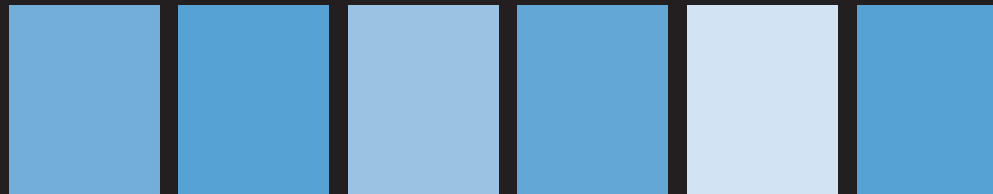


# Poets&Writers

MEDIA KIT 2025



10 OF THE YEAR'S  
BEST DEBUT POETS

AN AUTHOR'S VIEW  
OF BOOK PROMOTION

TRUTH VS. MYTH  
IN PUBLISHING

WRITING  
PROMPTS

JAN/FEB 2024  
PW.ORG

# Poets & Writers



THE ALCHEMY OF  
INSPIRATION

*“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.”*

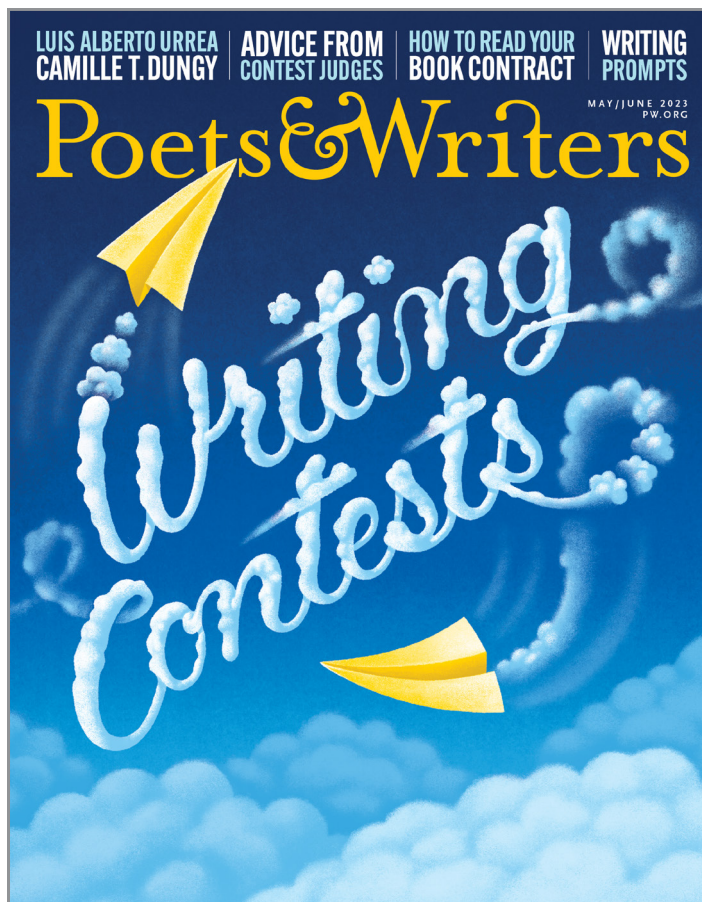
—VIRGINIA HOWARD, EDITOR, THEMA

## 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.



*"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: 42,000+



## 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





*"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

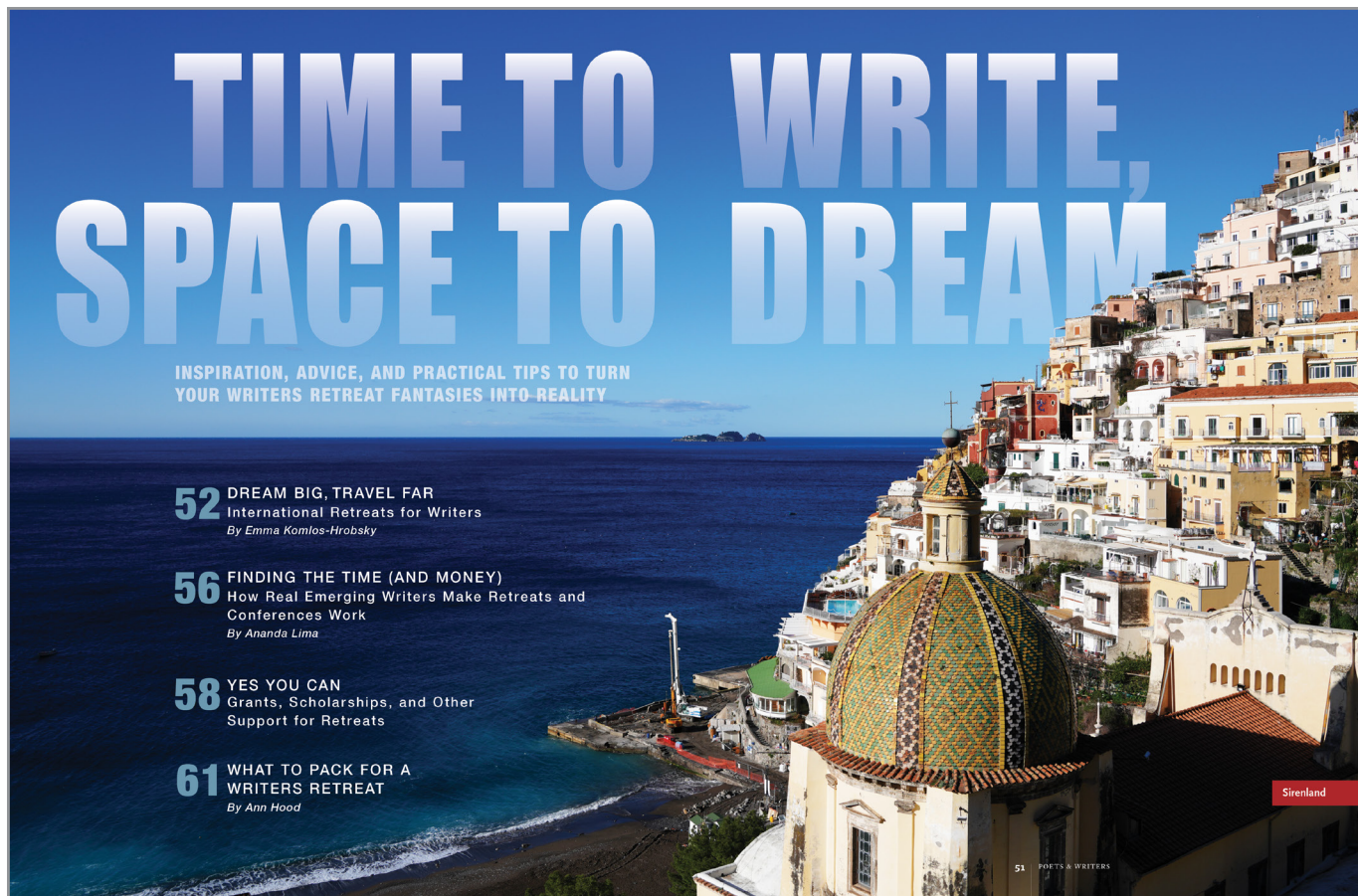
## THE MAGAZINE

*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*

## 2025 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 & 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.





## ADVERTISING DISPLAY RATES & DEADLINES

### Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	7,830	7,047	6,264	Two-page spread	6,570	5,913	5,256
Full page	4,360	3,924	3,488	Full page	3,575	3,218	2,860
Half page horizontal	2,470	2,223	1,976	Half page horizontal	2,025	1,823	1,620
