

PROFILE

Founded in San Francisco in 2009, THE RUMPUS is one of the longest running indie online literary magazines. Some of the early contributors that helped establish the magazine's reputation are bestselling authors Roxane Gay, Cheryl Strayed, Sam Irby, and Isaac Fitzgerald, among many others. Our archives run deep! Today THE RUMPUS continues to publish new work five days a week: including original essays, interviews, fiction, poetry, comics, literary humor writing, book reviews, and more. The magazine lifts up traditionally underrepresented new voices alongside those of more established writers readers already know and love!

OUR AUDIENCE

- Majority of audience based in the US (highest concentrations in LA, the Bay Area, NYC, Seattle, Austin, Houston, and Chicago)
- 54% ages 18-34 (majority)
- Our audience identifies as READERS, WRITERS, SOCIALLY PROGRESSIVE, EDUCATED, ACTIVISTS, BOOK INDUSTRY PROFESSIONALS, STUDENTS, & EDUCATORS, .

REACH



site traffic
80K+ UMW



110K+
followers



68K+ Tumblr
followers



36K+
followers



20K+ e-
newsletter
subscribers



5K+
followers
*new
account

SITE AD RATES & SIZES

AD UNIT	SIZE	PLACEMENT	CPM	30K IMPRESSION MINIMUM	RATE FOR 50K+ IMPRESSIONS	FILE TYPE
BILLBOARD	320X50, 728X90, 970X250	TOP OF PAGE	\$18	\$540	\$15	PNG, GIF
MEDIUM RECTANGLE	300 X 250	UPPER SIDEBAR	\$14	\$420	\$12	PNG, GIF
MEDIUM RECTANGLE	300 X 600	LOWER SIDEBAR	\$11	\$330	\$9	PNG, GIF
SITE TAKEOVER	ALL OF THE ABOVE	ALL OF THE ABOVE	\$16	*50K IMPRESSION MIN \$800	\$14	JPG, PNG, GIF
E-NEWSLETTER	600 X 650	1 PER 2 X MONTH NEWSLETTER	\$500	~40%+ OPEN RATE		JPG, GIF

MONTHLY TAKEOVER OPTION

- **Month-long site takeover ad placements** (all 3 ads are yours)
- **Four weekly e-newsletter ads**—one every Friday sent to a double-opted in list of 20K+ readers, 40%+ open rate. Jpg or gif. Same ad every month or rotate up to 4 ads.
- **End of year Thank YOU** in a December newsletter, with brief blurb, link, and image.
- **Flat discounted rate** of \$3,000/month: subject to availability. Estimated discount of ~\$1,500+ a month based on average monthly impressions.

MEDIA KIT

THERUMPUS.NET

X & INSTAGRAM:

@THE_RUMPUS

FB: @THERUMPUSDOTNET

FOR ADDITIONAL INFO AND
SCHEDULING CONTACT:
ADS@THERUMPUS.NET



ONGOING COLUMNS:

VOICES ON ADDICTION
FUNNY WOMEN
COMICS
ENOUGH
WE ARE MORE
PARALLEL PRACTICE

AD PLACEMENTS

DESKTOP


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THE LATEST




COMICS

Mulch

ELIZA HARRIS · DECEMBER 7, 2023

My memories before nine aren't made of much worth excavating ...




INTERVIEWS

"Wide-Leg Poems": A Conversation with Cynthia Manick

NAYA CLARK · DECEMBER 6, 2023

Emotions don't change, we all know love and joy. We all know pain. We all know "trying to find love."




REVIEWS

A Mortal Education: Bernardo Zannoni's My Stupid Intentions

COLIN MCKENNA · DECEMBER 8, 2023

In one of Solomon's early lessons, he pushes Andy toward thoughts of his own mortality for the first time before offering religion as a solution to existential dread.



FICTION

Get Gone


CHARLIE NAPOLITANO · DECEMBER 4, 2023

Every customer with perfect lipstick and a hand-lined face reminded me of Mom. We hadn't spoken in nearly a year.

[MORE POETRY](#)

[MORE COLUMNS](#)

REVIEWS



"Good Buy" to All That: Pip Adam's The New Animals


LAUREN BOOKER · NOVEMBER 28, 2023

Organic Sins: Clemens Meyer's While We Were Dreaming

JONAN HOWELL · NOVEMBER 21, 2023

Against Aesthetic Beauty: Lauren Ebner's At Admission

SOPHIE VAN WELT GROENEVELD · NOVEMBER 14, 2023



No Quiet Endings: A Conversation with Elisa Gonzalez

EMMA BOLDEN · NOVEMBER 27, 2023

The Body Made Glorious In Awakening: A Conversation with Diane Ostello

JANEL KAHNKE · NOVEMBER 22, 2023

Facing Redaction by Way of Art: A Conversation with Arthur Kopyak


JANEL GALANDES · NOVEMBER 20, 2023

[MORE REVIEWS](#)

[MORE INTERVIEWS](#)

UPPER SIDEBAR: 300 X 250

BECOME A MEMBER!



MEMBERSHIP

Become a **MONTHLY** or **ANNUAL RUMPUS MEMBER** and receive exclusive content, editorial insights, merch discounts, and more! Annual Members also receive access to submit their work year-round outside of our regular no-fee reading periods. We are currently at **476 members** and **NEED** to reach our GOAL OF **AT LEAST 600 MEMBERS** by **Dec. 31, 2023** to cover our basic operating costs and plan for 2024. Be a part of building a better Rumpus!

[JOIN TODAY!](#)

COMMUNITY SUPPORT KEEPS THE MAGAZINE GOING!

Founded in 2009 in San Francisco and now based in Asheville, NC (with editors and contributors all over the US and abroad), The Rumpus is one of the longest-running online literary magazines around. **We've been independent from the start.** Meet the founder and a Rumpus Editor.

Next let's **How to Be a Good Storage and Other Poems** by Mikasa Sánchez and **Interviewed by Wendy Call and Shook**. Subscribe by **Dec. 16, 2023** to start with this title.

[JOIN THE CLUB!](#)

LOWER SIDEBAR: 300 X 600

THE RUMPUS publishes original fiction, poetry, literary humor writing, comics, essays, book reviews, and interviews with authors and artists of all kinds. Our mostly volunteer-run magazine strives to be a platform for risk-taking voices and writing that might not find a home elsewhere. We lift up new voices alongside those of more established writers our readers may already know and love. We want to bring new perspectives into the conversation that your *Rumpus* merch in our online store. Subscribe to the *Rumpus Poetry Book Club* and *Letters in the Mail* from authors. And join us by becoming a monthly or yearly *Member*.

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ELIZA HARRIS · DECEMBER 7, 2023

My memories before nine aren't made of much worth excavating ...

UPPER SIDEBAR AD 300 X 250



INTERVIEWS

"Speculative Fiction as a Survival Tool:" A Conversation with C Pam Zhang

MENGVIN LIN · DECEMBER 4, 2023

Failure is an inevitable part of the process. The faster you get through your failure, the faster you'll get to the end.

LOWER SIDEBAR AD 300 X 600

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