



**MEDIA PLANNER**  
**2017**

# BRAND OVERVIEW



## PRINT

**3.5 MIL. VIEWS**

*Publishers Weekly* (51 issues)  
*PW Select*  
*PW Announcements Issues*  
*Children's Starred Reviews Annual*  
Special Reports



## PUBLISHERSWEEKLY.COM

**27 MIL. VIEWS**

24/7 News Updates  
Searchable Databases of Reviews and Articles  
Author Interviews



## NEWSLETTERS

**23.2 MIL. VIEWS**

*PW Daily*  
Children's Bookshelf  
*PW Tip Sheet*  
*PW Preview for Librarians*  
Religion BookLine  
The Booklife Report  
Global Rights Report  
*PW Must Reads*

## SOCIAL MEDIA 972,000 FOLLOWERS



## MOBILE

**6.4 MIL. VIEWS**

PublishersWeekly.com  
E-Newsletters

## EVENTS 2,000 INDUSTRY INFLUENCERS

Webcasts  
Star Watch  
Librarians' Lounge  
*PW Discussion Series*  
Global Kids Connect Conference  
PubTech Connect Conference



## BROADCAST

**120,000 LISTENS**

*PW Radio*  
*PW Podcasts*

## Show Daily 80,000 ENGAGED ATTENDEES

BookExpo  
BookCon  
London Book Fair  
Frankfurt Book Fair  
Miami Book Fair

\*Annual tallies



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# AUDIENCE AND REACH



## LIBRARIANS

- Public
- Academic/University
- School (K-12)
- Specialty



## BOOKSELLERS

- Independents
- Nontraditional Retailers
- Online Retailers
- Chain Store Retailers
- Specialty Store Retailers



## CONSUMERS

- Book Enthusiasts



## PROFESSIONALS

- Publishers
- Distributors
- Agents
- Rights Buyers
- Book Manufacturers
- Wholesalers
- Authors
- Members of the Media
- Educators
- Industry Associations
- International Communities

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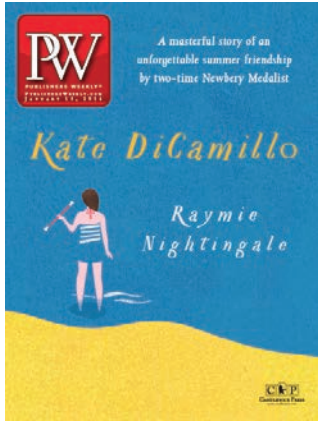
## YEARLY TOTALS OVERVIEW

<i>Publishers Weekly</i> Print Properties' Views .....	<b>3.5 Million</b>
<i>PublishersWeekly.com</i> Page Views .....	<b>27 Million</b>
<i>PublishersWeekly.com</i> Unique Visitors .....	<b>10 Million</b>
E-Newsletter Subscriber Views .....	<b>23.2 Million</b>
<i>Publishers Weekly</i> Mobile Users .....	<b>6 Million</b>
<i>PW</i> Social Media Followers .....	<b>972,000</b>
<i>PW</i> Audio Listens .....	<b>120,000</b>



# PUBLISHERS WEEKLY MAGAZINE

68,000 PRINT AND DIGITAL READERSHIP



*Publishers Weekly* is the international news platform for the bookselling and book publishing industry.

PW CHILDREN'S BESTSELLERS OCTOBER 10-16, 2016			
TOP 10 CHILDREN'S HARDSHIRT PICTURE BOOKS			
1	Dear Mr. Tusk	Illustrated by David Soman	10/10/16
2	Dear Mr. Tusk	Illustrated by David Soman	10/10/16
3	Dear Mr. Tusk	Illustrated by David Soman	10/10/16
TOP 10 CHILDREN'S PAPERBACK BOOKS			
1	Dear Mr. Tusk	Illustrated by David Soman	10/10/16
2	Dear Mr. Tusk	Illustrated by David Soman	10/10/16
3	Dear Mr. Tusk	Illustrated by David Soman	10/10/16



*PW's* spring and fall announcements issues for Adult, Children's, Religion and Audio keep our audience ahead of what is forthcoming from all the publishing houses.

Each weekly issue provides booksellers, librarians and the publishing community the latest statistics about the bestsellers lists.



