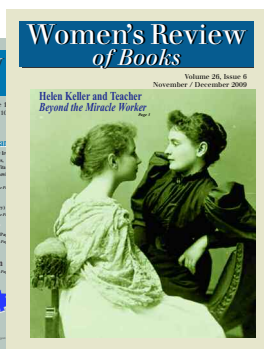
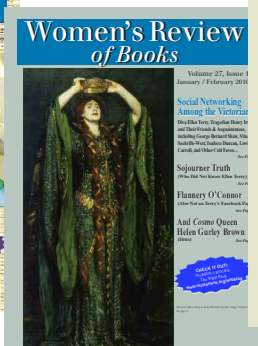
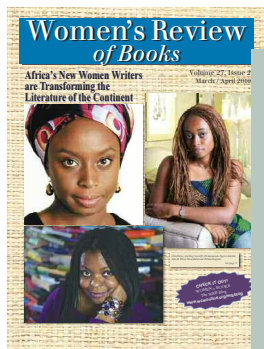


Women's Review of Books



What is *Women's Review of Books*?

Founded in 1983 at the Wellesley Centers for Women, *Women's Review of Books* is a tabloid-format book review publication, which appears bimonthly. As the only publication devoted solely to reviewing books by and about women, it is an influential voice in the field of women's writing.

What does *Women's Review of Books* publish?

We specialize in in-depth, essay-style reviews of recently published women's studies books, and literary fiction, poetry, and memoir by women. We also offer lively letters to the editor, essays, author interviews, photography, comics, and poetry.

What kind of advertising does it carry?

As a book review publication, we carry ads from university presses, trade houses, and small presses across the US, Canada, and overseas.

Other advertisements announce academic faculty and staff vacancies across North America, the UK, and Australia, as well as journals, conferences, literary prizes, calls for papers, vacation opportunities, writers' and artists' workshops, and editorial and other services.

Both boxed, display advertisements (run alongside the editorial text), charged by the column inch, and classified section (line) advertisements, charged by the word, are available in each issue.

Why advertise in *Women's Review of Books*?

Women's Review of Books offers advertisers access to a targeted, motivated consumer market of opinion shapers and cultural gatekeepers, women who use the information they get from us to speak, to write, and to act on their convictions in their communities. Our readers buy books, seek academic faculty and staff positions, attend academic and professional conferences, and travel widely. They tell us that they rely on the advertising as well as the editorial features in our pages to stay informed. A multiyear survey of subscribers carried out during the 1990s found that eighty percent of our subscribers buy twenty or more books every year, and that sixty-four percent had responded to ads they saw in the *Women's Review* in the past year.

2010/2011 Display Advertising Rates and Specifications

- Full page: \$2,781
- Half page: \$1,598
- One-third page: \$1,112
- Quarter page: \$851
- One-sixth page: \$469
- Classified ads: \$3.00 per word



Special Placements

- Back page/cover 4: \$2,948
- Centerfold 2-page spread: \$6,010
- 1st full right-hand page: \$2,892
- 2nd full right-hand page: \$2,862
- 3rd full right-hand page: \$2,835
- Page 3 (1/2 page): \$1,701
- Color Charge: \$1,020

Display Advertising Discounts

Small Press/Author Discounts

- 1/6 page: \$269 • 1/4 page: \$492 • 1/3 page: \$644
- 1/2 page: \$919 • 3/4 page: \$1,115 • Full page: \$1,377

Frequency discounts:

- 4-5 insertions: **5 percent**
- 6-11 insertions: **10 percent**
- 12 or more insertions: **20 percent**
- 15 percent** to nonprofit organizations.

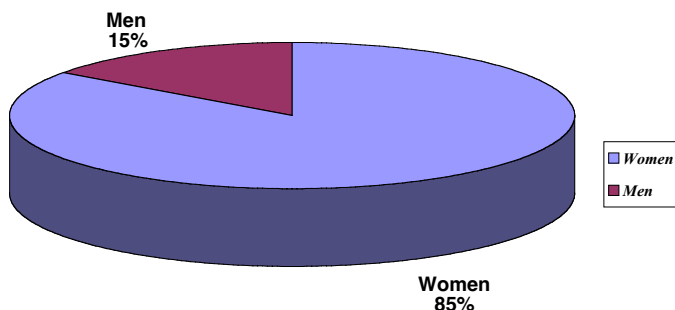
15 percent commission to recognized advertising agencies (except where advertiser has claimed nonprofit discount). Commission is taken on the discounted (net) cost of the insertions, after any frequency or other discounts, calculated progressively, have been subtracted.

