



# Poets & Writers

**30% to 40%  
DISCOUNT  
FOR AUTHORS  
ADVERTISING  
THEIR OWN  
BOOKS!**

## Writers' Discounted Display Rates 2026

### RATES PER INSERTION

Color	30% Discounted Rate		Black & White	40% Discounted Rate	
Full page	\$3,143	(regularly \$4,490)	Full page	\$2,208	(regularly \$3,680)
Half page horizontal	\$1,782	(regularly \$2,545)	Half page horizontal	\$1,251	(regularly \$2,085)
Third page vertical	\$1,386	(regularly \$1,980)	Third page vertical	\$972	(regularly \$1,620)
Quarter page vertical	\$952	(regularly \$1,360)	Quarter page vertical	\$672	(regularly \$1,120)
Eighth page	\$571	(regularly \$815)	Eighth page horizontal	\$402	(regularly \$670)
New Titles	\$333	(regularly \$475)			

### DEADLINES

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

Issue	Reservation date	Materials date	Publication
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

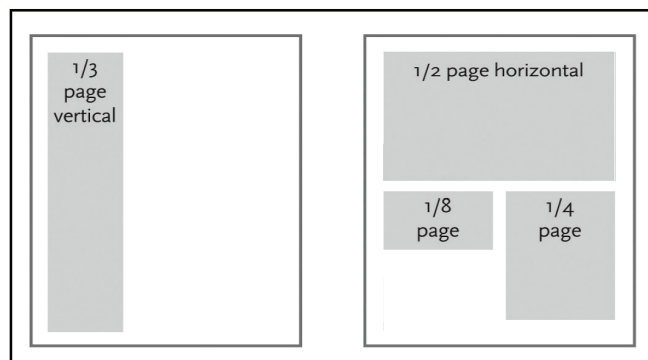
### AD DIMENSIONS

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.