*PW's* weekly reviews are the most relied upon for book purchasing decisions by the entire book-buying demographic.



*PW Select* is bound in monthly to *PW* and covers indie authors and the self-publishing marketplace.



# PW SHOW DAILY

DISTRIBUTED EACH DAY TO ALL SHOW ATTENDEES

**ROBERT KIYOSAKI**  
WHO'S ON YOUR TEAM? BOOTH 2159

**PW Show Daily** DAY 1  
MAY 1, 2016  
ALL THE BUZZ ON BOOK EXPO AMERICA

**How the Creator of the World Wide Web Sees the Future of Publishing**

By Cathie Bush

Introduction to "Who's on Your Team?" by Robert Kiyosaki, author of the best-selling book *Rich Dad Poor Dad*. Kiyosaki, a financial expert and author, shares his insights on building wealth and success through smart investing and entrepreneurship. He emphasizes the importance of having a mentor and a strong support system, and encourages readers to take control of their financial future.

**CHRIS COLFER'S #1 NEW YORK TIMES BESTSELLING SERIES CONTINUES!**

Today at Booth #478

Chris Colfer's *Diary of a Wimpy Kid* series continues with *Diary of a Wimpy Kid: The Long Haul*. The series has become a cultural phenomenon, inspiring a TV show and a movie. Colfer discusses the challenges of growing up and the importance of staying true to oneself.

Harness the power of the *PW* brand with the most influential sales tool for lead generation at the largest international book fairs around the globe!

Stand out from the crowd with same-day immediacy to build buzz, fuel excitement and deliver leads at your booth by promoting:

- Events
- Signings
- New Titles
- Meet the Author
- Product Demos
- Rights and Licensing

**BOOKCON SHOW DAILY**

Open a Book, Discover New Worlds

**SHOW DAILY @BOOKCON**

**Book of the Month**  
Use code BOOKCONPW for 50% off 3 months!

**LONDON BOOK FAIR**  
Show Dates: 3/14 - 3/16  
Reservations Due: 2/24

**BEA**  
Show Dates: 6/1 - 6/2  
Reservations Due: 5/8

**BOOKCON**  
Show Dates: 6/3 - 6/4  
Reservations Due: 5/8

**FRANKFURT BOOK FAIR**  
Show Dates: 10/11 - 10/13  
Reservations Due: 9/20

**PW Show Daily** London  
TUESDAY 12 APRIL 2016

What Makes a Good Story? collectionPoint 4.0 A Solki Foundation

Re-writing: technology 'cuts two ways'

By a rising young fiction writer, delivered yesterday at the London Book Fair. The author, Andrea Rich, discusses the challenges of writing in a digital age and how technology is changing the way we consume and create stories.

**The Digital Spotlight**  
An in-depth look at everything digital at the fair

**Cenveo publisher services**

**Transformative Publishing Solutions**  
STAND 3B29

**PW Show Daily** Frankfurt  
WEDNESDAY 14 OCTOBER 2015

**SECOND OPINION** by RADHA GOPALAN, MD

Agents bullish on Frankfurt 2015

How big will the big book fair be on the Frankfurt Book Fair? Publishers and agents are optimistic about the fair's growth and the opportunities it offers for new titles and authors.

**The Digital Spotlight**  
An in-depth look at everything digital at the fair

**Rush**

**How many customers are you reaching?**

The world is full of book lovers. We want to make it possible for you to reach them, all with confidence, convenience, and speed.

Visit our new site: [www.ingramcontent.com](http://www.ingramcontent.com)

