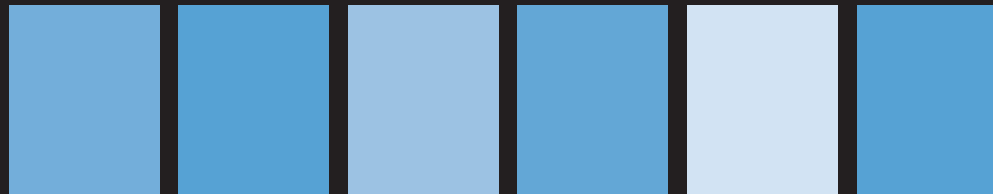


Poets & Writers

MEDIA KIT 2027



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

Paid Distribution: 43,000
Total Readership: 65,000+



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

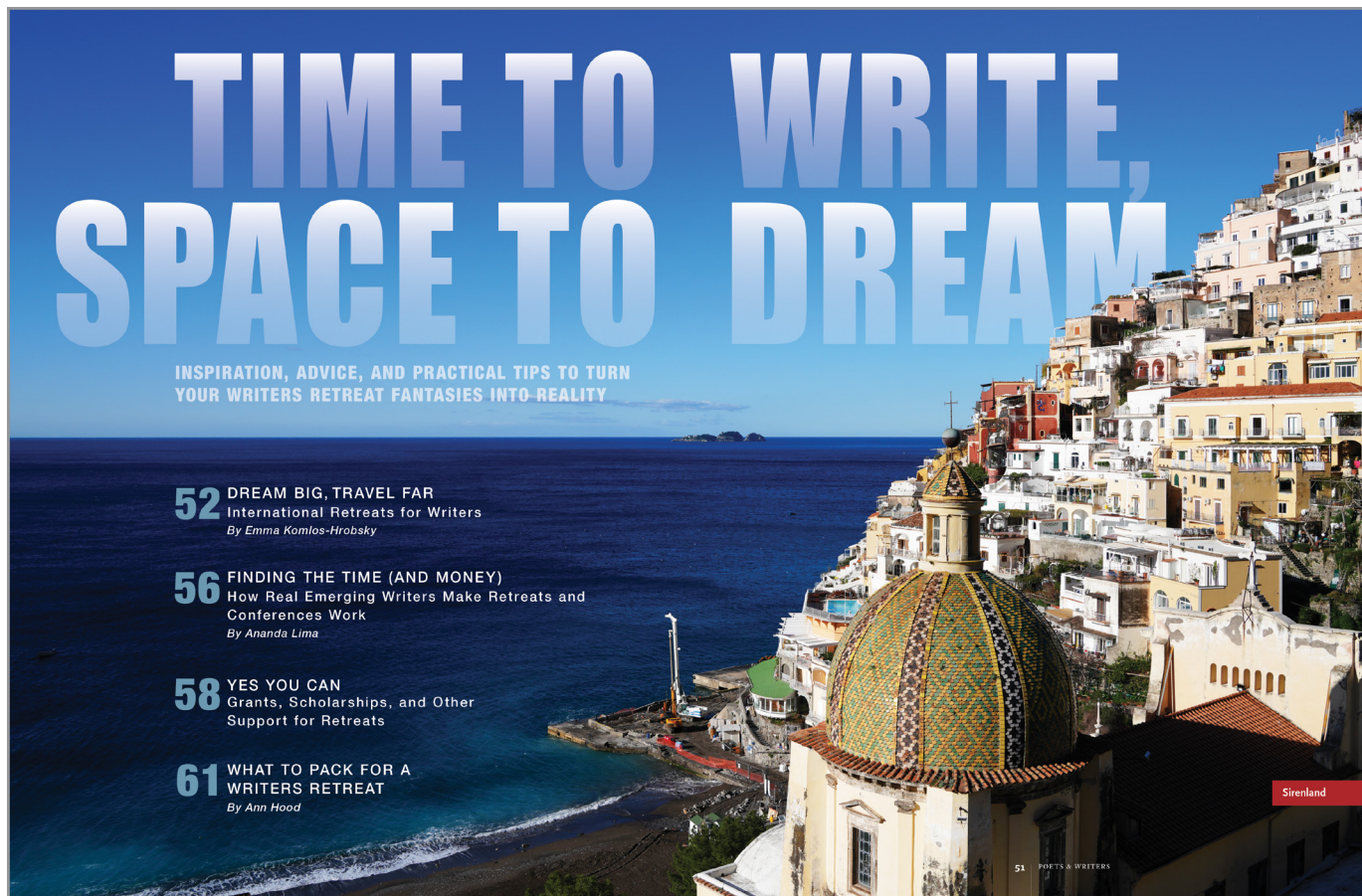
THE MAGAZINE

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

2027 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.

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 • *Writing & Technology*

We consider the ways questions about writers and technology play out across the literary landscape. Broad topics covered include AI, social media, Substack, bookselling, and audiobooks.



ADVERTISING DISPLAY RATES & DEADLINES

Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	8,300	7,470	6,640	Two-page spread	6,970	6,273	5,576
Full page	4,625	4,163	3,700	Full page	3,790	3,411	3,032
Half page horizontal	2,620	2,358	2,096	Half page horizontal	2,150	1,935	1,720
Third page vertical	2,040	1,836	1,632	Third page vertical	1,670	1,503	1,336
Quarter page vertical	1,400	1,260	1,120	Quarter page vertical	1,155	1,040	924
Eighth page	840	756	672	Eighth page horizontal	690	621	552
New Titles	490	441	392				
Back Cover	6,270	5,643	5,016				
Inside Front Cover	6,015	5,414	4,812				
Inside Back Cover	5,740	5,166	4,592				

Deadlines

For the year 2027, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Available Everywhere
January/February - <i>Inspiration</i>	October 15	October 22	December 22
March/April - <i>Writing Communities</i>	January 4	January 8	February 23
May/June - <i>Writing Contests</i>	February 11	February 18	April 20
July/August - <i>Debut Fiction, Agents</i>	April 15	April 22	June 22
September/October - <i>Writing Education</i>	June 17	June 24	August 24
November/December - <i>Writing & Technology</i>	August 19	August 26	October 19

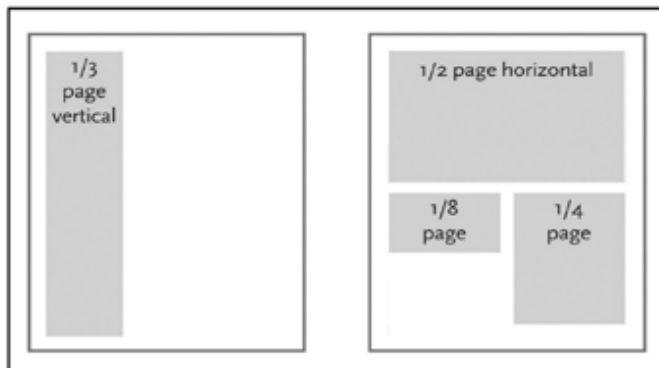
Page Specifications

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.

Tim O'Sullivan
Associate Publisher
(212) 226-3586 x 210
tosullivan@pw.org

Amy Feltman
Assistant Director of Advertising
(212) 226-3586 x 211
afeltman@pw.org

