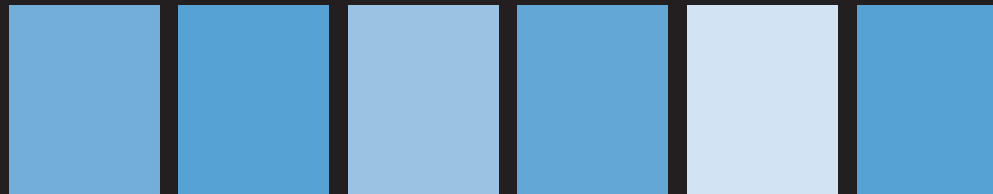


Poets&Writers

MEDIA KIT 2014



FRESH IDEAS FOR 2013: READING LISTS AND WRITING PROMPTS

JAN/FEB 2013
PW.ORG

Poets & Writers

Opening Up
to Creativity

Using Description
to Access Emotion

The Brain Science
of Writer's Block

Highly Effective
Writing Habits

DIY AUTHOR TOUR

SELF-PUBLISHING
MADE SIMPLE

inspiration



US \$ 5.95 CAN \$ 6.95

"THEMA literary journal has advertised in POETS & WRITERS MAGAZINE since 1988. We learned very quickly that if an author submitting a story or poem states having seen our ad in POETS & WRITERS, the likelihood that the submission will be a good piece of creative writing more than triples. It is where we find the most creative minds."

—VIRGINIA HOWARD, EDITOR, *THEMA*

THE ORGANIZATION

Poets & Writers, Inc., the publisher of *Poets & Writers Magazine*, is a nonprofit literary organization with over forty years of service to writers. By advertising in our magazine and on pw.org, you not only reach a passionate community of writers, you associate your organization with a highly respected authority in the literary world.

MISSION STATEMENT

Poets & Writers' work is rooted in the belief that literature is vital to sustaining a vibrant culture. We focus on nurturing literature's source: creative writers. The mission of Poets & Writers is to foster the professional development of poets and writers, to promote communication throughout the literary community, and to help create an environment in which literature can be appreciated by the widest possible public.



"POETS & WRITERS MAGAZINE *has been essential to the growth and success of both our literary journal, ARTS & LETTERS, and our MFA in creative writing program. It is the first place writers look for news about submitting work or applying to graduate programs and other workshops. If you want to expand your audience, P&W is where you begin.*"

—MARTIN LAMMON, MFA PROGRAM COORDINATOR, GEORGIA COLLEGE

Readership: 100,000+
Paid subscribers: 50,000+



OUR READERS

- 83% say *Poets & Writers Magazine* is their primary source for information on writing and publishing
- 36% respond to ads in the magazine

Serious writers and active readers

- 58% write poetry
- 63% write fiction
- 45% write nonfiction
- 83% purchase 11 or more books per year
- 57% purchase 21 or more books per year

- 73% have published work in literary magazines, or have published a book of poems, a novel, a book of nonfiction, or a collection of short stories
- 24% have a graduate degree in creative writing
- 41% subscribe to three or more literary journals
- 97% purchase novels or collections of short stories
- 86% purchase creative nonfiction
- 81% purchase books of poetry
- 77% purchase books on writing

Educated and affluent

- 90% are college graduates
- 47% have a master's degree
- 13% have a PhD
- 59% have a household income of over \$60,000
- 30% have a household income of over \$100,000



"Ads in POETS & WRITERS MAGAZINE have helped to define us, to be quite honest. Before we even had books to our name, we advertised in POETS & WRITERS. POETS & WRITERS has given us visibility and credibility. Writers are very aware that we support the publication of our authors' books through marketing. We have a solid footing in the literary community, in great part due to our long-time presence in the pages of POETS & WRITERS."

—MARTHA RHODES, DIRECTOR,
FOUR WAY BOOKS

THE MAGAZINE

Poets & Writers Magazine is a trusted companion to over 100,000 serious writers, 83% of whom say our magazine is their primary source of information on writing and publishing. Each issue is packed with practical advice for emerging and established writers, news from the literary world, author profiles, and our vetted listings of grants and awards, recent winners, and conferences and residencies.

ADVERTISING WITH POETS & WRITERS

We're fortunate to work with a range of advertisers, including book publishers, graduate writing programs, conferences and residencies, literary magazines, service providers, and literary nonprofits. Our advertisers know that, if they want to reach a large audience of serious writers, there's no better place than the pages of *Poets & Writers Magazine*. The magazine is also available on digital platforms, including the Kindle, Nook, and iPad.

We offer a range of print options, including display advertising, classifieds, inserts, and gatefold covers. We also offer advertising on pw.org, which receives over 145,000 unique visitors each month; in our biweekly e-newsletter, which reaches over 75,000 subscribers; and in special digital publications. We're happy to work with advertisers to develop comprehensive media plans to help them achieve their goals.



