
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 and gender studies books, and literary fiction, poetry, and memoir by women. We also offer 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 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 *WRB* in the past year.

2017/2018 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

Online Advertising Opportunities are Available!
Please contact Ian Mellanby to request further information:
ian@oldcitypublishing.com

Advertisers paying the listed display rates qualify for a free two-month banner web ad.

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.

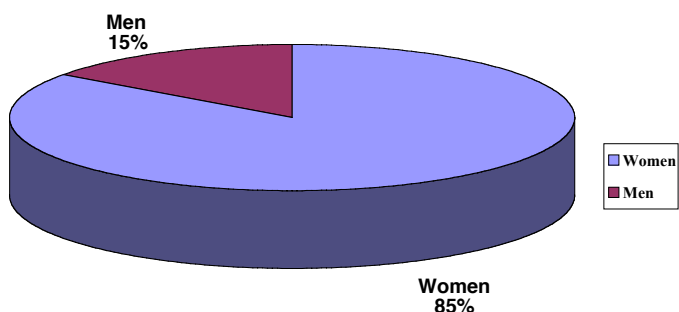
15 percent commission to recognized advertising agencies (except where advertiser has claimed nonprofit discount). Commission is taken on the discounted (net) cost of the insertions, after any frequency or other discounts, calculated progressively, have been subtracted.

Circulation

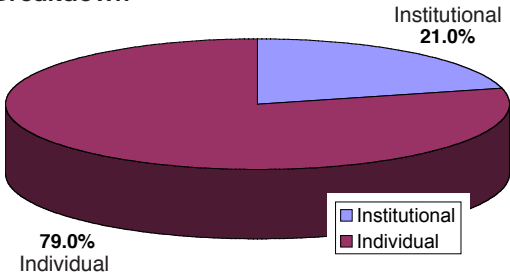
- Estimated paid circulation: 5,000
- Per issue readership: 15,000

Demographics

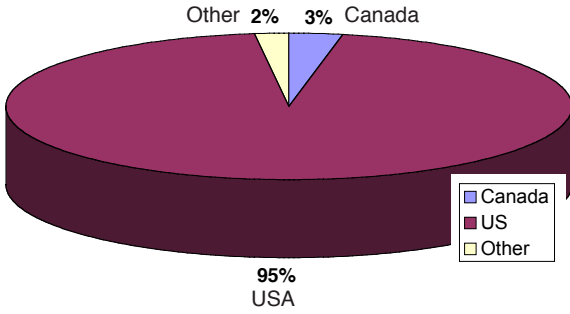
Gender



Women's Review of Books Readership Breakdown

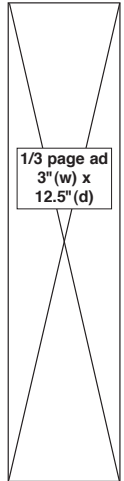


Readership Demographics (Country of Residence)



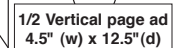
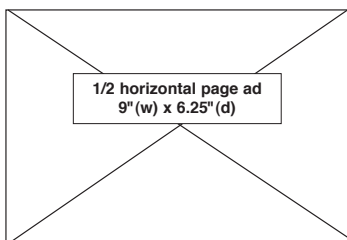
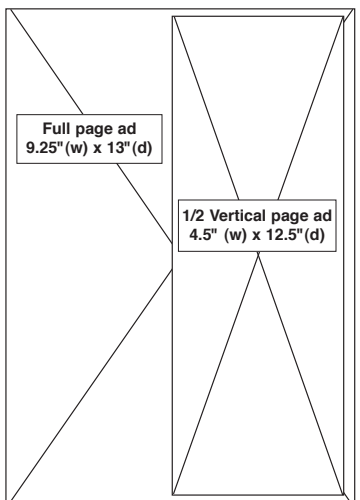
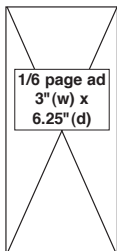
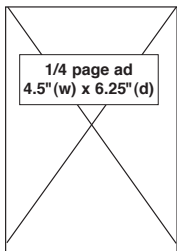
Print Specifications

- 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. Graphics should be scanned in at no less than 300 dpi.
- 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.



Online Advertising Banner Ad Specifications

- **Online Banner Ads** should be submitted as PNG files (JPEG files are also accepted). Width not to exceed 225 pixels per inch. Depth not to exceed 475 pixels per inch. Please be sure to remember to provide any relevant links to your banner ad. **Online-only ads** are also available e-mail: ian@oldcitypublishing.com for details.



Schedule

ISSUE	Booking Deadline	Materials Deadline
Jan-Feb	November 13, 2017	November 20, 2017
Mar-Apr	January 16, 2018	January 22, 2018
May-Jun	March 8, 2018	March 15, 2018
Jul-Aug	May 10, 2018	May 21, 2018
Sept-Oct	July 9, 2018	July 16, 2018
Nov-Dec	September 7, 2018	September 14, 2018

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:

Ian Mellanby
Old City Publishing, Inc.
628 North 2nd Street
Philadelphia, PA 19123 USA
Tel: 215 925-4390
Fax: 215 925-4371
E-mail: ian@oldcitypublishing.com

www.oldcitypublishing.com