**INGRAM**



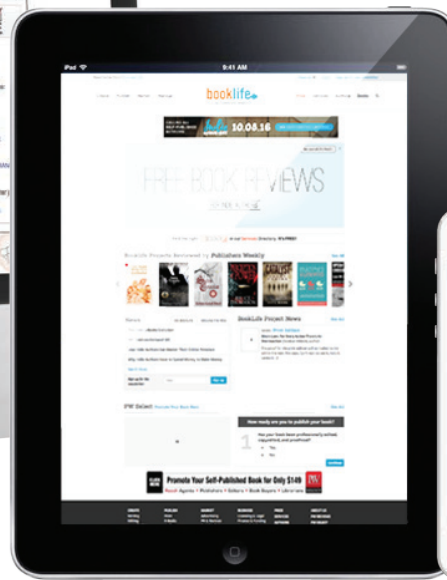


# ONLINE ADVERTISING



**27 MILLION**

Yearly Page Views



**10 MILLION**

Yearly Unique Visitors



## AUDIENCE OVERVIEW



29% M / 71% F



70% Ages 18-54



54% \$50,000 HHI



81% College Grad

## FEATURES

Online-only reviews

Continuous news updates

200,000 archived reviews

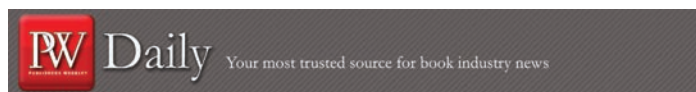
“Buy Book” buttons

Book Trailers

Audio Trailers



# PW E-NEWSLETTERS



## PW DAILY

**41,200 SUBSCRIBERS**

The most important news stories sent daily in this newsletter for the publishing industry.

[Delivered every day M-F]



## TIP SHEET

**64,000 SUBSCRIBERS**

For consumer and trade audiences, a weekly wrap-up of the week's top stories, *PW* Picks and an on-sale calendar with *PW* reviews.

[Delivered every Friday]



## CHILDREN'S BOOKSHELF

**31,800 SUBSCRIBERS**

News coverage dedicated to children's and YA publishing.

[Delivered every Tuesday & Thursday]



## RELIGION BOOKLINE

**13,200 SUBSCRIBERS**

Coverage of the vast category of religion and spirituality publishing.

[Delivered every other Wednesday]



## GLOBAL RIGHTS REPORT

**87,000 SUBSCRIBERS**

Coverage of international rights deals, news and more.

[Delivered every other Wednesday]



## THE BOOKLIFE REPORT

**18,000 SUBSCRIBERS**

News coverage and educational tips sent to the self-publishing community.

[Delivered every Monday]



## PW PREVIEW FOR LIBRARIANS

**13,500 SUBSCRIBERS**

This weekly newsletter is packed with bestsellers lists, top 10 *PW* picks and forthcoming reviews.

[Delivered every Friday]



