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, THEM
“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

Readership: 100,000+
Paid subscribers: 60,000

Educated and affluent
92% are college graduates
47% have a master’s degree
16% have a PhD
59% have a household income of over $60,000
32% have a household income of over $100,000

78% 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
20% have a graduate degree in creative writing
54% subscribe to literary journals
95% purchase novels or collections of short stories
87% purchase creative nonfiction
81% purchase books of poetry
78% purchase books on writing

OUR READERS
78% say Poets & Writers Magazine is their primary source for information on writing and publishing
34% respond to ads in the magazine

Serious writers and active readers
64% write poetry
58% write fiction
45% write nonfiction
73% purchase 11 or more books per year
45% purchase 21 or more books per year
Ads 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-term presence in the pages of Poets & Writers.”

—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.
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

2021 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.

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.
ADVERTISING DISPLAY RATES, DEADLINES & SPECS

Rates Per Insertion

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Deadlines

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

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<td>September/October - Writing Education</td>
<td>June 23</td>
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<td>August 30</td>
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<td>November/December - Independent Publishing</td>
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Page Specifications

7.75 x 10 inches. Perfect Bound.

Ad Size

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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.