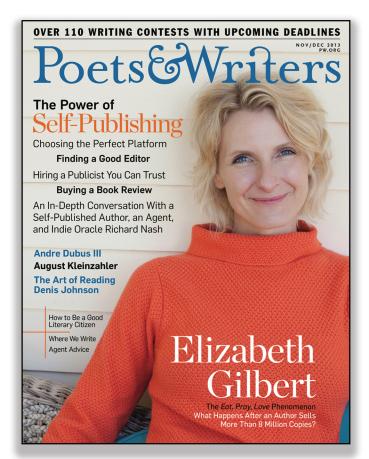
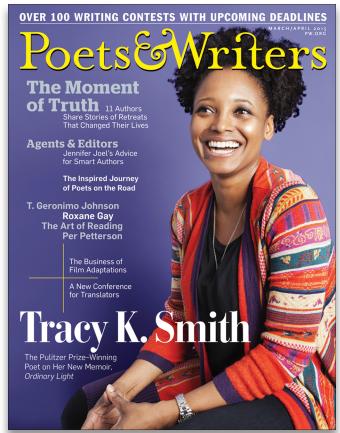


WRITERS MEDIA KIT 2021



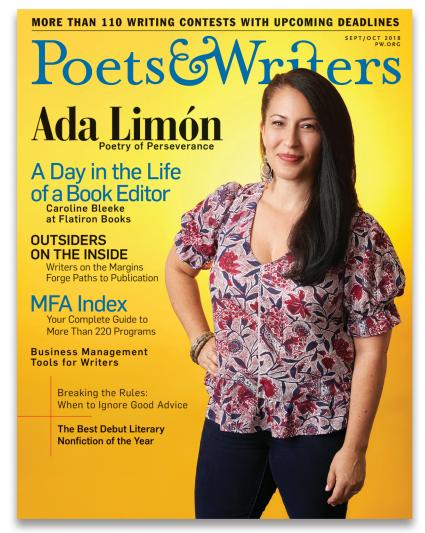


Readership: 100,000+ Paid subscribers: 55,000

78% say Poets & Writers Magazine is their primary source for information on writing and publishing

34% respond to ads in the magazine
95% purchase novels or collections of short stories
87% purchase creative nonfiction
81% purchase books of poetry
78% purchase books on writing

73% purchase 11 or more books per year 45% purchase 21 or more books per year



2021 Editorial Calendar

January/February · Inspiration Reservation Deadline: October 22

Celebrated authors talk about what inspires them and offer practical advice to writers. This issue also includes our annual feature on debut poetry.

March/April • Conferences & Residencies Reservation Deadline: January 4

This issue highlights both in-person and virtual conferences and residencies and includes first-hand accounts from writers.

May/June • Writing Contests Reservation Deadline: February 18

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 & Agents Reservation Deadline: April 22

Some of the biggest names in literary fiction introduce the hottest debut authors. The special section provides information and advice on agents.

September/October • MFA Programs Reservation Deadline: June 24

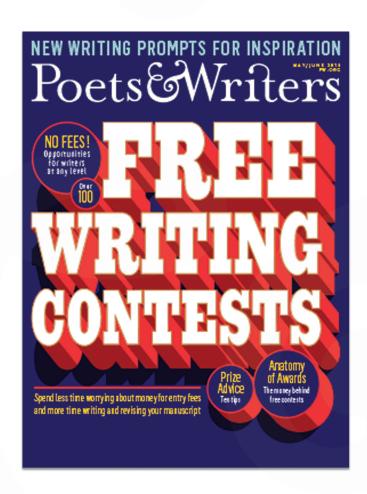
Prospective students turn to the pages of *Poets & Writers Magazine* to research graduate writing programs, and we provide all of the information and advice they need before applying.

November/December • Independent Publishing Reservation Deadline: August 26

In this issue we showcase some of the most innovative independent book and magazine publishers in the business.

^{*}Editorial content is subject to change.

