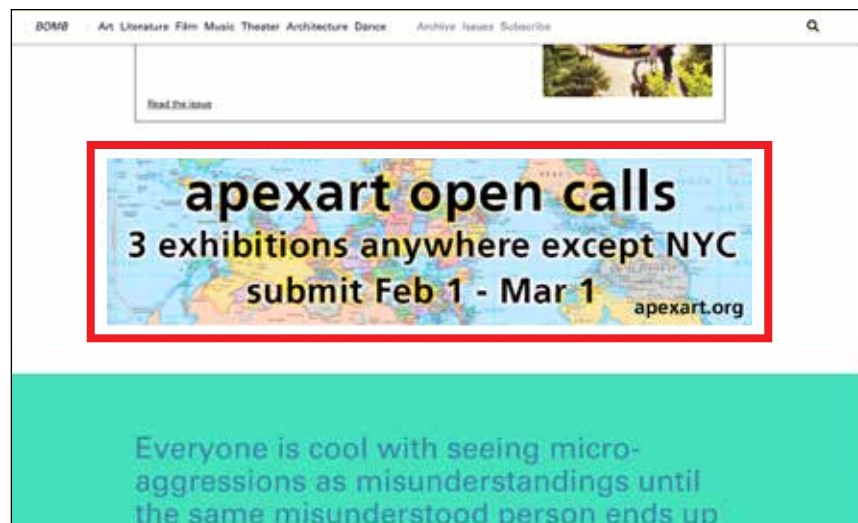
Homepage Monthly:
\$ 5,000 (exclusive)
\$ 3,000

Footer Billboard

970 × 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



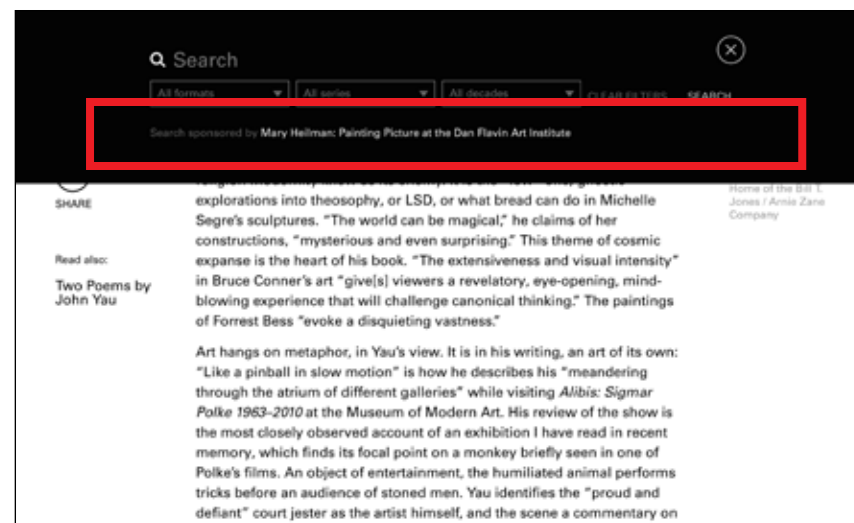
Full Site Monthly:
\$ 6,000 (exclusive)
\$ 3,000

Homepage Monthly:
\$ 3,500 (exclusive)
\$ 2,000

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 × 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



BOMB

WHAT IS YOUR RADICAL VISION OF DEMOCRACY? WHAT WOULD YOU GIVE UP TO MAKE IT REAL? LIVE IDEAS 2018 **RADICAL VISION**

Your Weekend Reads

Literature : First Proof

"The Phenomenon of the Opera" by Alexander Kluge

The daughter of a Chinese censor in Tibet—she was born in an oasis in Sinkiang Province—is writing a doctoral thesis at the University of Chicago. Even after total scholarly immersion in the material, *The Phenomenon of the Opera* still seems "utterly alien" to her. One has to approach this cultural model like Voltaire's visitor from Sirius in order to perceive its strangeness.



Dia: Readings in Contemporary Poetry
David Henderson and Andrei Codrescu
Tuesday, January 30, 2018, 6:30 pm
www.diaart.org

Art : Review

Reanimating History: Monica Uszerowicz on Visionary Aponte: Art and Black Freedom

It was a warm spring day in Havana when Spanish authorities recklessly searched the home of José Antonio Aponte, eager to implicate his role in a slave uprising. In what became known as the "Aponte Conspiracy" of 1812, a group of assembled slaves and free people of color set fire to several sugar mills, the first step in their plan to overthrow the plantation system. The government swiftly ended it. Aponte, who reportedly organized the rebellion, was a free black carpenter, military activist, and—it was soon discovered—an artist.



Content within the context of our Weekend Reads Blast

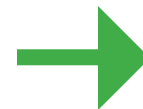
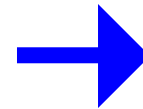
Weekend Reads is a trusted and curated roundup of BOMB's recent interviews, events, portfolios, poetry, and fiction.

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

MFA in Fine Arts
MECA

FULL SCHOLARSHIP
INTERDISCIPLINARY
POLY-LINGUISTIC
CLUBHOUSE

Your Weekend Reads

First Pool: Fall Issue

Fall Issue #145 – Mr. Vladimir Putin's Photo with Women by Deb Sokolow

From a series of schematic drawings blending fact with fiction in tales of famous men, exploring machismo, narcissism, and vulnerability.

"An embarrassing incident at the Kremlin (from 2015? was it 2015?): in which women invited to an International Women's Day photo with Mr. Vladimir Putin arrive in high heels, much to the fear of Mr. Putin's staff who are there to witness several tall women towering over the Russian Federation president."

[Click here to purchase issue #145.](#)

Event: November 29

Universal Skin Salvation: A Conversation

In the spirit of BOMB's interviews, Knockdown Center and BOMB will host a conversation with artists Valery Jung Eastbrook, Tiffany Jayeon Shin, and scholar So-Rim Lee. They will discuss topics prompted by the works in the exhibition such as cultural possession, concepts of beauty, and the cosmetic industry.

November 29, 2018
7:30PM
Knockdown Center
Reception to follow in Knockdown Center's bar, the Ready Room, RDYR.

Universal Skin Salvation:
A Conversation
Knockdown Center

Nov. 29, 7:30 PM
Reception to follow

BOMB

Interview: Art

Threshold Spaces: Saul Melman Interviewed by A.M. Homes

Life and sculpture as passage

A.M. Homes: "I first met Saul Melman in the emergency room of a New York City hospital after a taxi I was riding in was hit by a truck."

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

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