## NEW! PW MUST READS

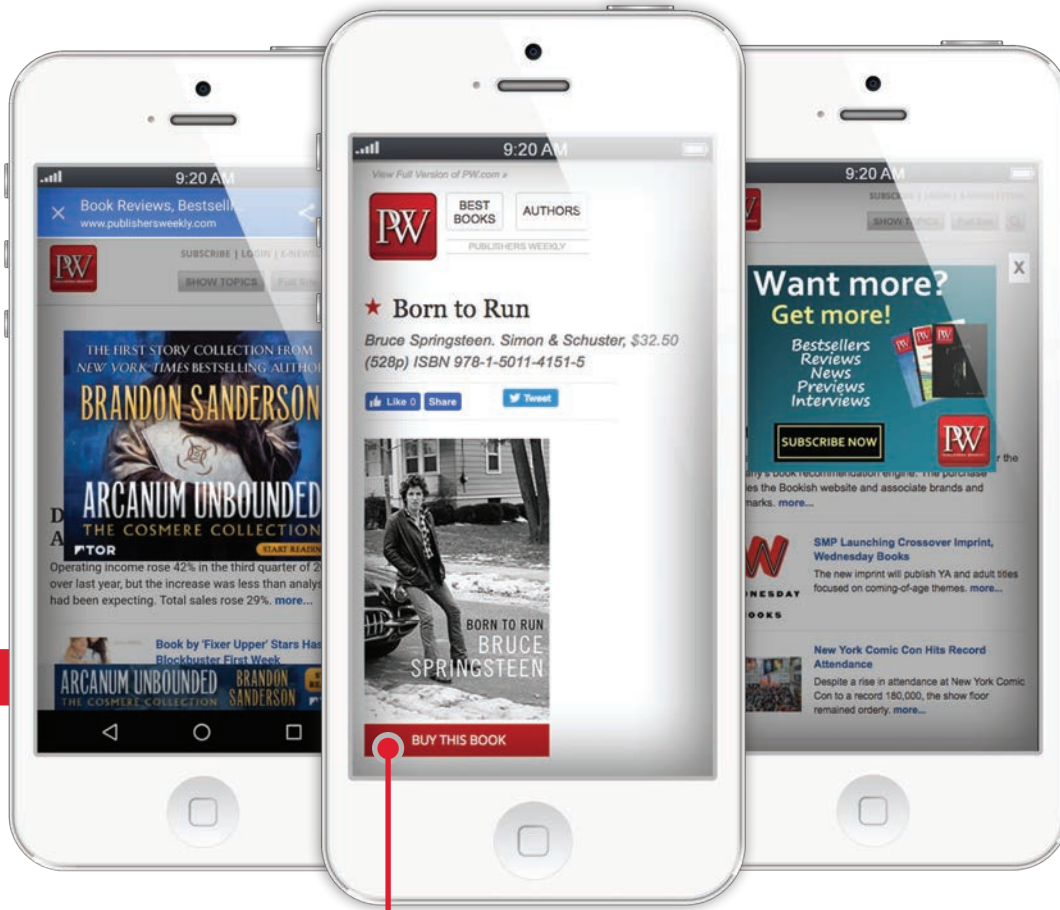
**40,200 SUBSCRIBERS**

Highlights of the week's publishing news.

[Delivered every Sunday]



# MOBILE



**6 MILLION**

Unique Mobile  
Visitors

**6.4 MILLION**

Page Views

*PW* is everywhere you need us!  
*PW*'s responsive mobile web design allows readers easy access to all of *PW*'s exceptional content.

*PW* offers a "Buy Button" for seamless purchase.

Readers get instant access to weekly issues, bestsellers lists, book reviews and breaking news.

## EXCLUSIVE MOBILE ADVERTISING OPTIONS

Slider - Pop-Up Box

**4.1% AVERAGE *PW* MOBILE ADVERTISER CLICK-THROUGH RATE!**





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# BROADCAST

## RADIO SPONSORSHIP AND ADVERTISING AVAILABLE

**4,000+**

Monthly  
Listeners



### **PW RADIO**

A weekly program airing each Friday and on demand. The show is easily accessible from iTunes, iHeartRadio, SoundCloud, MixCloud, Stitcher and others. The show also airs on AudioBookRadio.net.

*PW* Radio provides our audience with a bestsellers roundup, author interviews and news from around the globe.



*PW* hosts two editorially driven podcasts.

### **MORE TO COME**

Covers the comics and graphic novels genre.

### **PW WEEK AHEAD**

Offers book news analysis and is a collaboration between *PW* and the Copyright Clearance Center.



### **PWtv**

A video archive of educational programming and up-close author interviews presented by *PW*.



# NATIVE ADVERTISING

## INTEGRATED CONTENT

**Spotlight On Nancy Bush**  
In her latest romantic thriller, Bush gets inside the mind of a game-obsessed serial killer

**Spotlight On Fredrik Backman**  
The bestselling author's new novel tells a heart story readers will never forget

## PRINT

**Spotlight On** – Align your authors or services with *PW*'s must-read news and features. This exciting integrated advertising opportunity spotlights your author's latest book or your company services.

## E-NEWSLETTER

**PW Extra** – This highly customizable approach dedicates content and advertising to your company by integrating your message in *PW*. This option allows you to choose *PW* newsletter demographic and craft your message, delivering results!

**Children's Bookshelf**  
APRIL IS Wimpy Kid MONTH  
CELEBRATE ALL MONTH LONG  
APRIL 8, 2014  
Wimpy Kid Month Is in Full Swing  
Jeff Kinney's bestselling series with outreach to booksellers, librarians, teachers and young readers themselves.

Available with these *PW* e-newsletters:

- *PW* Daily
- Children's Bookshelf
- Tip Sheet
- Religion BookLine
- The Booklife Report
- *PW* Preview for Librarians



# PW E-BLASTS

## INTEGRATED CONTENT

PW's wildly successful e-blast program provides a turnkey solution and outstanding results for your marketing campaign.

