



Writers' Discounted Display Rates 2025

RATES PER INSERTION

Color	30% Discounted Rate		Black & White	40% Discounted Rate	
Full page	\$3,052	(regularly \$4,360)	Full page	\$2,145	(regularly \$3,575)
Half page horizontal	\$1,729	(regularly \$2,470)	Half page horizontal	\$1,215	(regularly \$2,025)
Third page vertical	\$1,344	(regularly \$1,920)	Third page vertical	\$945	(regularly \$1,575)
Quarter page vertical	\$924	(regularly \$1,320)	Quarter page vertical	\$651	(regularly \$1,085)
Eighth page	\$553	(regularly \$790)	Eighth page horizontal	\$390	(regularly \$650)
New Titles	\$322	(regularly \$460)			

DEADLINES

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

Issue	Reservation date	Materials date	Publication
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 20	June 26	August 26
November/December - <i>Independent Publishing</i>	August 21	August 28	October 21

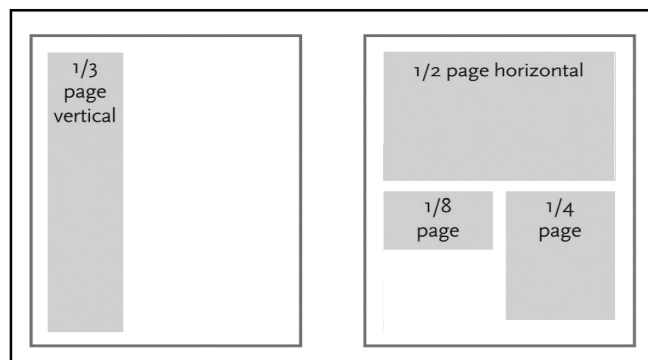
AD DIMENSIONS

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

15% surcharge for premium positions in the first 10 pages. \$100 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.