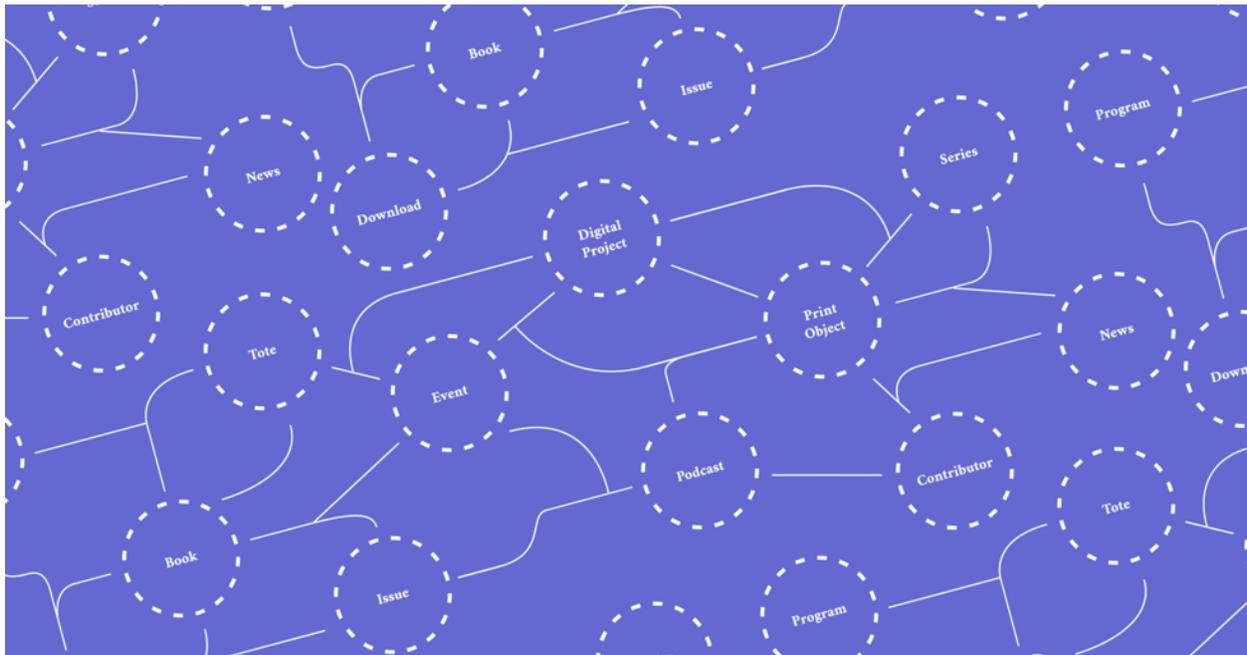


triplecanopy

Creative culture for the digital age

Triple Canopy — Media Kit, Winter–Spring 2016



“Triple Canopy is a multitasking brain trust of a nonprofit that publishes an extremely smart Internet magazine.”

—*The New York Times*

“A welcome facility with the basic machinery of the Web is complemented by an even more welcome interface: Triple Canopy may be a journal of high intellectual resolution, but it is also very easy to read on a computer screen.”

—*The New Yorker*

“A beautiful art object in and of itself—and a welcome reminder of the wonderful things Web publications (and only Web publications) can do.”

—*The New York Observer*

“Triple Canopy is an online magazine that lets you watch videos, is not limited by word or page length, and can be read simultaneously by people anywhere in the world. In other words, it’s the future. Only thing is, you can’t read it in the bath. Yet.”

—*Financial Times*

Partnering with Triple Canopy

Triple Canopy is an experimental magazine of the arts and culture and a pioneer in the field of digital publishing. Since 2008, the magazine has been widely lauded for publishing formally innovative and intellectually compelling works of art and literature, for creating sophisticated online platforms, and for putting together spirited discussions, performances, and diversions in cities from New York to Paris to Sarajevo.

On December 1, 2013 Triple Canopy launched a new online publishing platform that has reshaped arts publishing and forged meaningful connections between writing code and reading prose, between digital interfaces and printed pages, between social media and public space. At the same time, Triple Canopy began publishing issues of the magazine devoted to speculations on the future and to the relationship between smart and dumb objects; each features work by a stellar group of artists, writers, musicians, technologists, and thinkers.

Triple Canopy's new platform is also a promising vehicle for advertisements for publishers, magazines, arts organizations, academic institutions, progressive technology firms, and fashion labels. The design of the platform encourages prolonged engagement with content (and thus extends the duration of the average site visit), reflecting Triple Canopy's longstanding dedication to slowing down the Internet. The most frequently visited pages offer ad placements that are at once prominent and congruent with magazine content, and look equally handsome on desktops and iPhones. Clients can update their advertisements at any time, and as often as they like, in order to reflect changing exhibition or publication schedules and campaigns.

With editors in New York, Los Angeles, and Berlin, contributors and devoted audiences in cities worldwide, and 30,000 unique online visitors each month, Triple Canopy represents a distinct, far-reaching, and eminently contemporary voice in today's culture. Triple Canopy's platform enables advertisers to reach a savvy and forward-thinking audience that recognizes the value of—and the relationships between—tablet devices and art cinemas, gallery shows and literary reviews, graduate programs and whisky bottles.

Audience and Readership



Issue 13 celebration, Chelsea, Manhattan, July 2011. Photo by Dave Sanders.

