

ASYMPOTOTE

2023 advertising rates

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Asymptote is the premier site for world literature in translation. Since 2011, our readers have enjoyed discovering the latest new fiction, poetry, drama, non-fiction, reviews, and interviews in our award-winning quarterly journal while catching up with the latest literary news via our daily blog and fortnightly newsletter.

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 it!

“COSMOPOLITAN AND GENEROUS IN THE DEEPEST SENSE. ITS AURA IS THAT OF EXCITEMENT.” SVEN BIRKERTS ON ASYMPTOTE

Did you know? Before Elisa Shua Dusapin's *Winter in Sokcho* won the 2021 US National Book Award winner for Translated Literature, we published its English debut on our website back in 2017! And, according to translator Aneesa Abbas Higgins, it was this very appearance that led Daunt Books to offer her a contract for *Winter in Sokcho* in the first place.

“NEW READERS ARE RIDING THE WAVES OF THE ATLANTIC OR THE PACIFIC, LIKE SURFERS, TOWARDS ME.” YOKO TAWADA ON ASYMPTOTE

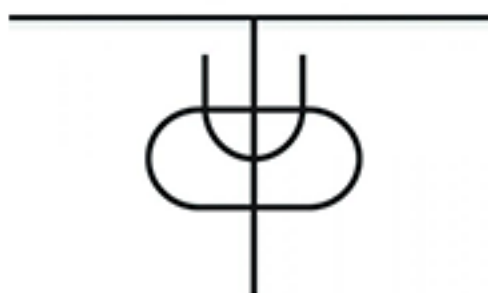


Targeted at global-minded, translation-curious readers and aficionados of world literature alike, including translators, publishing industry insiders on the lookout for acquisitions, Asymptote attracts up to 80,000 monthly visitors with the US and UK making up about 45% of our traffic. Canada, Australia, and India round up the top five!



We are proud to count among our contributors 17 Nobel Prizewinners (including Olga Tokarczuk, before she became the 2018 laureate), as well as some of the most beloved names in contemporary lit: Haruki Murakami, Lydia Davis, László Krasznahorkai, Geetanjali Shree, Michael Hofmann, Mary Gaitskill, César Aira, Thomas Bernhard, Valeria Luiselli, Tomaž Šalamun, Adonis, Chang Kuei-hsin, Dubravka Ugrešić, Viet Thanh Nguyen, Kim Hyesoon, Edith Grossman, Can Xue, Eliot Weinberger, Mircea Cărtărescu, Etel Adnan, Yiyun Li, Mahmoud Dowlatabadi, Douglas Kearney, and Bruno Latour.

Who we have worked with



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Reach 6,000 dedicated readers of world literature every two weeks!
Find an example of our newsletter here: tinyurl.com/asympnews

Dedicated e-blast	\$600*
Three e-newsletter ads + sponsor link	\$250
Newsletter rectangle	\$125

ADVERTISE IN OUR DAILY BLOG

Our daily window on world literature, featuring topical columns such as “Around the World with Asymptote: Weekly Dispatches from the Frontlines of World Literature” alongside reviews of the latest in translation, offers many compelling opportunities for publicity:

Right side rectangle (160 x 300 px)	\$50 per week \$70 per two weeks 50% more for animated GIFs
Right side rectangle (160 x 600 px)	\$65 per week \$90 per two weeks 50% more for animated GIFs
Article body ad (300 x 250 px)	\$100 per week
Sponsored blog post	\$300

ADVERTISE IN TRANSLATION TUESDAYS

Our weekly Translation Tuesday showcases in the blog—which between 2015 and 2017 reached millions of readers as the most visible weekly showcase of literary translation through our partnership with The Guardian—can be timed to coincide with your titles’ releases, and carry a link to a Buy page. For \$450, we can work with you to choose a suitable excerpt, which we will also preface with care for the greatest impact.

FEATURE IN “NEW IN TRANSLATION”

Our “New in Translation” advertorial is a monthly roundup of some of the most exciting titles published each month. Submissions will be evaluated by our editorial team and the very best will be reviewed and shared with readers across our blog, newsletter, and social media platforms. Our selection process ensures that successful submissions will be featured alongside equally outstanding titles from across the globe. Enquire within.

FEATURE IN “UPCOMING OPPORTUNITIES”

Our “Upcoming Opportunities in Translation” roundup is a one-stop shop where translators can discover a fantastic Masters program, a prestigious translation contest, a swell residency opportunity, or an exciting call for submissions! At \$50 for each plug, this is the perfect way to reach readers the world over at different points in their translation careers.

ADVERTISE ON OUR SOCIAL MEDIA

Let us help you get creative on social media. Reach 41K Facebook fans, 23K Twitter followers and our expanding Instagram audience with sponsored stories, posts, reels, video clips, video interviews and even Facebook or IG live events to share your message. Rates start from \$25.

PARTNER WITH OUR BOOK CLUB

Having signed up more than 500 subscribers over the course of its six years, the Asymptote Book Club partners with indie publishers on both sides of the Atlantic to celebrate a new work of translation every month. After reading each title, book club members from all around the globe gain exclusive access to a Q&A with the author and/or translator of the book, and the transcript of this interview is also shared in the blog. Enquire within.

ADVERTISE ACROSS PLATFORMS

Quotes for multiple platforms—across social media, in the blog, and/or newsletter—available upon request. Save up to 50% on your second campaign and beyond when you opt for two or more platforms! Your patronage enables us to continue to advocate for underrepresented voices and a more inclusive canon.

**All rates in USD*

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is easy! Simply get in touch via
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We can't wait to hear from you!



*Photo of Sheikh Lotfollah Mosque by Hamid Mohammad Hossein Zadeh Ha
In order of appearance, artwork by Yeo Su Xian (Shu) and Lu Liu, guest artists of our Winter 2022 and Summer 2022 editions
Brochure design by Lee Yew Leong*