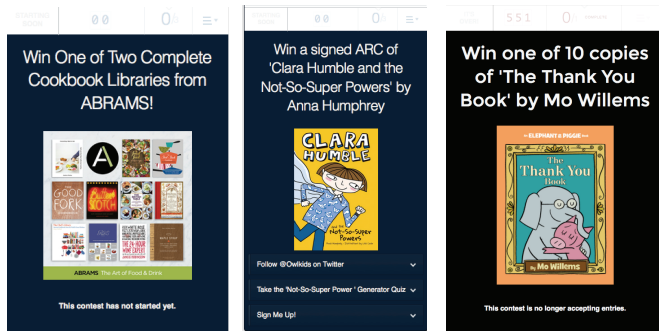


PW-BRANDED SOCIAL MEDIA ADVERTISING

INTEGRATED CONTENT



PW GIVEAWAY PROGRAM

PW delivers! Increase your social media followers and e-mail list names with an integrated campaign that offers your forthcoming or newly released titles as incentive to *PW*'s book-loving audience.



f PW SPONSORED POST

With a reach and influence of **140,000 followers** who like *PW* on Facebook, this program delivers maximum results and high click-through rates, leveraging the integrity of *PW*. This turnkey solution allows for an image, message and dedicated URL to track your successful campaign.



TWITTER
725,000 FOLLOWERS

@PublishersWkly



LINKEDIN
15,500 FOLLOWERS

PublishersWeekly



TUMBLR
36,300 FOLLOWERS

PublishersWeekly



FACEBOOK
140,000 FOLLOWERS

PublishersWkly



PINTEREST
40,000 FOLLOWERS

PubWeekly



INSTAGRAM
900 FOLLOWERS

PWKidsBookshelf