### PW DAILY

36,200 Opt-In Subscribers

### CHILDREN'S BOOKSHELF

28,500 Opt-In Subscribers

### TIP SHEET

57,300 Opt-In Subscribers

### RELIGION BOOKLINE

12,400 Opt-In Subscribers

### THE BOOKLIFE REPORT

13,700 Opt-In Subscribers

### PW PREVIEW FOR LIBRARIANS

11,500 Opt-In Subscribers

### PW MUST READS

36,000 Opt-In Subscribers

### GLOBAL RIGHTS REPORT

76,300 Opt-In Subscribers

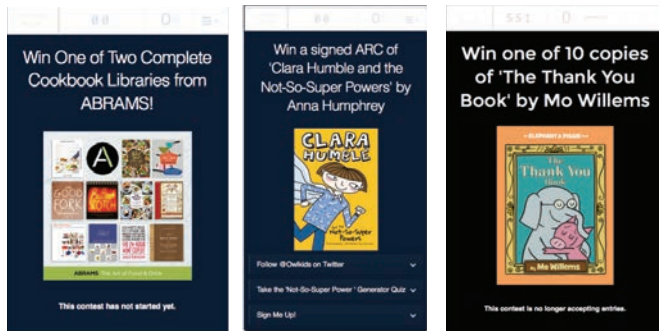
### MEGA-BLAST

102,500 Opt-In Subscribers



# 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





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# PODCASTS

## INTEGRATED CONTENT



*Publishers Weekly's* sponsored podcasts introduce your authors in one-on-one interviews to a highly engaged audience of media, booksellers, librarians and book lovers.

Your author gets an in-depth, intelligent interview posted and promoted on PublishersWeekly.com, with a dedicated landing page and placement on the book's review page.

### **In addition, sponsored podcasts are posted on:**

- PublishersWeekly.com
  - Dedicated Landing Page
  - Author Review Page(s)
- iHeartRadio
- Apple iTunes
- SoundCloud
- Mixcloud
- Stitcher and more!



This program provides a turnkey solution and includes recording, editing and advertising promotion.



**SPONSORED PODCASTS REACH AN AVERAGE OF 4,000 LISTENERS PER WEEK**





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# BOOK TRAILER OF THE DAY

## INTEGRATED CONTENT



An exclusive interactive option to introduce your book to an engaged audience of *PW* Daily subscribers—avid readers, librarians, booksellers and book buyers.

Integrated into the daily newsletter's editorial, readers can easily click on the link to view your video.

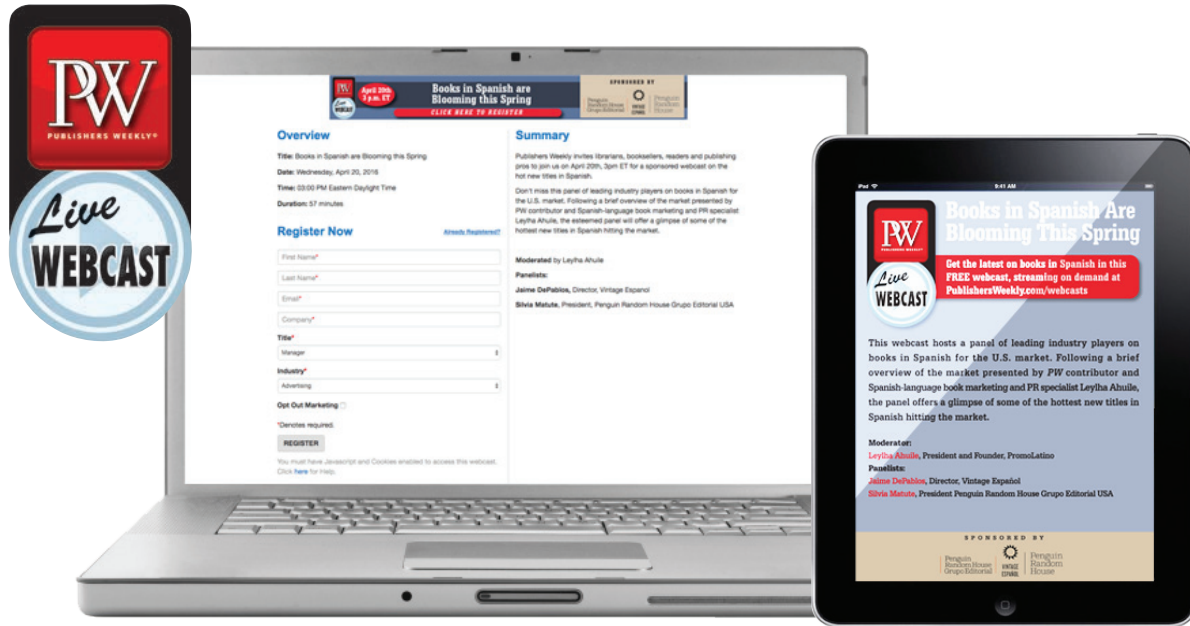
**Book Trailer of the Day** is limited to one per day, giving you prime positioning for promoting your title.

