



# Get In. Stand Out.

MEDIA PLANNER 2019





**PW** PUBLISHERS WEEKLY  
FEBRUARY 13, 2017

Quercus Celebrates  
**Five Years**  
on Sale

The  
World,  
in Books

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SEPTEMBER 18, 2016

The Shadowhunter World will never be the same.

**Queen of Air and Darkness**  
The epic conclusion to  
**CASSANDRA CLARE'S**  
bestselling THE DARK ARTIFICES series

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OCTOBER 2, 2017

DK

**REMARKABLE BOOKS**

**REMARKABLE GIFTS**

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**ADULT ANNOUNCEMENTS**

**SPRING**

Our editors highlight more than 750 forthcoming titles and pick their top 10 books in each of 15 categories

PUBLISHERS WEEKLY ■ THE INTERNATIONAL NEWS MAGAZINE OF BOOKS, PUBLISHING AND PROMOTIONS

**PW** PUBLISHERS WEEKLY

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**THE DARK KNIGHTS RISE!**

From the #1 New York Times best-selling creative team  
**SCOTT SNYDER • GREG CAPULLO**

**DARK NIGHTS METAL**

**PW** PUBLISHERS WEEKLY

BookExpo Has a **NEW LOOK**

Our preview of **BOOK EXPO | bookcon**

New York will host the book world

**PW** PUBLISHERS WEEKLY

**WINTER INSTITUTE**

Memphis will play host to 675 booksellers

Keynote speakers include Pamela Paul and Sarah Jessica Parker

We round up authors to watch

**We  
Wrote  
the  
BOOK  
on  
Publishing**

**84,000,000**

Web Ad Impressions Yearly

**32,000,000**

Web Page Views Yearly

**14,500,000**

Opened Emails Yearly

**14,000,000**

Unique Visitors Yearly

**1,150,000**

Social Followers

**1,000,000**

Print Copies



# Publishers Weekly

## The Most Powerful Brand in the Business

With nearly 150 years of history as a **pioneer & leader**, *PW* today is a global publication providing unparalleled reach to an ardent audience of industry professionals and devoted consumers around the globe.

 **51**

Issues

 **15**

Special Supplements

 **68K**

Print & Digital Readers

9,000 Yearly Reviews

24/7 Breaking News

Influential Announcements

Special School & Library Coverage

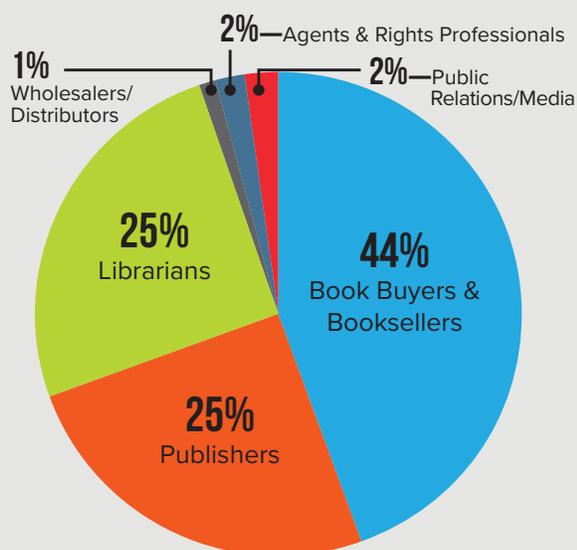
U.S. & International Trade Show Coverage

Exclusive Author Interviews

Retail News & Bestsellers Lists

Original Research & Industry-Wide Surveys

### AUDIENCE



 **1.15M**  
Followers

# PW Show Daily

## The World Within Reach

The consummate guide to all leading international trade shows, Show Dailies are **unique opportunities** to optimize your investment and stand out in a crowded marketplace. Distributed on-site throughout each venue, Show Dailies are the most **potent** tool for increasing visibility, driving traffic and boosting sales on the spot. And awareness extends far beyond a single event with supplements circulated to *PW's* loyal print and digital readership of **68K**, ensuring you never get lost in the crowd.



**LONDON BOOK FAIR**  
March 12–14

**BOLOGNA CHILDREN'S BOOK FAIR**  
April 1–4

**BOOKEXPO**  
May 29-31

**BOOKCON**  
June 1-2

**FRANKFURT BOOK FAIR**  
October 16-20

**BOOKCON SHOW DAILY**  
Sunday, June 1, 2018

- EVENTS
- AUTHOR SIGNINGS
- NEW TITLES
- PRODUCT DEMOS
- RIGHTS & LICENSING

# PublishersWeekly.com Always On

PublishersWeekly.com provides **continuous access** to millions of monthly readers whenever and wherever they plug in. Tap the potential of this powerful resource to connect, influence and create top-of-mind awareness with a **global audience on the go**.