Reader areas of interest

Visual art, literature, performance, technology, journalism, film, music, fashion

Online readership

40,000 (monthly average)

1.5m (total unique visitors)

Live event attendance

1,500+ on-site (annual average)

3,500+ off-site (annual average)

Readership location (%)

United States	63
United Kingdom	7
Canada	4.5
Germany	3.4
Australia	1.9
FR, NE, IT, SP, IN+	20.2

Notable Contributors & Partner Institutions



Artists Alisa Bareboym, Ian Cheng, Josh Kline and Ajay Kurian speaking at *Speculations* (“*The future is _____*”), organized by Triple Canopy, as part of *EXPO r: New York* at MoMA PS1.

A diverse roster of contributing artists and writers

Fatima Al Qadira, Mel Bochner, Ted Chiang, Jace Clayton, CAConrad, Joshua Cohen, Samuel Delany, Roe Ethridge, Rachel Harrison, Jon Kessler, Ajay Kurian, Tan Lin, Matt Mullican, Lisa Robertson, Kate Shepherd, Erin Shirreff, Leslie Thornton, Rivka Galchen, David Graeber, Sheila Heti, Katie Kitamura, Zoe Leonard, Tom McCarthy, Joseph McElroy, Evgeny Morozov, Eileen Myles, R. H. Quaytman, Ariana Reines, Xaviera Simmons, Kim Stanley Robinson, Amy Sillman, Matt Wolf, and nearly 600 other individuals.

A wide range of international partners

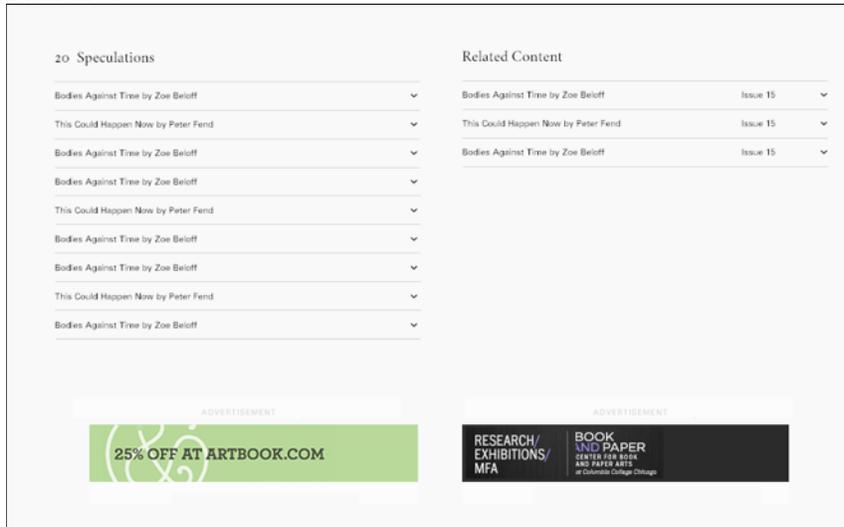
Triple Canopy has organized and participated in events at:

- Bard College, California Institute of the Arts, Columbia University, Harvard University, Hunter College/CUNY, Macalaster College, The New School, New York University, Pratt University, School of Visual Arts, Temple University, and University of Iowa, among other colleges and universities.
- Art Basel Miami Beach, Artissima, Association of Writers & Writing Programs, College Art Association, Frieze New York, The Global Art Forum at Art Dubai, The Modern Art Museum of Fort Worth, The Museum Computer Network conference, The Museum of Modern Art, MoMA PS1, The New Museum, and the NY Art Book Fair, among other museums, fairs, and conferences.

Advertising Specs

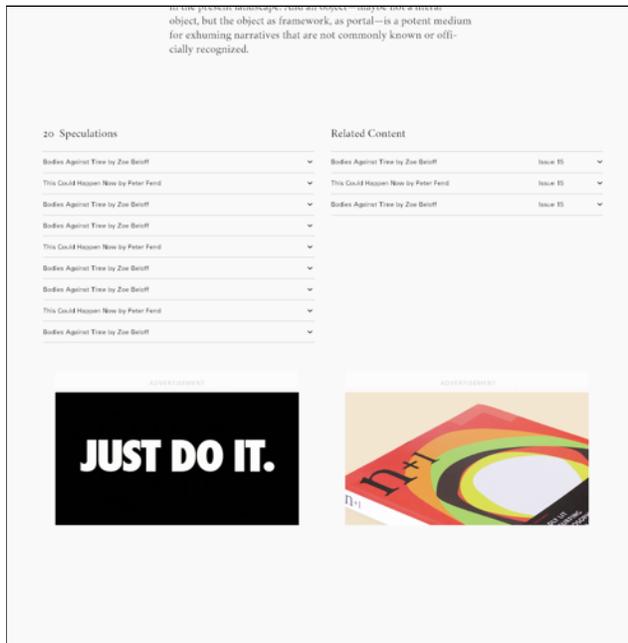
Half Height Banner — 378 x 66 pixels

Detail view:



Full Height Banner — 378 x 198 pixels

Detail view:



Visit <http://canopycanopycanopy.com> to properly view our ads placements.

Artwork Specs

What to submit

- Image files in either of the dimensions above
- Links for each ad

What not to submit

- Animated GIFs
- Designs that include the text “Triple Canopy”
- Designs with an entirely white background

Formatting your file

- File type: JPG or PNG
- Color mode: RGB
- Resolution: 72 DPI

Payment Information

Check

Please address checks to:

Triple Canopy
155 Freeman Street
Brooklyn, NY 11222 USA

Credit card

Payment can be made online with a credit card via PayPal at:

<http://canopycanopycanopy.com/membership>

Bank transfer

Bank name: J.P. Morgan Chase Bank
Routing number: 021000021
Account: 808690218
Swift code: CHASUS33

Contact us

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