



Poets & Writers



Writers' Discounted Display Rates 2027

RATES PER INSERTION

Color	30% Discounted Rate	Black & White	40% Discounted Rate
Full page	\$3,238 (regularly \$4,625)	Full page	\$2,274 (regularly \$3,790)
Half page horizontal	\$1,834 (regularly \$2,620)	Half page horizontal	\$1,290 (regularly \$2,150)
Third page vertical	\$1,428 (regularly \$2,040)	Third page vertical	\$1,002 (regularly \$1,670)
Quarter page vertical	\$980 (regularly \$1,400)	Quarter page vertical	\$693 (regularly \$1,155)
Eighth page	\$588 (regularly \$840)	Eighth page horizontal	\$414 (regularly \$690)
New Titles	\$343 (regularly \$490)		

DEADLINES

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

Issue	Reservation date	Materials date	Publication
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

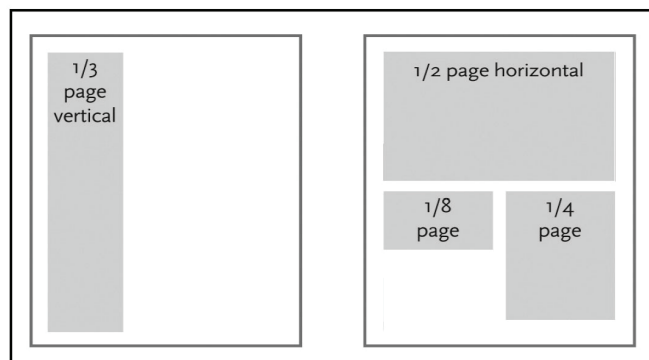
AD DIMENSIONS

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.