Circulation

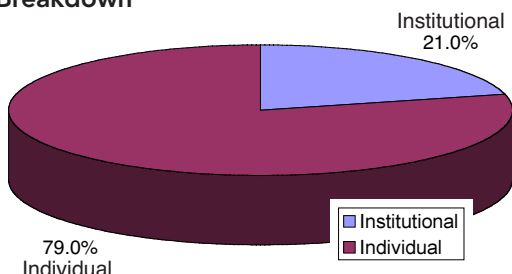
- Estimated paid circulation: 5,000
- Per issue readership: 15,000

Demographics

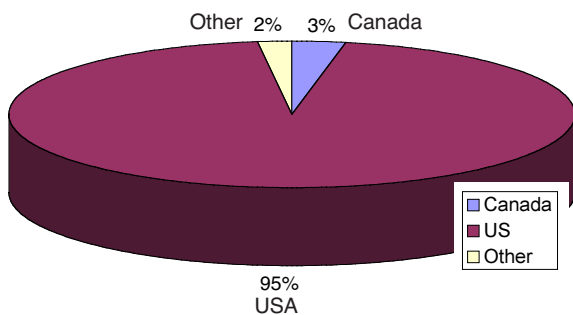
Gender



Women's Review of Books Readership Breakdown

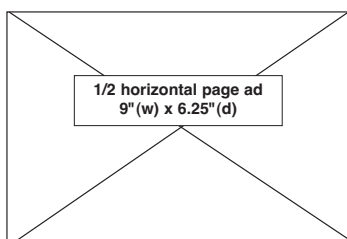
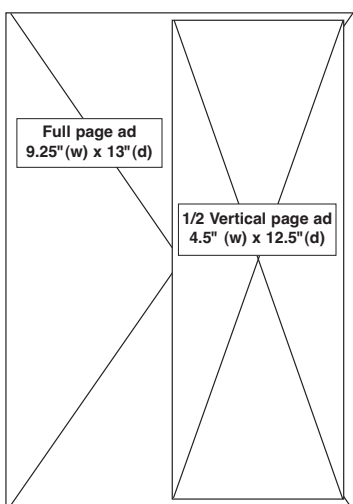
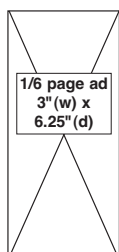
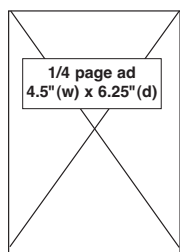
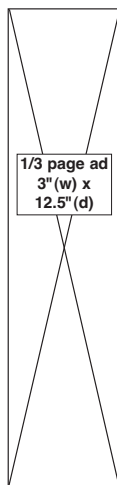


Readership Demographics (Country of Residence)



Mechanical Specifications

- Advertising materials should be supplied electronically as hi-res (print-ready) pdf files. All fonts must be embedded and all color created and saved as cmyk.
- Ads may be submitted directly in QuarkXPress. Please include all fonts and any high-resolution graphic files. All graphics should be scanned in at no less than 300 dpi.
- Ads created on other platforms may be submitted if the final files are saved as one of the following: PDF, TIFF, EPS or jpeg (jpeg files must be saved at the highest quality level).
- All ads should be submitted with a laser proof.
- For an additional \$95.00 have an ad-agency-quality ad created from your business card, corporate website or company brochure. An electronic version of your ad will be available at no additional cost.



Schedule

ISSUE	Booking Deadline	Materials Deadline
Jan-Feb	November 10, 2010	November 15, 2010
Mar-Apr	January 19, 2011	January 24, 2011
May-Jun	March 14, 2011	March 21, 2011
Jul-Aug	May 11, 2011	May 16, 2011
Sept-Oct	July 13, 2011	July 18, 2011
Nov-Dec	September 14, 2011	September 19, 2011

TERMS & CONDITIONS

ALL ADVERTISING IS INVOICED NET 30 DAYS UPON APPROVED CREDIT AND IS PAYABLE IN US DOLLARS. OVERDUE ACCOUNTS WILL BE ASSESSED A 2% PER MONTH (24% PER ANNUM) FINANCE CHARGE. PAST-DUE ACCOUNTS WILL FORFEIT ALL FREQUENCY AND AGENCY DISCOUNTS. POSITIONING OF ADVERTISING IS AT THE DISCRETION OF THE PUBLISHER, EXCEPT WHERE SPECIAL POSITION IS GUARANTEED BY CONTRACT. VERBAL COMMITMENTS TO ADVERTISE ARE LEGALLY BINDING. NO CANCELLATIONS WILL BE ACCEPTED AFTER THE SPACE-CLOSING DATE FOR EACH ISSUE. AGENCY DISCOUNTS ARE EXTENDED ONLY TO RECOGNIZED, INDEPENDENT AD AGENCIES. THE ADVERTISER AND ITS AGENCY ASSUME LIABILITY FOR ALL CONTENTS, INCLUDING TEXT AND/OR ILLUSTRATIONS, OF ANY ADVERTISEMENT PRINTED. THE ADVERTISER AND ITS AGENCY SHALL BE HELD JOINTLY AND LIABLE FOR MONIES DUE THE PUBLISHER FOR ADVERTISING PUBLISHED. THE ADVERTISER AND ITS AGENCY, BY RESERVING AD SPACE, WILL BE PRESUMED TO HAVE READ THIS BROCHURE AND AGREED TO ALL CONDITIONS HEREIN WITHOUT ANY FURTHER CONTRACT OR NOTICE.

Advertising Booking Form

Organization: _____

Contact Person: _____

Telephone: _____

E-mail: _____

Billing Address: _____

Color requirements: Color Black & white _____

Issue (Month): _____

Special Placement: _____

Please forward all advertising inquires to:

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Philadelphia, PA 19123 USA

Tel: 215 925-4390

Fax: 215 925-4371

E-mail: ian@oldcitypublishing.com

www.oldcitypublishing.com