Litro is a platform for escapism that champions writers & artists in the USA—and beyond—in print and online. At its heart is the nurturing of a community that produces works that are enjoyed and appreciated by the general public while connecting cultures and building creative communities.

Published four times a year, each edition of Litro features various literary genres including short stories, long-form essays, fiction, interviews, photography, art, poetry, and more.

Spanning print, digital, audio and video content, and live events, the creativity, influence and impact that has characterized Litro since its founding, 15 years ago in London, continue to be amplified within its USA edition.
WHY PEOPLE READ LITRO

- Be the first to read and discover new, exciting voices.
- Explore and celebrate a truly diverse, international collection of writing across genres and styles.
- Litro is a platform of discovery.
- We educate our young audience, offering varied opinions, allowing the readers to create their own educated opinions from the information we provide them.
- After writers are selected to feature within pages of Litro, they are awarded important literary prizes.
LITRO ONLINE

The content we cover on the site includes fiction, arts and culture, travel, reviews, lifestyle and more.

We have core teams in New York and London.
LITRO AUDIENCE

We reach the intellectual audience you want to speak to.

GENDER
69% Female
31% Male

AGE
18 - 33 56%
41 - 60 44%

ACQUISITION
Google/Organic Search
Social Media
Direct
Referral
Email

WWW.LITROMAGAZINE.COM
981,500 Monthly unique users
1,230,768 Page Views
63,678 E-Subscribers
SOCIAL MEDIA

FANS REACHED
80,993 FANS  98.6%

ENGAGEMENT
80,993 USERS  67%

CTR (Click through rate)
80,993 USERS  47.6%

PEOPLE TALKING ABOUT
12,768 USERS  37.5%

VIRAL REACH
12,768 USERS  32.6%
**DIGITAL RATE CARD**

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Ads (Monthly)</td>
<td>$1200</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$1800</td>
</tr>
<tr>
<td>Mpu</td>
<td>$1000</td>
</tr>
<tr>
<td>Skin (Sidebars Only)</td>
<td>$1000</td>
</tr>
<tr>
<td>Inclusion In Email Mail Out</td>
<td>$600</td>
</tr>
<tr>
<td>Native Content</td>
<td>$700</td>
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<tr>
<td>Native Content With Video</td>
<td>$1000</td>
</tr>
<tr>
<td>Social Media Posts</td>
<td>$400</td>
</tr>
<tr>
<td>(1 Of Twitter, Facebook, Instagram)</td>
<td></td>
</tr>
<tr>
<td>Full Site Takeover</td>
<td>$7000</td>
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</tbody>
</table>
PRINT RATE CARD

READERSHIP 65,000

Costs
Full Page Cover (Wrap Around) $3000
Full Page Cover $2500
Full Page (Run Of Magazine) $1500
Half Page (Run Of Magazine) $1000

Print Specifications
Full Page 148x210
Half Page 148x105

Files in PDF or JPG format
All files must be saved as CMYK and 300dpi with a 3mm crop.
For DPS, please allow a 6mm gutter.
Litro can design adverts for the client.
DISTRIBUTION

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