

LUMPEN MAGAZINE

Lumpen is a long running magazine that chronicles the countercultures. The scathing and hilarious arts culture and politic magazine has been recognized and celebrated for its editorial that is poignant and thought-provoking to marginalized and irreverent.

For 30 years the magazine has delivered uncompromising editorial directly into the hands of taste-makers and culture makers via its grassroots distribution networks, related promotional activities, festivals, retail partners and events. Celebrating the fringes of mainstream pop culture to exposing evolutions of contemporary art, music and stuff *Lumpen* has established itself as a trusted source and early warning for news, trends and opinion throughout Chicago and beyond.

Found off the conventional newsstand, in destinations from boutiques, bookstores, record shops, bars, and everything else in between, *Lumpen* enjoys a 100% pick up rate - two to three times the pick up rate of other free circulation papers. It's ubiquitous voice and constant presence for over two decades continues to develop a fantastical, loyal and supportive following of multiple generations.

The strength of the *Lumpen* brand is based in its uncompromising credibility and its extension into other forms of media, spaces, radio, events and businesses. This presence on the street, over the airwaves, online, and in the home reinforces our standing and reputation.

Lumpen has a print run of 10,000 copies freely distributed.
Advertisers will receive a bundle or two (40-80 copies) to distribute.

Rates and Technical Specifications

DEADLINES

ISSUE DATE	STREET DATE	AD CLOSING DEADLINE	ART CLOSING
Spring / 2022 # 139	3/15/22	02/25/ 22	02/31/22
Summer / 2022 #140	7/01/22	06/12/22	06/15/22
Fall/Winter #1421	11/1/22	10/12/22	10/15/22

Advertisement Specifications

DETAILS

Back Cover: \$1,500 (open rate)

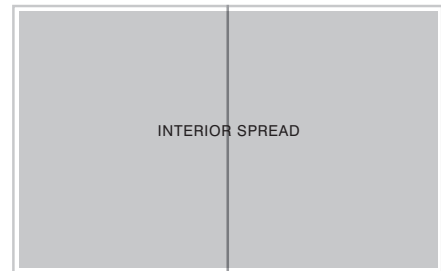
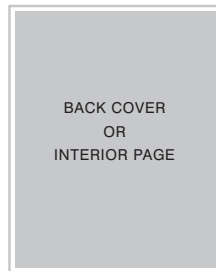
Full Page b/w: \$750

Full Page Color: \$1300 (open rate)

Size: 10" Wide x 13" High

Live Artwork area is 9.5" Wide x 12" High

Please note: your artwork must include 1/8" bleed



Spread b/w: \$1,500

Spread Color: \$2,250

Size: 23" Wide x 13" High

Full size of spread (with trim): 24" Wide x 14" High

Half Page b/w (horiz): \$560

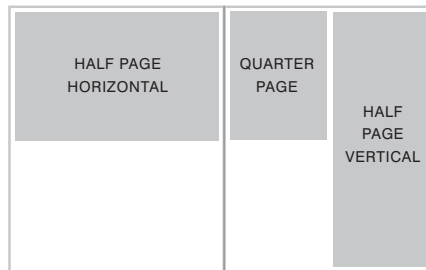
Half Page Color (horiz): \$600 (open rate)

Size: 10" Wide x 5.75" High

Half Page b/w (vert): \$560

Half Page Color (vert): \$600 (open rate)

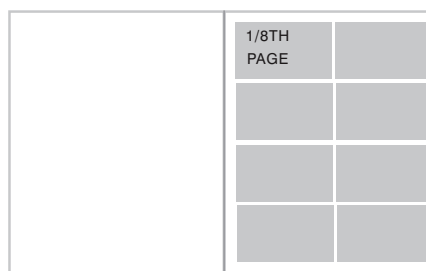
Size: 4.75" Wide x 12" High



Quarter Page b/w: \$225

Quarter Page color: \$265

Size: 4.75" Wide 5.75" High



1/8th Page b/w: NOT AVAILABLE

1/8th Page color: NOT AVAILABLE

Size: 4.75" Wide x 2.719" High

Discounts: Ad Buy Rate/Gross Discount: 3x /10% or 6x/15%

Additional Artwork Information

PLEASE REMEMBER:

- Always keep important info like photo credits etc. away from the bleed or they might get chopped.
- Visuals must be CMYK (never RGB, nor duotone, nor multichannel). All art must be at least 300 dpi. If you have a lot of line art (1-bit images) it's recommended you deliver art at or above 300 dpi to prevent pixelation or resolution issues.

How And Where To Send Ads:

All ads must be sent to Lumpen in a digital format electronically (email - WeTransfer etc). The preferred format for final artwork is high resolution PDF files with all used images and fonts (including screen and print fonts).

Contact Information

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