

Poets & Writers

MEDIA KIT 2022



OVER 115 WRITING CONTESTS WITH UPCOMING DEADLINES

JAN/FEB 2016
PW.ORG

Poets & Writers

Start the New Year
With Writing Prompts

Historical Fiction:
Invitation to Wonder

Facing Difficult
Material on the Page

Dare to Discover Your
Dangerous Writing

Taking Risks
in the Essay

Reviewers & Critics
Managing Submissions

The Art of Biography
Questioning Self-Promotion

11th Annual
Debut Poets
Roundup
Ten of the Year's
Most Exciting
New Voices

INSPIRATION

"THEMA literary journal has advertised in POETS & WRITERS MAGAZINE since 1988. We learned very quickly that if an author submitting a story or poem states having seen our ad in POETS & WRITERS, the likelihood that the submission will be a good piece of creative writing more than triples. It is where we find the most creative minds."

—VIRGINIA HOWARD, EDITOR, *THEMA*

THE ORGANIZATION

Poets & Writers, Inc., the publisher of *Poets & Writers Magazine*, is a nonprofit literary organization with over forty 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.



"POETS & WRITERS MAGAZINE has been essential to the growth and success of both our literary journal, ARTS & LETTERS, and our MFA in creative writing program. It is the first place writers look for news about submitting work or applying to graduate programs and other workshops. If you want to expand your audience, P&W is where you begin."

—MARTIN LAMMON,
MFA PROGRAM COORDINATOR,
GEORGIA COLLEGE

Readership: 100,000+
Paid subscribers: 60,000



OUR READERS

- 78% say *Poets & Writers Magazine* is their primary source for information on writing and publishing
- 34% respond to ads in the magazine

Serious writers and active readers

- 64% write poetry
- 58% write fiction
- 45% write nonfiction
- 73% purchase 11 or more books per year
- 45% purchase 21 or more books per year

- 78% have published work in literary magazines, or have published a book of poems, a novel, a book of nonfiction, or a collection of short stories
- 20% have a graduate degree in creative writing
- 54% subscribe to literary journals
- 95% purchase novels or collections of short stories
- 87% purchase creative nonfiction
- 81% purchase books of poetry
- 78% purchase books on writing

Educated and affluent

- 92% are college graduates
- 47% have a master's degree
- 16% have a PhD
- 59% have a household income of over \$60,000
- 32% have a household income of over \$100,000



“Ads in POETS & WRITERS MAGAZINE have helped to define us, to be quite honest. Before we even had books to our name, we advertised in POETS & WRITERS. POETS & WRITERS has given us visibility and credibility. Writers are very aware that we support the publication of our authors’ books through marketing. We have a solid footing in the literary community, in great part due to our long-time presence in the pages of POETS & WRITERS.”

—MARTHA RHODES, DIRECTOR,
FOUR WAY BOOKS

THE MAGAZINE

Poets & Writers Magazine is a trusted companion to over 100,000 serious writers, 78% of whom say our magazine is their primary source of information on writing and publishing. Each issue is packed with practical advice for emerging and established writers, news from the literary world, author profiles, and our vetted listings of grants and awards, recent winners, and conferences and residencies.

ADVERTISING WITH POETS & WRITERS

We’re fortunate now to work with a range of advertisers, including book publishers, graduate writing programs, conferences and residencies, literary magazines, service providers, and literary nonprofits. Our advertisers know that, if they want to reach a large audience of serious writers, there’s no better place than the pages of *Poets & Writers Magazine*. The magazine is also available on digital platforms, including the Kindle, Nook, and iPad.

We offer a range of print options, including display advertising, classifieds, inserts, and gatefold covers. We also offer advertising on pw.org, which receives over 150,000 unique visitors each month; in our biweekly e-newsletter, which reaches over 75,000 subscribers; and in special digital publications. We’re happy to work with advertisers to develop comprehensive media plans to help them achieve their goals.



