

Opium

MAGAZINE

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OPIUMMAGAZINE.COM

FAQ

What Is *Opium Magazine*?

Headquartered in Brooklyn, New York, *Opium Magazine* is a subsidiary of Opium for the Arts, Inc., a 501(c)(3) nonprofit. The Web site has been updated daily since its 2001 debut online, and the print magazine, designed by award-winning designer David Barringer, has been published semi-annually since August 2005. Contributors include fiction writers Etgar Keret and Aimee Bender, artists Jonathon Keats, Chuck Close and Vik Muniz, humorist Jack Handey, cartoonist Art Spiegelman, playwright Neil Labute, and many, many more.

How Do You Get *Opium's* Print Issue to the Masses?

Opium's 2,000+ print runs reach over 200+ subscribers, boasts a wowing 86% sell-through rate at Barnes & Noble and other indie book sellers, and is placed directly, and ever so gently, into guest's hands at *Opium's* Literary Death Match launch parties (that average 125+ people) in New York City, San Francisco, Boston, Chicago, Denver and other upcoming cities inside the United States and out.

What About *Opium's* Web Site?

OpiumMagazine.com reaches 800+ readers daily, with content independent of the print magazine. Our site is a perfect online source where readers can engage with an author's work (excerpts or new content) when they're away from their paperback or Kindle.

What About Some Fun-to-read Informational Bullet Points?

- Each *Opium* cover is done by a celebrated artist (Chuck Close, Vik Muniz, Jonathon Keats).
- 2,000 issues per print run (slated to double annually through 2011, up to 8,000).
- Distributed nationally to Barnes & Noble and countless independent booksellers.
- Top stories in each issue are nominated for *Best American Short Stories*, *O. Henry* and Pushcart Prizes (work from *Opium* has been featured in *Best American Non-Required Reading*).
- *Opium* has been featured on the web and in print by *The New Yorker*, *NPR*, *WIRED*, *MediaBistro* and the *San Francisco Chronicle*. Our dedicated publicist pitches stories worldwide.
- Our 6,500-person weekly newsletter promotes books by past and future *Opium* authors, along with their edited anthologies or other literary projects.

"At a time when Chicken Littles are clucking all the time about the future of literature, *Opium* has created an issue that directly confronts the issue of the future, and of time. Chickens are not brave. *Opium* is."

—Ben Greenman,
New Yorker editor, author of *Please Step Back*