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, THEMA
"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

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

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

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
**She is READY**

**WITH THE PUBLICATION OF HER THIRD NOVEL, SILVER SPARROW.**

TAYARI JONES PRESENTS AN INTRIGUING PARADOX: A SERIOUS LITERARY AUTHOR WHO WANTS HER READERS TO HAVE FUN.

BY ROCHELLE SPENCER • PHOTOGRAPH BY CHRISTY WHITNEY

**C aresfully, now,** it's January, and novelist Tayari Jones inches up to the desk, her plaid steps to her apartment in Brooklyn, N.Y. Although a walk of several hours has transformed the city into a frozen, wintry white, Jones—beautiful in two sweaters, a bulky knitted winter coat, wool hat, scarf, fur-lined gloves, and oven mitts—is determined to stay warm. Her apartment reflects that attempt to control the weather. Although the living room is empty of newspapers, magazines, and books (her desk is an untidy jumble—a glance down the desk reveals bookshelves dominated by small books), the author's office hints at the number of stories, imaginations, and worlds scattered around her still bookshelf and Jones's writing desk are kids' drawings and black-and-white prints, pottery, and numerous books and draw-sets, still forming a shifting collage of memory. The room has a free-spirited quality that mirrors its owner's perspective on literature. When people talk about book writers, or literary women, or black literary women, she tends to talk about social responsibility, they make writing and writing would be like a crime, and anyone who writes isn't supposed to be free. But I was in this restaurant once, and there was this young woman, twenty-two, at a table, making the slightest move with her bag helps to balance it in front of her. You could tell she was just having a salad, but, isn't that what we're supposed to writing? Jones says, as she pulls a tape up: what a gift to have a career, and part of that is literature.

At the center of Jones's three dimensions are her characters’ ordinary women leading lives of ordinariness, unique disorder. Although Loving (Riverhead Books, 2008) is set during the late sixties and early seventies, when seventeen-year-old African-American children were marched in Atlanta, the feelings were only a backdrop to a larger discussion.

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**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.

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**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.

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**“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–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*
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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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.