

Poets & Writers

FROM INSPIRATION TO PUBLICATION

NONENDEMIC ADVERTISING DISPLAY RATES

Net Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	11,380	10,242	9,104	Two-page spread	9,390	8,451	7,512
Full page	6,330	5,697	5,064	Full page	5,200	4,680	4,160
Half page horizontal	3,590	3,231	2,872	Half page horizontal	2,950	2,655	2,360
Third page vertical	2,800	2,520	2,240	Third page vertical	2,300	2,070	1,840
Quarter page vertical	1,910	1,719	1,528	Quarter page vertical	1,570	1,413	1,256
Eighth page	1,150	1,035	920	Eighth page horizontal	940	846	752
Back Cover	8,590	7,731	6,872				
Inside Front Cover	8,250	7,425	6,600				
Inside Back Cover	7,860	7,074	6,288				

Deadlines

For the year 2019, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Publication
January/February - <i>Inspiration</i>	October 25	November 1	December 7
March/April - <i>Conferences & Residencies</i>	January 4	January 11	February 8
May/June - <i>Writing Contests</i>	February 21	February 28	April 5
July/August - <i>Debut Fiction, Agents</i>	April 25	May 2	June 7
September/October - <i>MFA Issue</i>	June 27	July 5	August 9
November/December - <i>Independent Publishing</i>	August 29	September 5	October 4

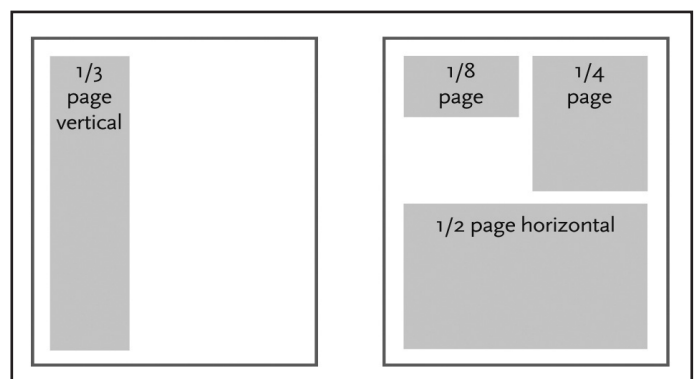
Ad Dimensions

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% surcharge for premium positions in the first 10 pages. \$150 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.

Contact Inner Stream Media at 646-529-7254 or e-mail Diane Homer at dhomer@saintsmarketing.co or Mike Edison at medison@saintsmarketing.co.