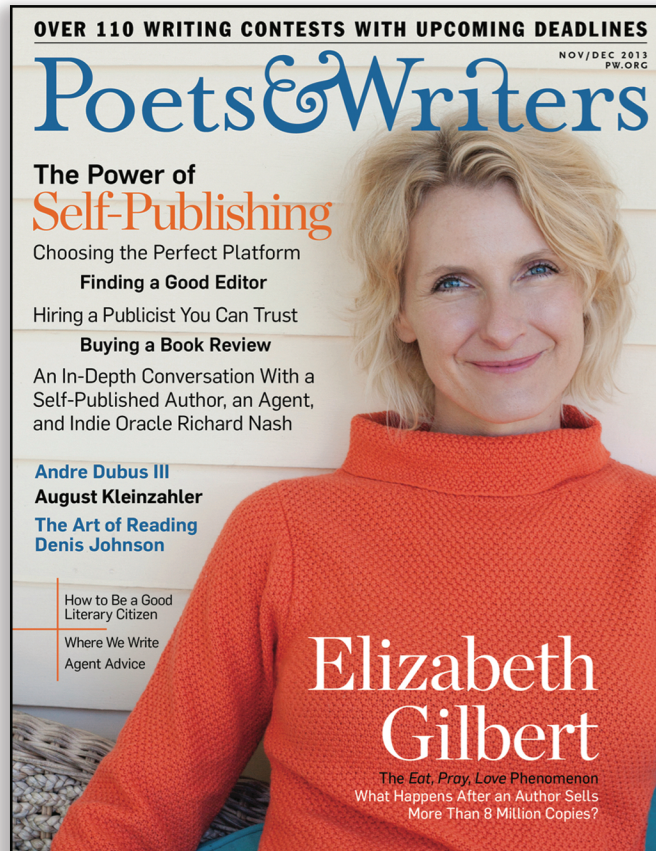


Poets & Writers

50 & FORWARD



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.

*Editorial content is subject to change.

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.

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)

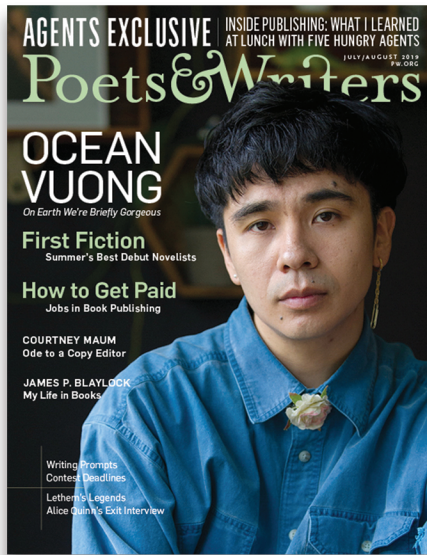
1/3 pg: **\$834** (regularly \$1,390)

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



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

Tim O'Sullivan
Associate Publisher
(212) 226-3586 x 210
tosullivan@pw.org

Amy Feltman
Assistant Director
of Advertising
(212) 226-3586 x 211
afeltman@pw.org