THE POWER OF COMMUNITY

How Literary Magazines and Small Presses Are Building It on and off the Page

A Social Approach

An Interview With Innovative Publisher Richard Nash

by Gabriel Cohen

BACK in 2001, when he first took over the reins of the Brooklyn, New York-based Soft Skull Press, Richard Nash was so naive about the publishing business that he didn't realize that he was supposed to send galley proofs to reviewers months in advance of the publication date. To be more precise, he didn't even know what a galley

was. By the time he set out to promote the first book under his oversight, Jenny Davidson's *Herdity*, he had gained a better understanding—sort of. “We basically just Xeroxed the manuscript and tape-bound it and sent it to the *New York Times*,” Nash recalls, shaking his head. Amazingly, the paper reviewed the novel.

How did a little indie press manage to

pull off this coup? “I sent a really passionate letter with it,” Nash explains. “It put the lie to every rule we had been told about how book publicity worked, which was the *Times* did not review trade paperback originals—yes, it fucking did—and that you had to have all kinds of fancy stuff that proved that you knew what you were doing.”

That was only the start of Nash's

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ClipboardMagazine

ILLUSTRATION BY ROXANNE DANER

2021 EDITORIAL CALENDAR

January/February • *Inspiration*

Celebrated authors talk about what inspires them and offer practical advice to writers. Also in the issue are our annual feature on debut poetry and our regular listings of grants and awards.

March/April • *Conferences & Residencies*

This issue gives writers time to plan their spring and summer writing getaways. The special section includes firsthand narratives, photos, and information about the most desirable retreats, residencies, and colonies.

May/June • *Writing Contests*

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 & Literary Agents*

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*

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*

In this issue we showcase some of the most innovative independent book and magazine publishers in the business, as well as offer advice and guidance for self-published writers.

“As a young writer, I would read the magazine to find out what was going on—who was teaching where, what magazines were looking for short stories, what summer writing workshops were happening—all of it made me, from a very early age, feel part of a community.”

—A. M. HOMES, AUTHOR,
MAY WE BE FORGIVEN

Poets & Writers

FROM INSPIRATION TO PUBLICATION

ADVERTISING DISPLAY RATES, DEADLINES & SPECS

Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	7,100	6,390	5,680	Two-page spread	5,865	5,279	4,692
Full page	3,950	3,555	3,160	Full page	3,245	2,921	2,596
Half page horizontal	2,240	2,016	1,792	Half page horizontal	1,840	1,656	1,472
Third page vertical	1,745	1,571	1,396	Third page vertical	1,430	1,287	1,144
Quarter page vertical	1,195	1,076	956	Quarter page vertical	985	887	788
Eighth page	715	644	572	Eighth page horizontal	590	531	472
New Titles	420	378	336				
Back Cover	5,355	4,820	4,284				
Inside Front Cover	5,145	4,631	4,116				
Inside Back Cover	4,910	4,419	3,928				

Deadlines

For the year 2022, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Available Everywhere
January/February - <i>Inspiration</i>	October 21	October 28	December 28
March/April - <i>Writing Communities</i>	January 4	January 11	March 1
May/June - <i>Writing Contests</i>	February 17	February 24	April 26
July/August - <i>Debut Fiction, Agents</i>	April 21	April 28	June 28
September/October - <i>Writing Education</i>	June 23	June 30	August 30
November/December - <i>Independent Publishing</i>	August 18	August 25	October 25

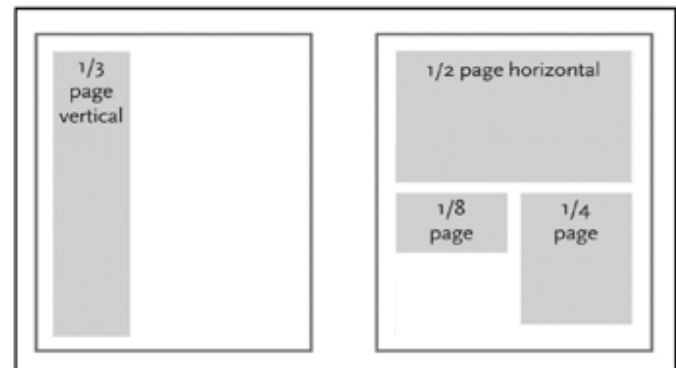
Page Specifications

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.

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