

Asymptote is the premier site for world literature in translation. Since 2011, our readers have enjoyed reading never-before-published fiction, poetry, drama, non-fiction, reviews, and interviews in our quarterly journal and staying informed of the latest literary news via our daily blog, fortnightly e-newsletter, and social media channels.

Our platforms are ideal for promoting your latest title, comparative literature or translation master's program, residency, translation contest, submission call, or podcast. Your niche audience awaits—let us help you reach them!

ASYMPTOTE

2020 ADVERTISING RATES

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With writers as well-loved as Haruki Murakami and Lydia Davis and as many as 12 Nobel Prizewinners (including Olga Tokarczuk, before she became a laureate) among our past contributors, Asymptote has distinguished itself as the go-to portal for fresh new literary voices alongside some of the most prestigious authors working today from more than 120 countries and 105 languages. Uniquely, we also offer a curated Book Club service that has signed up more than 350 subscribers worldwide.

“New readers are riding the waves of the Atlantic or the Pacific, like surfers, towards me.” Yoko Tawada on being published at Asymptote

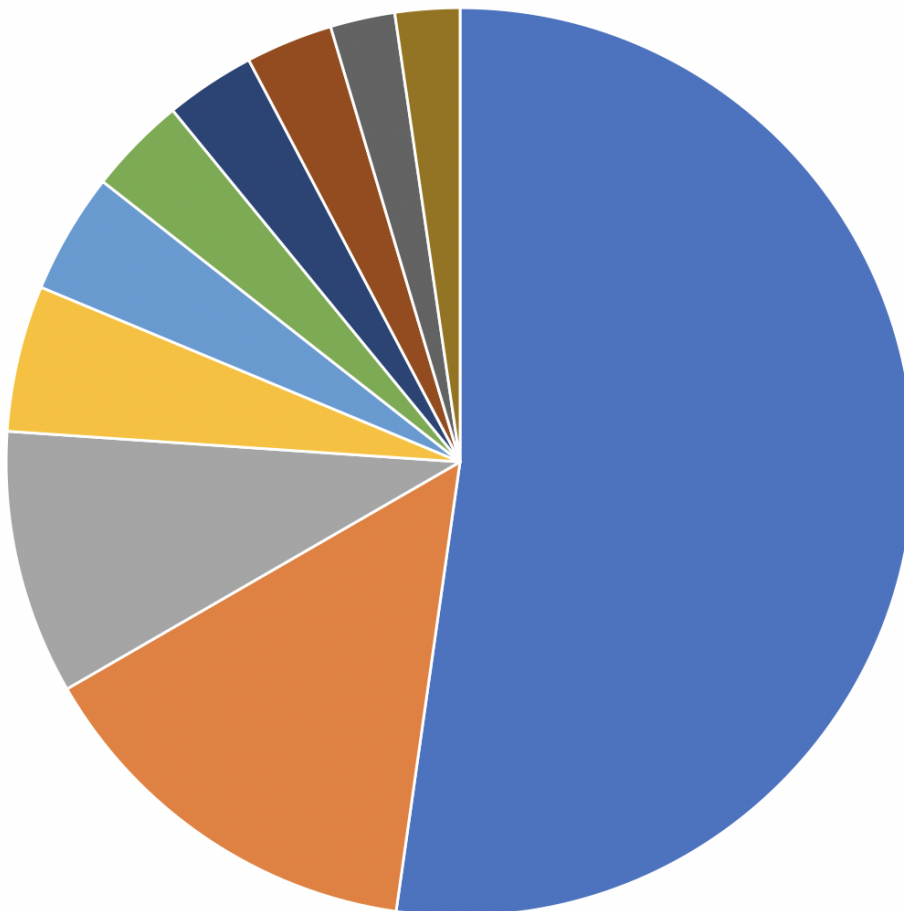
A finalist for 3:AM’s Magazine of the Year, Asymptote won the London Book Fair’s International Literary Translation Initiative Award in 2015. We have received praise and/or mentions in *The New York Times*, *The New Yorker*, *The Paris Review*, *BBC Culture*, *Der Tagesspiegel*, *Tosho Shimbun*, and *Lianhe Zaobao*, among prominent news and culture outlets.

Site traffic

Targeted at global-minded, translation-curious readers and aficionados of world literature alike, including emerging and seasoned translators, and even publishing industry insiders on the constant lookout for acquisitions, Asymptote attracts about 40,000 unique visitors each month.

Here is the breakdown:

Asymptote Readers by Country



1. USA
2. UK
3. India
4. Canada
5. Singapore
6. Germany
7. Philippines
8. Australia
9. Japan
10. Taiwan

Advertise in our daily blog

Our daily window on world literature, featuring topical columns such as “In This Together: Writers From Around the World Respond to the COVID-19 Outbreak” alongside weekly dispatches from the frontlines of literature.

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Reach 5,500 dedicated readers of world literature every two weeks!
Find an example of our newsletter here: tinyurl.com/asympnews

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Advertise in Translation Tuesdays

Our weekly Translation Tuesday showcases—which at one point reached millions of readers through our partnership with The Guardian and was the most visible weekly showcase of literary translation—can be timed to coincide with your titles' releases, and carry a link to a Buy page. For \$400, we can work with you to choose a suitable excerpt—which we will also preface with care—for the greatest impact.

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