

# Poets & Writers

MEDIA KIT 2024



10 OF THE YEAR'S  
BEST DEBUT POETS

AN AUTHOR'S VIEW  
OF BOOK PROMOTION

TRUTH VS. MYTH  
IN PUBLISHING

WRITING  
PROMPTS

JAN/FEB 2024  
PW.ORG

# Poets & Writers



**THE ALCHEMY OF  
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: 42,000+



## 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 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](http://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.

# TIME TO WRITE, SPACE TO DREAM

INSPIRATION, ADVICE, AND PRACTICAL TIPS TO TURN  
YOUR WRITERS RETREAT FANTASIES INTO REALITY

**52** DREAM BIG, TRAVEL FAR  
International Retreats for Writers  
By Emma Komlos-Hrobsky

**56** FINDING THE TIME (AND MONEY)  
How Real Emerging Writers Make Retreats and  
Conferences Work  
By Ananda Lima

**58** YES YOU CAN  
Grants, Scholarships, and Other  
Support for Retreats

**61** WHAT TO PACK FOR A  
WRITERS RETREAT  
By Ann Hood

Sirenlard

51 POETS & 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*

## 2024 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 • *Writing Communities*

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. *\*In this issue only, authors promoting their own books receive a 40% discount off advertising.*

### September/October • *Writing Education*

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.





## ADVERTISING DISPLAY RATES & DEADLINES

### Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	7,455	6,710	5,964	Two-page spread	6,160	5,544	4,928
Full page	4,150	3,735	3,320	Full page	3,405	3,065	2,724
Half page horizontal	2,350	2,115	1,880	Half page horizontal	1,930	1,737	1,544
Third page vertical	1,830	1,647	1,464	Third page vertical	1,500	1,350	1,200
Quarter page vertical	1,255	1,129	1,004	Quarter page vertical	1,035	932	828
Eighth page	750	675	600	Eighth page horizontal	620	558	496
New Titles	440	396	352				
Back Cover	5,625	5,063	4,500				
Inside Front Cover	5,400	4,860	4,320				
Inside Back Cover	5,155	4,640	4,124				

### Deadlines

For the year 2024, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Available Everywhere
January/February - <i>Inspiration</i>	October 19	October 26	December 26
March/April - <i>Writing Communities</i>	January 3	January 10	February 28
May/June - <i>Writing Contests</i>	February 15	February 22	April 25
July/August - <i>Debut Fiction, Agents</i>	April 18	April 25	June 27
September/October - <i>Writing Education</i>	June 20	June 27	August 29
November/December - <i>Independent Publishing</i>	August 22	August 29	October 24

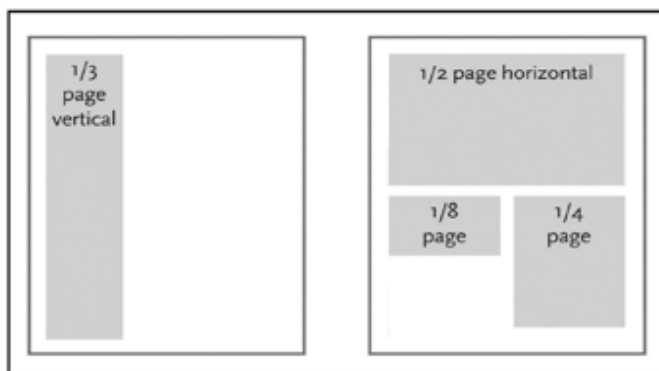
### Page Specifications

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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