"As a young writer, I would read the magazine to find out what was going on—who was teaching where, what magazines were looking for short stories, what summer writing workshops were happening—all of it made me, from a very early age, feel part of a community."

—A. M. HOMES, AUTHOR,
MAY WE BE FORGIVEN

2013 EDITORIAL CALENDAR

January/February • Inspiration

Celebrated authors talk about what inspires them and offer practical advice to writers. Also in the issue are our annual feature on debut poetry and our regular listings of grants and awards.

March/April • Conferences & Residencies

This issue gives writers time to plan their spring and summer writing getaways. The special section includes firsthand narratives, photos, and information about the most desirable retreats, residencies, and colonies.

May/June • Writing Contests

This issue features a look at the ever-expanding universe of book awards and literary prizes, including details and deadlines on the biggest contests of the year.

July/August • Debut Fiction Authors & Literary Agents

Some of the biggest names in literary fiction introduce the hottest debut authors. The special section provides information and advice on agents. **In this issue only, authors promoting their own books receive a 40% discount off advertising.*

September/October • MFA Programs

Prospective students turn to the pages of *Poets & Writers Magazine* to research graduate writing programs, and we provide all of the information and advice they need before applying.

November/December • Independent Publishing

In this issue we showcase some of the most innovative independent book and magazine publishers in the business, as well as offer advice and guidance for self-published writers.

Poets & Writers

FROM INSPIRATION TO PUBLICATION

ADVERTISING DISPLAY RATES, DEADLINES & SPECS

Effective October 1st, 2013

Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	6,175	5,558	4,940	Two-page spread	5,100	4,590	4,080
Full page	3,450	3,105	2,760	Full page	2,825	2,543	2,260
Half page horizontal	1,950	1,755	1,560	Half page horizontal	1,600	1,440	1,280
Third page vertical	1,525	1,373	1,220	Third page vertical	1,240	1,116	992
Quarter page vertical	1,040	936	832	Quarter page vertical	850	765	680
New Titles	365	329	292	Eighth page horizontal	510	459	408
Back Cover, Inside Front Cover	4,500	4,050	3,600				
Inside Back Cover	4,300	3,870	3,440				

Deadlines

For the year 2014, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Publication
January/February - <i>Inspiration</i>	October 31	November 7	December 13
March/April - <i>Conferences & Residencies</i>	January 3	January 9	February 7
May/June - <i>Writing Contests</i>	February 27	March 6	April 11
July/August - <i>Debut Fiction, Agents</i>	May 1	May 8	June 13
September/October - <i>MFA Issue</i>	July 3	July 10	August 15
November/December - <i>Independent Publishing</i>	September 4	September 11	October 10

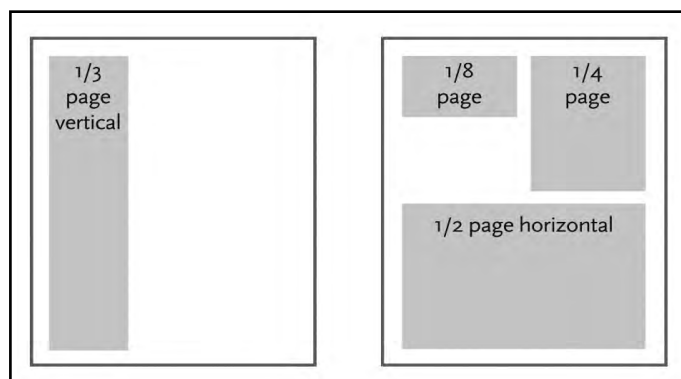
Page Specifications

7.75 x 10 inches. Perfect Bound.

Ad Size

Width x Height

Full Page	6.6875" x 8.81"
Full page, full bleed (trim size: 7.75" x 10")	8" x 10.25"
Third page vertical	2.13" x 8.81"
Half page horizontal	6.6875" x 4.1875"
Quarter page vertical	3.25" x 4.1875"
Eighth page horizontal	3.25" x 2"



Design Notes

- Size: Ad must be cropped to exact dimensions (see above)
- Color ads: CMYK only for color ads, no RGB color
- B & W ads: Grayscale or CMYK containing only "K" (black)
- Resolution: at least 300 dpi
- Format: PDF or TIFF
- Borders: No floating white space. Ad must have defined border
- Full bleed: Important text and images at least 1/8" inside trim line

Terms

30 days net. 15% commission to recognized advertising agencies; agency discount may not be taken in addition to other special discounts. 15% surcharge for the following premium positions: the first 10 pages, opposite the first page of Grants & Awards. \$125 design fee. Space cannot be canceled after reservation deadline. Ad copy received after copy due date may incur a late fee of \$150. Prepayment is required of all new advertisers. *Poets & Writers Magazine* reserves the right to reject or cancel advertisements. We do not accept advertising from organizations or contests that exploit writers.

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