



LITRO

STORIES
TRANSPORT
YOU



MEDIA PACK
2021 / 2022

WWW.LITROMAGAZINE.COM



STORIES TRANSPORT YOU

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.

Eleanor Catton



Luis Miguel Aguilar



Alvaro Enrique

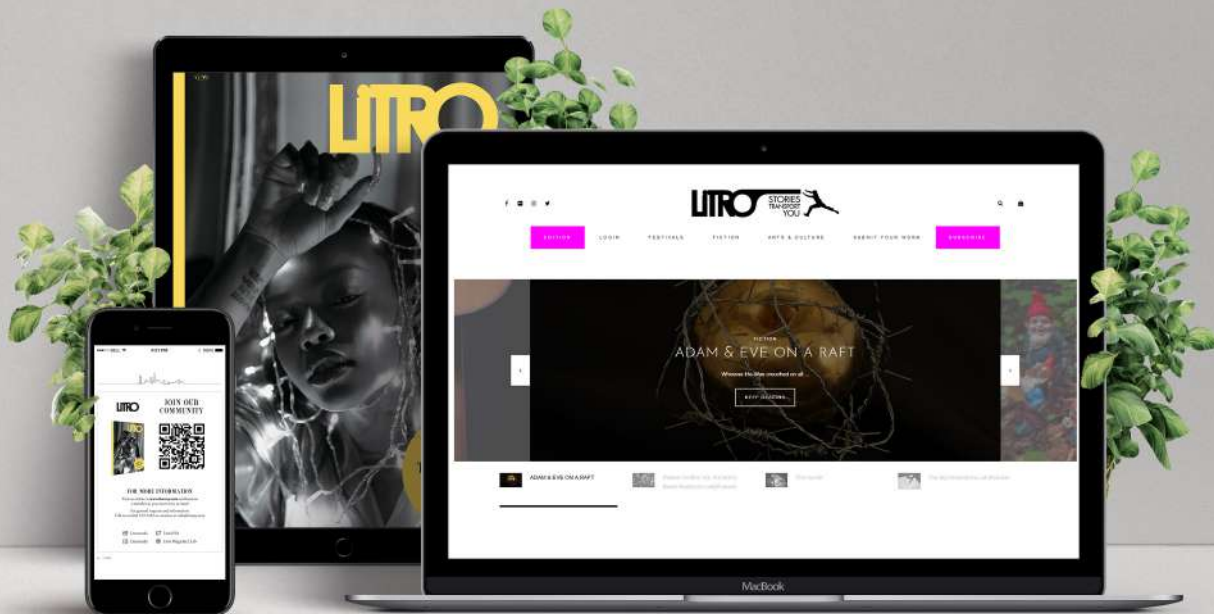


Ayobami Adebayo



Chloe Aridjis





LITRO ONLINE

40.000 DAILY UNIQUE VISITORS

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



@LITROMAGAZINE



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

Display Ads (Monthly)	\$1200
Leaderboard	\$1800
Mpu	\$1000
Skin (Sidebars Only)	\$1000
Inclusion In Email Mail Out	\$600
Native Content	\$700
Native Content With Video	\$1000
Social Media Posts (1 Of Twitter, Facebook, Instagram)	\$400
Full Site Takeover	\$7000

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.



BUSINESS PARTNERS



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ACE HOTEL



The Bowery Hotel

Refinery Hotel



The Knickerbocker



Four Seasons New York



FOUR SEASONS

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Collective Hudson Valley

Castle Hotel & Spa

Hasbrouck House

Carrie Haddad Gallery

Davis Orton Gallery



CONTACT US

NEW YORK
33 IRVING PLACE
NEW YORK
NY1003
INFO@LITROUSA.COM
TEL: 646 519 2452

For a publication schedule
please email: info@litrousa.com

