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.

“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, THEMATHE ORGANIZATION

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“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
She is READY
WITH THE PUBLICATION OF HER THIRD NOVEL, SILVER SPARRING.
TAYARI JONES PRESENTS AN INTRIGUING PARADOX: A SERIOUS
LITERARY AUTHOR WHO WANTS HER READERS TO HAVE FUN.
BY ROCHELLE SPENCER • PHOTOGRAPH BY CHRISTY WHITNEY

Careful now,” it’s January, and novelist Tayari Jones walks up to the shop, her plated steps to her apartment in Jersey City. Although a work of novel-breathing seashells has transformed the address into a stretch of ocean white, Jones—bristled in two sweaters, a pullover, knapsack, winter coat, a wool hat, scarf, fuzzy gloves, and never boots—is determined to pay years. Her appearance reflects the attempt to control warmth. Although the living room is empty of newspapers, magazines, coffee table books—the space of four square feet uninterestingly clean—a glance down the near, book-filled dominating half有着 the floor office, hints at the number of every literary world. Scattered against another wall bookshelf and Jones’s writing desk are study and black, typewriters, coffee, and numerous books and draw tips, still forming a writing corner of mystery. The room has a four-sided quality that mirrors its owner’s perspective on literature. “When I talk about writers, or literary.” Jones says, “I mean my writers, writers are not just about word responsibility, they make reading and writing work like a thief, unthinkfully the writing isn’t supposed to be fun. But I was in this restaurant once, and there was this young woman, twenty-something, reading. The lights were with this bag for help and she was in front of her. You could tell she was just having a really bad time. That’s how I want my writing.” Jones says, as she pulls a sticky paperback, a gift from a friend, onto her lap, “I want it to be fashionable.” At the heart of Jones’s three dimensions are her character’s ordinary women leading lives of ordinary, regular,琐事. Although Jones was born in New York, she is a native of the American South, where she grew up. African American children were surrounded in Atlanta, the upbringing, only as a backdrop to a larger discussion.

—Martha Rhodes, Director, Four Way Books

“The Magazine
Poets & Writers Magazine is a trusted companion to over 100,000 serious writers, 78% 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 150,000 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.

“Weads 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
"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

2019 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.

*Editorial content is subject to change.
## Rates Per Insertion

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## Deadlines

For the year 2020, these dates apply (dates & themes are subject to change):

<table>
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<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 24</td>
<td>October 31</td>
<td>December 6</td>
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<tr>
<td>March/April - Conferences &amp; Residencies</td>
<td>January 3</td>
<td>January 9</td>
<td>February 7</td>
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<td>May/June - Writing Contests</td>
<td>February 20</td>
<td>February 27</td>
<td>April 3</td>
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<td>July/August - Debut Fiction, Agents</td>
<td>April 23</td>
<td>April 30</td>
<td>June 5</td>
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<td>September/October - MFA Issue</td>
<td>June 25</td>
<td>July 2</td>
<td>August 7</td>
</tr>
<tr>
<td>November/December - Independent Publishing</td>
<td>August 27</td>
<td>September 3</td>
<td>October 2</td>
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## 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"