Third page vertical	1,920	1,728	1,536	Third page vertical	1,575	1,418	1,260
Quarter page vertical	1,320	1,188	1,056	Quarter page vertical	1,085	977	868
Eighth page	790	711	632	Eighth page horizontal	650	585	520
New Titles	460	414	368				
Back Cover	5,910	5,319	4,728				
Inside Front Cover	5,670	5,103	4,356				
Inside Back Cover	5,415	4,874	4,332				

### Deadlines

For the year 2025, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Available Everywhere
January/February - <i>Inspiration</i>	October 17	October 24	December 31
March/April - <i>Writing Communities</i>	January 3	January 9	February 25
May/June - <i>Writing Contests</i>	February 13	February 20	April 22
July/August - <i>Debut Fiction, Agents</i>	April 17	April 24	June 24
September/October - <i>Writing Education</i>	June 19	June 26	August 26
November/December - <i>Independent Publishing</i>	August 21	August 28	October 21

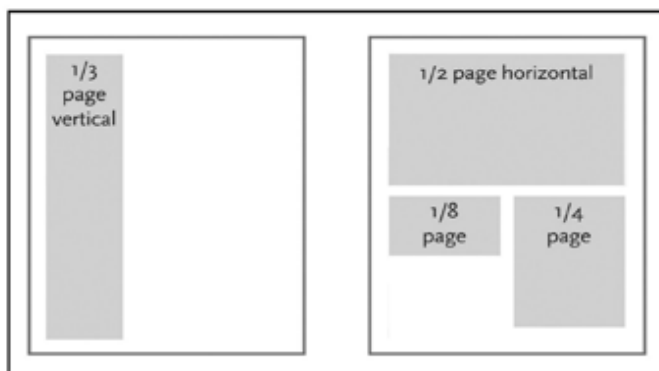
### Page Specifications

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% 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.

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