**REACHES AN AVERAGE AUDIENCE OF 41,200 PER ISSUE**



# SPONSORED WEBCASTS

## INTEGRATED CONTENT



ON24 interface allows participants an array of information and social media sharing options.

### Extensive Marketing Campaign:

- 2 Print Ads
- 2 E-Blasts
- Digital Banner Ads on PublishersWeekly.com
- Digital Banner Ads in *PW* E-Newsletters

**EXCLUSIVELY LIMITED TO  
3 SPONSORS PER WEBCAST  
FOR MAXIMUM EXPOSURE!**

### AUDIENCE DEMOGRAPHICS

Booksellers  
Librarians  
Trade  
Consumers  
Book Buyers: Traditional and Chain

### REGISTRANT LEADS OF OPT-IN ATTENDEES

Name  
Company  
Email  
...and more!



# PW EVENTS



In the month of September *PW* combs the publishing industry to find and honor the brightest up-and-coming leaders shaping the future of the industry.

**Sponsorship of this program and evening event are available to select *PW* partners.**



During BEA, *PW* takes over the Librarians' Lounge, providing an intimate space for company executives to rub elbows with influential, decision-making librarians.



A WORLD OF INFORMATION IN A DAY

Join *Publishers Weekly* and the Bologna Children's Book Fair for "Global Kids Connect"—a one-of-a-kind conference featuring the world's leading children's publishing professionals providing the latest information and best strategies to engage audiences on a global scale.



A cocktail party to celebrate the success of the *Publishers Weekly* children's starred review titles, held in conjunction with Global Kids Connect in December. Editors, agents, publishers and others gather to honor authors and illustrators.

**Sponsorship of this event is broken down into two levels:**

1. Platinum Sponsor
2. Gold Sponsor



The most pressing industry topics take center stage in these bimonthly discussions hosted by *Publishers Weekly*. With attendance topping 100 high-level publishing leaders, each of these discussions sets a benchmark for solutions to come.

**Sponsorship is limited to three marketing partners, on a first-come, first-served basis.**



At PubTech Connect, an April conference, more than 200 senior book publishing and media executives from leading companies get inspired to solidify new business strategies, leverage new technology in new, innovative ways and initiate change and change management. Cosponsored by *PW* and NYUSPS Center for Publishing.



# 2017 DIGITAL ADVERTISING SPECIFICATIONS

## PUBLISHERSWEEKLY.COM

### WEBSITE ADVERTISING SPECIFICATIONS

	Unit Measurement Pixels (W X H)	Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)
LEADERBOARD	728 X 90	60 KB	:15
SKYSCRAPER	160 X 600	60 KB	:15
BOOM BOX	336 X 280	60 KB	:15

- We accept jpg, gif, png, Flash and third-party tag files.

	Unit Size Pixels (W X H)	Fileweight	Audio/Video Initiation	Close Box
SLIDER	397x86 40KB Flash	60kb	User Initiated mandatory	

- We accept gif or jpeg format, 3rd-party ad tags for all newsletter and website ads. Gif files can be animated. All ad sizes are a maximum of approximately 60 KB.
- We accept Flash ads for www.PublishersWeekly.com.
- Rich media ads are available at premium rates.
- A URL is required for each position.

