



ADVERTISING DISPLAY RATES & DEADLINES

Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	8,065	7,258	6,452	Two-page spread	5,765	5,189	4,612
Full page	4,490	4,041	3,592	Full page	3,680	3,312	2,944
Half page horizontal	2,545	2,291	2,036	Half page horizontal	2,085	1,877	1,668
Third page vertical	1,980	1,782	1,584	Third page vertical	1,620	1,458	1,296
Quarter page vertical	1,360	1,224	1,088	Quarter page vertical	1,120	1,008	896
Eighth page	815	734	652	Eighth page horizontal	670	603	536
New Titles	475	428	380				
Back Cover	6,085	5,477	4,868				
Inside Front Cover	5,840	5,256	4,672				
Inside Back Cover	5,575	5,018	4,460				

Deadlines

For the year 2026, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Available Everywhere
January/February - <i>Inspiration</i>	October 16	October 23	December 30
March/April - <i>Writing Communities</i>	January 2	January 9	February 24
May/June - <i>Writing Contests</i>	February 12	February 19	April 21
July/August - <i>Debut Fiction, Agents</i>	April 16	April 23	June 23
September/October - <i>Writing Education</i>	June 18	June 25	August 25
November/December - <i>Independent Publishing</i>	August 20	August 27	October 20

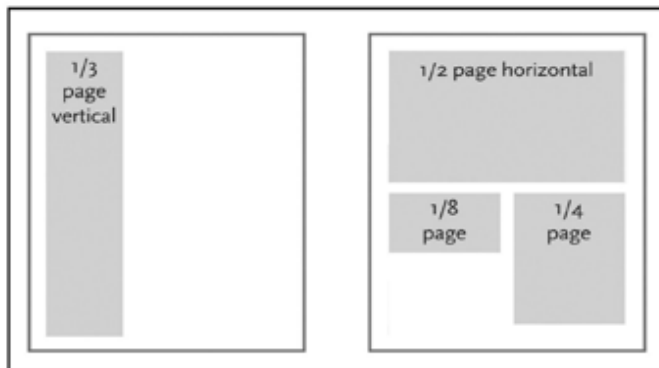
Page Specifications

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.