Lumpen is a long running magazine that chronicles the countercultures. The scathing and hillarious 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 fantatical, 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

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>STREET DATE</th>
<th>AD CLOSING DEADLINE</th>
<th>ART CLOSING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring / 2022 #139</td>
<td>3/15/22</td>
<td>02/25/22</td>
<td>02/31/22</td>
</tr>
<tr>
<td>Summer / 2022 #140</td>
<td>7/01/22</td>
<td>06/12/22</td>
<td>06/15/22</td>
</tr>
<tr>
<td>Fall/Winter #1421</td>
<td>11/1/22</td>
<td>10/12/22</td>
<td>10/15/22</td>
</tr>
</tbody>
</table>

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

Kimberly Kim
kim@publicmediainstitute.com
773-614-0622