“I’VE ADVERTISED 6 BOOKS OF POETRY WITH POETS & WRITERS... AND THE RESULTS HAVE ALWAYS BEEN BEYOND EXPECTATIONS... RESULTING IN A MEASURABLE INCREASE IN SALES FROM THE AD. HIGHLY RECOMMENDED.”

—GARY LEMONS, AUTHOR

“THERE’S MORE THAN ONE WAY TO BE A WRITER, AND THAT’S NOT DISCUSSED ENOUGH IN THE WRITING COMMUNITY,” SAYS WILLIAMS. “SOMETIMES I FEEL INFERIOR TO OTHER WRITERS [WITH MFAs] EVEN THOUGH YOU KNOW PEOPLE SAY YOU DON’T NEED IT,” SAYS DANIELLE BUCKINGHAM. BUCKINGHAM CURRENTLY WORKS AS A JOURNALIST AND WAS ENCOURAGED BY THE WRITER KISE LAYMON TO PURSUE THE MFA IN 2018. SHE APPLIED TO NINE PROGRAMS AND, LIKE HASNAIN, WAS ACCEPTED TO ONE SCHOOL, BUT A LACK OF FUNDING FROM THE SCHOOL MEANT SHE ULTIMATELY DID NOT ATTEND.

Educated and affluent

92% are college graduates
47% have a master’s degree
18% have a PhD
64% have a household income of over $60,000
34% have a household income of over $100,000

OUR READERS

79% say Poets & Writers Magazine is their primary source for information on writing and publishing
50% respond to ads in the magazine
Serious writers and active readers
57% write poetry
59% write fiction
46% write nonfiction
72% purchase 11 or more books per year
43% purchase 21 or more books per year

76% 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
95% purchase novels or collections of short stories
87% purchase creative nonfiction
81% purchase books of poetry
78% purchase books on writing

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2024 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 • Writing Communities
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 at 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 • Writing Education
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.

*Editorial content is subject to change.
## Writers’ Discounted Display Rates 2024

### Rates Per Insertion

<table>
<thead>
<tr>
<th>Color</th>
<th>30% Discounted Rate</th>
<th>Black &amp; White</th>
<th>40% Discounted Rate</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,905 (regularly $4,150)</td>
<td>Full page</td>
<td>$2,043 (regularly $3,405)</td>
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<tr>
<td>Half page horizontal</td>
<td>$1,645 (regularly $2,350)</td>
<td>Half page horizontal</td>
<td>$1,158 (regularly $1,930)</td>
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<tr>
<td>Third page vertical</td>
<td>$1,281 (regularly $1,830)</td>
<td>Third page vertical</td>
<td>$900 (regularly $1,500)</td>
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<tr>
<td>Quarter page vertical</td>
<td>$879 (regularly $1,255)</td>
<td>Quarter page vertical</td>
<td>$621 (regularly $1,035)</td>
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<tr>
<td>Eighth page</td>
<td>$525 (regularly $750)</td>
<td>Eighth page horizontal</td>
<td>$372 (regularly $620)</td>
</tr>
<tr>
<td>New Titles</td>
<td>$308 (regularly $440)</td>
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### Deadlines

For the year 2024, these dates apply (dates & themes are subject to change):

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation date</th>
<th>Materials date</th>
<th>Publication</th>
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<tbody>
<tr>
<td>January/February - Inspiration</td>
<td>October 19</td>
<td>October 26</td>
<td>December 26</td>
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<tr>
<td>March/April - Writing Communities</td>
<td>January 3</td>
<td>January 10</td>
<td>February 28</td>
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<td>May/June - Writing Contests</td>
<td>February 15</td>
<td>February 22</td>
<td>April 25</td>
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<tr>
<td>July/August - Debut Fiction, Agents</td>
<td>April 18</td>
<td>April 25</td>
<td>June 27</td>
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<tr>
<td>September/October - Writing Education</td>
<td>June 20</td>
<td>June 27</td>
<td>August 29</td>
</tr>
<tr>
<td>November/December - Independent Publishing</td>
<td>August 22</td>
<td>August 29</td>
<td>October 24</td>
</tr>
</tbody>
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### Ad Dimensions

7.75 x 10 inches. Perfect Bound.

### Ad Size

#### Width x Height

- Full Page: 6.6875” x 8.11”
- Full page, full bleed (trim size: 7.75” x 10”): 8” x 10.25”
- Third page vertical: 2.13” x 8.11”
- Half page horizontal: 6.6875” x 4.1875”
- Quarter page vertical: 3.25” x 4.1875”
- Eighth page horizontal: 3.25” x 2”

### Terms

15% surcharge for premium positions in the first 10 pages. $100 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.
Questions? Contact us!

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