McSweeney’s is an independent publisher founded by Dave Eggers and based in San Francisco. What began over 15 years ago as a short story quarterly expected to live no more than four issues has since grown into one of the most beloved and innovative literary institutions in the country. In addition to the Quarterly Concern, now nearing its 50th issue, McSweeney’s also publishes The Believer magazine, an ever-growing selection of fiction, nonfiction, poetry, art and children’s books, and Timothy McSweeney’s Internet Tendency, a website updated daily with original humor writing. Now, as dedicated as ever to championing new writing, McSweeney’s is becoming a nonprofit and building the foundation for a vibrant and lasting future in the literary arts.
McSweeney’s Quarterly Concern began in 1998 as a literary journal that published only works rejected by other magazines. That rule was soon abandoned, and since then the Quarterly Concern has attracted work from some of the finest writers in the country. At the same time, the journal continues to be a major home for new and unpublished writers; we’re committed to publishing exciting fiction regardless of pedigree.
Each issue of the Quarterly Concern is completely redesigned. There have been hardcovers and paperbacks, an issue with two spines, an issue with a magnetic binding, an issue that looked like a bundle of junk mail, and an issue that looked like a sweaty human head. The Quarterly Concern has won multiple literary awards, including two National Magazine Awards for fiction, and has had numerous stories appear in The Best American Magazine Writing, the O. Henry Awards anthologies, and The Best American Short Stories. Design awards given to the quarterly include the AIGA 50 Books Award, the AIGA 365 Illustration Award, and the Print Design Regional Award.
## Just a Few of Our Many Contributors

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<th>Chimamanda Ngozi Adichie</th>
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<td>Sherman Alexie</td>
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<td>Hilton Als</td>
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<td>Jonathan Ames</td>
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<td>Nicholson Baker</td>
<td>Gabe Hudson</td>
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<td>Roberto Bolaño</td>
<td>Heidi Julavits</td>
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<td>T.C. Boyle</td>
<td>Miranda July</td>
<td>Susan Straight</td>
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<td>Ray Bradbury</td>
<td>Mary Carr</td>
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<td>Ellie Kemper</td>
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<td>Daniel Clowes</td>
<td>Etgar Keret</td>
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<td>J.M. Coetzee</td>
<td>Jonathan Lethem</td>
<td>Deb Olin Unferth</td>
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<td>Lydia Davis</td>
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<td>Steven Millhauser</td>
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<td>Jonathan Franzen</td>
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“A key barometer of the literary climate.”
—The New York Times

“The first bonafide literary movement in decades.”
—Slate

“Ever shape-shifting and ambitious, McSweeney’s has redefined what a literary institution can be. Their commitment to publishing strong, strange voices and stories from the periphery has always been an inspiration and I’m always excited to see what they’ll do next.” —Catherine Lacey, McSweeney’s contributor and author of Nobody Is Ever Missing

“McSweeney’s is so much more than a magazine; it’s a vital part of our culture.” —Geoff Dyer, McSweeney’s contributor and author of Jeff in Venice, Death in Varanasi and Otherwise Known as the Human Condition

“Some magazines are comfort reads. We turn to them because we can almost predict, issue to issue, what and even whom will appear in them. But others, like McSweeney’s, are challenge reads. They’re feverishly inventive, discomfortingly surprising, and therefore among the best reminders that we are actually alive. I love shouting at McSweeney’s, laughing with it, and rolling my eyes at myself while the magazine reads me like a deceptively perceptive carnival psychic.” —John D’Agata, The Believer contributor and author of Halls of Fame and About a Mountain

“I’m incredibly grateful for the existence of McSweeney’s. Its embrace of world literature is completely unique, lucid, knowing and indispensable.” —Francisco Goldman, McSweeney’s contributor and acclaimed author of The Interior Circuit: A Mexico City Chronicle and The Art of Political Murder: Who Killed the Bishop?
NUMBERS

By supporting McSweeney's you will gain access to our growing audience.

Monthly Newsletter Subscribers: 78,000
Unique website visitors: 1M per month
Twitter followers: 250,000
Facebook page likes: 103,000
Instagram followers: 9,250
Quarterly Concern subscribers: 8,000
The Believer subscribers: 6,000

COLLABORATIONS

McSweeney's has a rich history of collaborating with organizations looking to add a unique spin to their branding efforts. Below is a selection of our partners.

