

# Poets & Writers

FROM INSPIRATION TO PUBLICATION

## ADVERTISING DISPLAY RATES, DEADLINES & SPECS

### Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	7,100	6,390	5,680	Two-page spread	5,865	5,279	4,692
Full page	3,950	3,555	3,160	Full page	3,245	2,921	2,596
Half page horizontal	2,240	2,016	1,792	Half page horizontal	1,840	1,656	1,472
Third page vertical	1,745	1,571	1,396	Third page vertical	1,430	1,287	1,144
Quarter page vertical	1,195	1,076	956	Quarter page vertical	985	887	788
Eighth page	715	644	572	Eighth page horizontal	590	531	472
New Titles	420	378	336				
Back Cover	5,355	4,820	4,284				
Inside Front Cover	5,145	4,631	4,116				
Inside Back Cover	4,910	4,419	3,928				

### Deadlines

For the year 2022, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Available Everywhere
January/February - <i>Inspiration</i>	October 21	October 28	December 28
March/April - <i>Writing Communities</i>	January 4	January 11	March 1
May/June - <i>Writing Contests</i>	February 17	February 24	April 26
July/August - <i>Debut Fiction, Agents</i>	April 21	April 28	June 28
September/October - <i>Writing Education</i>	June 23	June 30	August 30
November/December - <i>Independent Publishing</i>	August 18	August 25	October 25

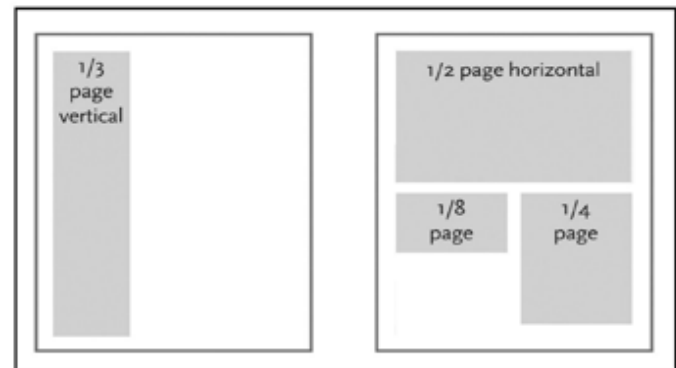
### Page Specifications

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"



### 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 premium positions in the first 10 pages. \$200 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.