

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 2023, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Available Everywhere
January/February - <i>Inspiration</i>	October 20	October 27	December 27
March/April - <i>Writing Communities</i>	January 4	January 9	February 28
May/June - <i>Writing Contests</i>	February 16	February 23	April 25
July/August - <i>Debut Fiction, Agents</i>	April 20	April 27	June 27
September/October - <i>Writing Education</i>	June 22	June 29	August 29
November/December - <i>Independent Publishing</i>	August 24	August 31	October 24

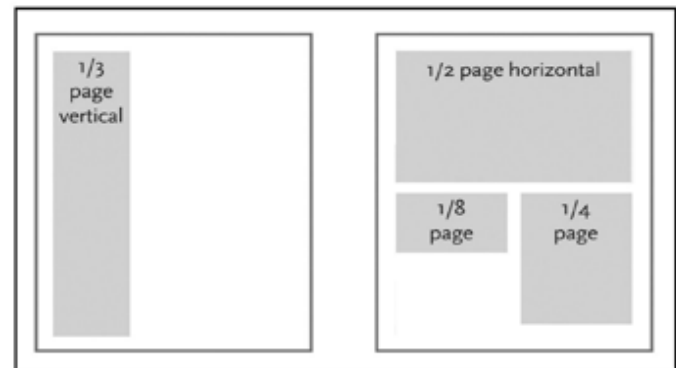
Page Specifications

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.