Poets & Writers is pleased to offer up to 40% off to authors advertising their books!



Color 30% Discounted Rates

New Titles Ad: \$284 (regularly \$405)

1/8th pg: **\$487** (regularly \$695)

1/4 pg: **\$812** (regularly \$1,160)

1/3 pg: **\$1,187** (regularly \$1,695)

1/2 pg: **\$1,523** (regularly \$2,175)

Full pg: **\$2,685** (regularly \$3,835)

B&W 40% Discounted Rates

1/8 pg: **\$345** (regularly \$575)

1/4 pg: **\$573** (regularly \$955)

1/3 pg: **\$834** (regularly \$1,390)

1/2 pg: **\$1,071** (regularly \$1,785)

Full pg: **\$1,890** (regularly \$3,150)

"P&W readers are literary readers, and that's the target audience for my novels. When I see the ad so beautifully designed and placed on the page, I know it will have a positive impact."

—Fred Misurella, author

We can even design an ad just for you!





IN THE SKIN "Seldom have the twin obsessions of love and art been more vividly or intelligently portrayed. "Compelling and beautifully written." —Toronto Sun

night or before going into the office in the morning. Then I started doing a week, on top of making assignments some freelance writing and editing after leaving Harper's in 2010. I wrote relaized what an absolute huzury that reviews, but again the job of "literary was.
critic" seemed like something from the
1950s. I was aware that full-time critics
You, Parul Sehgal, and Dwight 1950.1 was aware that full-time critics all existed, but my immigrate parents already thought it was crazy that I had moved to New Tokus work as I have force to the control to New Tokus work as I have cover nonfrictions, with a district a way of pursuing what I wanted while sall dioring something that sounded to the corpushly "professional." Even though my father was especially proof when the procession of the corpush professional." Even though my father was especially proof when the corpush of the control to t

PATRICIA TRAXLER

Margot Livesey, author of The Missing World and

friendship, and artistic creation rings true to the end." -Kirkus

the practical writer | REVIEWERS & CRITICS

writing poetry as a young man, but he never entertained the idea of becoming what we'd like to review about three a poet-though, funny enough, for a months in advance. These lists change number of years before he went to col- whether because a couple of us are in lege in his thirties he was a jazz musi-terested in the same book or we end cian; he loved it, but it was a struggle. up changing our minds. As you might I definitely internalized some of that.

cian be loved it, but is was a struggle. I definitely immufated some of that, I magnite, there have been a lot of changes in the past few months, because of the possible her also possible red to the New York Time Bob. Review, cowering literary fiction and nonfection reviews. Can you talk a little about your job responsibilities but the past of the past

Full page ad

Half page ad

Third page ad

"My ad in the [Poets & Writers] New Titles section was easy to place and exciting to see.

It looked like a jewel—a tempting piece of candy in a box of new books...

If other readers study the New Titles section the way I do, I know my book will get noticed.

It's easy to submit your materials and well worth the price."

—Jeanne-Marie Osterman, author



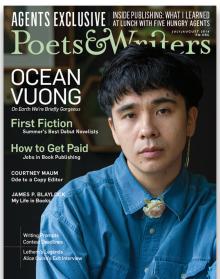


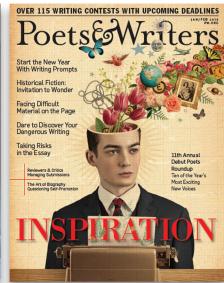


Quarter page ad

Eighth-page ad

New Titles ad





THE ORGANIZATION

Poets & Writers, Inc. is a nonprofit literary organization with over fifty 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.

"I've advertised 6 books of poetry with Poets & Writers.

Each time I leaned heavily on the brilliant design team...

the results have always been beyond expectations.

Composition—text block size—color coordination, as well as placement on the page, have been exceptional, resulting in a measurable increase in sales from the ad. Highly recommended."
—Gary Lemons, author

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