Airbnb
Converse
Warby Parker
MailChimp
WeTransfer

Westin Hotels
The Poetry Foundation
Ten Speed Press
ESPN
Knopf

Portlandia
David Zwirner Gallery
The Paris Review
Lucky Peach

ADVERTISING

Some of the most innovative brands in culture advertise in McSweeney's publications.

HarperCollins
Drawn & Quarterly
FSG
Third Man Records/Books
AWP
Sub Pop Records

Temporary Residence
SPD
Bookforum
Granta
Paris Review
Yale University Press

Harvard University Press
PEN
Doubleday
The Drawing Center
ISSUE 49

An entire issue of contemporary writers reinterpreting classic tales.

CHRIS ABANI covers ANTON CHEKHOV
MEGAN MAYHEW BERGMAN covers SHIRLEY JACKSON
T.C. BOYLE covers ITALO CALVINO
TOM DRURY covers CHARLOTTE PERKINS GILMAN
ROXANE GAY covers MARGARET ATWOOD
LAUREN GROFF covers GRACE PALEY
ALICE SOLA KIM covers RAY BRADBURY
ANTHONY MARRA covers EDGAR ALLEN POE
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EMILY RABOTEAU covers ALICE MUNRO
NAMWALI SERPELL covers SAMUEL BECKETT
CHRISTINE SMALLWOOD covers FLANNERY O'CONNOR
JESS WALTER covers JAMES JOYCE
MEG WOLITZER covers J.D. SALINGER

plus letters, poetry, & more

TOTAL PRINT RUN OF 10,000 (8,000 SUBSCRIBERS + 2,000 NEWSSTAND)
14 SHORT STORIES ACROSS 300 PAGES IN A SLIPCASED SET OF FIVE PAPERBACK VOLUMES
BEAUTIFULLY ILLUSTRATED BY AESTHETIC APPARATUS
GUEST–ART DIRECTED BY LEGENDARY DESIGNERS GARY BURDEN
AND JENICE HEO OF R. TWERK & CO.
Guest–art directed by legendary designers Gary Burden and Jenice Heo of R. Twerk & Co., the issue will be packaged in a 9×9-inch LP-inspired slipcase.

The slipcase contains five paperback volumes (with covers also designed by Burden and Heo) containing 14 short stories, poetry, letters, and more.

The paperbacks will be printed in two colors. Each story features a full-page illustration by Aesthetic Apparatus, an acclaimed design and illustration outfit from Minneapolis.
ADVERTISING OPPORTUNITIES

For the first time in its 16-year history the Quarterly Concern is seeking advertising. Not only is this a rare opportunity to connect with the sharpest readers around, but the ads for Issue 49 are larger than those found in your typical literary volume, giving you more room to share your message with our readers. Your advertisement, with a relevant hyperlink, will also be featured in the ebook edition of the Quarterly Concern.

PRICING & SIZES

Two-page Spread ................................. 18 × 9 in. ................ $12,000
Full-page ........................................... 8¼ × 8¼ in. ............... $4,000
Half-page .......................................... 8¼ × 4 in. ................ $2,500
Postcard .............................................. 4 × 6 in. ................ $2,000
(One side of a postcard inserted in the slipcase.)

SAVE 20% BY ALSO PURCHASING AN AD IN THE BELIEVER.

All sizes above are listed width by height. Issue 49 will be printed in two colors, black and a TBD spot color. All two-page, full-page, and half-page advertisements can utilize the spot color at no additional charge. Exact specs and instructions will be sent upon reservation.

RESERVATION DEADLINE .................................. January 15, 2015
AD SUBMISSION DEADLINE ................................ February 2, 2016
PUBLICATION DATE ................................................. June 21, 2016
PACKAGING .......................................................... Five perfect-bound books enclosed in a slipcase
COLORS ............................................................... Black + One spot color
PAPER ............................................................... 60# uncoated stock

Dates and specs are subject to change. All advertisers will be notified of any major changes before publication.

For more information or to book your advertisement today, please contact:

Ian Delaney @ McSweeney’s
(415) 642-5609  ian@mcsweeneys.net