## E-NEWSLETTERS

### E-NEWSLETTER SPECIFICATIONS

	Unit Measurement Pixels (W X H)	Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)	Loops
LEADERBOARD	728 X 90	100 KB	:15	Unlimited
SKYSCRAPER	160 X 600	100 KB	:15	Unlimited
BOOM BOX	336 X 280	100 KB	:15	Unlimited
BANNER	368 X 60	100 KB	:15	Unlimited
BOOK TRAILER OF THE DAY	645 X 360			

- jpgs, gif and png files only
- Lead all animated ads with your most important frame.
- Book Trailer of the Day**
  - Headline Text: 45 characters max, including spaces and punctuation
  - Body Text: 350 characters max, including spaces and punctuation
  - Your video must be submitted one week prior to the launch day
  - 645 x 360 px YouTube's preview size; we will resize and overlay the play button

## E-BLAST

### E-BLAST CAMPAIGN SPECIFICATIONS

Acceptable Files	Pixels (W X H)	Maximum File Size	Images
PNG, JPEG OR GIF	600 X 800	5 MB	RGB formatted
HTML	600 X 800	5 MB	*See note below

- Images should be posted on your publicly accessible web server; use absolute code paths to point to them.
- PTO: Contact sales reps for custom-length e-blasts at a premium rate.

\*Begin animated gifs with strongest frame.

**Note:** All e-blast advertisers must provide a subject line along with the email addresses of all test recipients.

**Please email subject line and email addresses to:**

digitalads@publishersweekly.com or enter into the notes section of the portal.

## MOBILE

### MOBILE ADVERTISING SPECIFICATIONS

Placement	Unit Measurement Pixels (W X H)	Maximum Initial Load Size	Maximum Animation Length (Seconds)
MOBILE BANNER AD	320 X 50	15 KB	:15
MOBILE BOX AD	300 X 250	30 KB	:15

- Acceptable Files:** jpg, gif and png
- Implementation Note and Best Practices:** Ensure images are mobile web optimized; do not use Flash assets; landing pages must be optimized for mobile.

**CONTACT:** digitalads@PublishersWeekly.com  
71 West 23rd Street, Suite 1608, New York, NY 10010-4186  
Phone: 212-377-5702 | Fax: 212-377-2733  
Attention: PW Web Advertisement Production Dept.

**PRODUCTION:** Michael Morris, *Publishers Weekly*  
mmorris@publishersweekly.com | 212-377-5505

## INSTRUCTIONS FOR ELECTRONIC SUBMISSIONS

ADS SHOULD BE UPLOADED TO: <https://ads4pw.sendmyad.com>

**First-time users must create an account.**

**Step 1:** Click "Sign up here to send ads" at top right of page.

**Step 2:** Follow instructions and create user name and password.

### UPLOAD INSTRUCTIONS

**Step 1:** Choose the newsletter, e-blast or PublishersWeekly.com for "Media Profile"

**Step 2:** Fill in required fields, choose ad type and click the "+" sign.

**Step 3:** Enter click-through URL and run dates, choose your ad unit and select the file from your hard drive.

**Step 4:** Review and confirm by clicking "Approve Ad." You will receive an e-mail confirmation that your ad has been received and meets our specifications.

\*Note: All e-blast advertisers will be contacted prior to deployment with a test preview, for review and approval. **For questions or concerns, contact our production department:** digitalads@PublishersWeekly.com



# 2017 PRINT SPECIFICATIONS

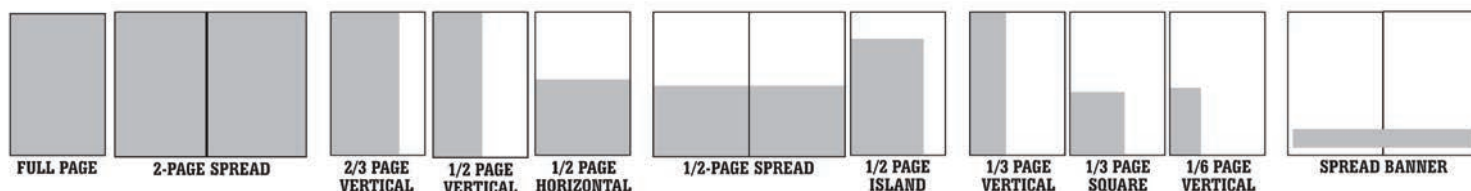
Upload ads at 300 dpi in PDFx1a format to [ads4pw.sendmyad.com](http://ads4pw.sendmyad.com). First-time users must create an account. 4-color and black-and-white creative is supported.

ADVERTISING SPECS			
AD SIZE	TRIM	BLEED	NON-BLEED
FULL PAGE	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"	7 X 9 3/4"
2-PAGE SPREAD	15 3/4" X 10 1/2"	16" X 10 3/4"	15" X 9 3/4"
2/3 PAGE VERTICAL	-	-	4 1/2" X 9 3/4"
1/2 PAGE VERTICAL	3 7/8" X 10 1/2"	4 1/8" X 10 3/4"	3 1/2" X 9 3/4"
1/2 PAGE HORIZONTAL	7 7/8" X 5 3/8"	8 1/8" X 5 5/8"	6 3/4" X 4 3/4"
1/2 PAGE SPREAD	15 3/4" X 5 3/8"	16" X 5 5/8"	15" X 4 3/4"
1/2 PAGE ISLAND	-	-	4 1/2" X 7 1/4"
1/3 PAGE VERTICAL	2 5/8" X 10 1/2"	2 7/8" X 10 3/4"	2 1/8" X 9 3/4"
1/3 PAGE SQUARE	5" X 5 1/8"	5 1/4" X 5 1/2"	4 1/2" X 4 3/4"
1/6 PAGE VERTICAL	-	-	2 1/8" X 4 3/4"
SPREAD BANNER	15 3/4" X 2"	16" X 2 1/2"	15" X 1 5/8"

## PLEASE NOTE:

**BLEED:** Include 1/8" bleed on all sides should creative call for it; offset all printer marks by at least 1/8" from trim.

**LIVE AREA:** Be sure all important text and information is 1/4" in from trim on all sides (bleed ads only).



## COVER SPECIFICATIONS



**MAILING LABEL:** Leave free from images or text a 4" X 2" area from Trim on the bottom left-hand corner; important information may be covered in this area.

Do not leave these spaces blank, allow your background to flow into these areas without placing any important text or images there. We will place our logo and mailing label in the appropriate position.

**PW LOGO:** The *Publishers Weekly* logo is placed in the upper left-hand corner and measures 2 5/8" x 2 5/8" from Trim.

## 4-PAGE COVER

**TRIM:** 7 7/8" X 10 1/2"

**BLEED:** 8 1/8" X 10 3/4"

**C1:** FRONT COVER

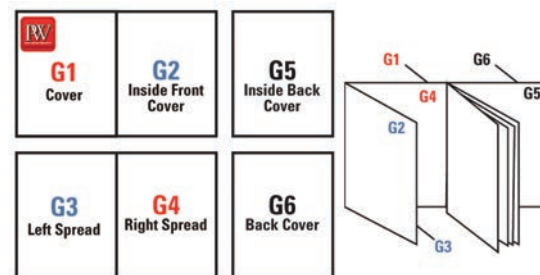
**C2:** INSIDE FRONT COVER

**C3:** INSIDE BACK COVER

**C4:** BACK COVER

## 6-PAGE GATEFOLD COVER

PAGE	TRIM	BLEED	NON-BLEED
G1 COVER	7 5/8" X 10 1/2"	7 7/8" X 10 3/4"	7" X 9 3/4"
G2 INSIDE FRONT COVER	7 3/8" X 10 1/2"	7 5/8" X 10 3/4"	7" X 9 3/4"
G3 INSIDE LEFT SPREAD	7 3/8" X 10 1/2"	7 5/8" X 10 3/4"	7" X 9 3/4"
G4 INSIDE RIGHT SPREAD	7 5/8" X 10 1/2"	7 7/8" X 10 3/4"	7" X 9 3/4"
G5 INSIDE BACK COVER	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"	7" X 9 3/4"
G6 BACK COVER	7 7/8" X 10 1/2"	8 1/8" X 10 3/4"	7" X 9 3/4"



**PRODUCTION:** Kady Francesconi - [kadyf@publishingexperts.com](mailto:kadyf@publishingexperts.com), 646-807-4114  
Publishing Experts, Inc., 71 West 23rd St. Suite 1600 10010