## PW.COM

**2.7M** Monthly Page Views

**1.2M** Monthly Unique Visitors

## MOBILE USERS

**480K** Monthly Page Views

**.66%** Average Mobile Banner Click-Through Rate

**71%** North America

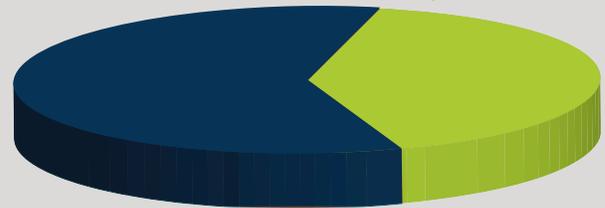


**29%** Europe, Asia & Australia

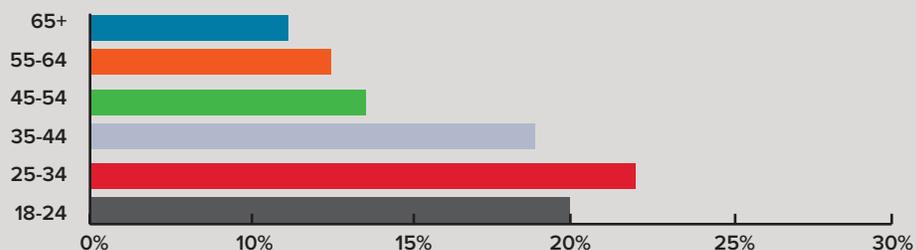
**59.3%** Female



**40.7%** Male



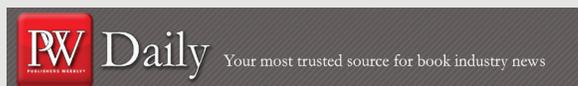
## AGE



# Leading Targeted E-Newsletters Go Direct. Get Results.

**25%** Average Newsletter  
Open Rate

**5.4%** Average Newsletter  
Engagement



## PWDAILY

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

**42K Subscribers**

[Delivered every day M–F]



## TIP SHEET

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

**90K Subscribers**

[Delivered every Friday]



## CHILDREN'S BOOKSHELF

News coverage dedicated to children's and YA publishing

**31K Subscribers**

[Delivered every Tuesday & Thursday]



## RELIGION BOOKLINE

Coverage of the vast category of religion and spirituality publishing

**11K Subscribers**

[Delivered every other Wednesday]



## GLOBAL RIGHTS REPORT: PW DEALS

Coverage of international rights deals, news and more

**68K Subscribers**

[Delivered every Friday]



## THE BOOKLIFE REPORT

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

**21K Subscribers**

[Delivered every Monday]



## PWPREVIEW FOR LIBRARIANS

A weekly newsletter packed with bestsellers lists, top 10 *PW* picks and forthcoming reviews

**15K Subscribers**

[Delivered every Friday]



## PWMUST READS

Highlights of the week's publishing news

**37K Subscribers**

[Delivered every Sunday]

# PW: Get More Multiple Channels Mean More Opportunity

PW's turnkey programs and integrated marketing solutions deliver engagement and generate leads while marrying your message with PW's authoritative editorial voice for superior results and unbeatable campaigns.

## WEBSITE TAKEOVER

Be the sole advertiser for a **full 24 hours** across the entire site. Take control and **dominate the competition.**



## SPONSORED POSTS

Reach up to

- » **156K** Newsletter Subscribers
- » **25%** Average Newsletter Open Rate
- » **5x** the Engagement of a Typical Display Ad



### The Groundbreaking Debut Novel

Enter for a chance to win the most buzzed about book of the year, 'Children of Blood and Bone' by Tomi Adeyemi. (Sponsored) [Enter Here](#)

## GIVEAWAY PROGRAM

Reach up to

- » **1M+** Social Media Followers
- » **1M** Online Readers
- » **156K** Newsletter Subscribers
- » **62%** Engagement

### Book Giveaway

Win a copy of 'Children of Blood and Bone' by Tomi Adeyemi!



[ENTER HERE](#)

## TARGETED SPONSORED E-BLASTS

- » **95K** Opt-in Subscribers
- » **32.5%** Average Open Rate
- » **3.4%** Average E-Blast Click-Through Rate
- » **12** Defined Lists. Countless Combinations.



## NATIVE ADVERTISING

With print & online versions reach up to

- » **1M+** Social Media Followers
- » **1M** Online Readers
- » **156K** Newsletter Subscribers
- » **68K** Print & Digital Readers



# PW Podcasts

## When We Speak Readers Listen

PW's sponsored podcasts are the ideal avenue to showcase fresh talent, bold concepts and game-changing authors. Engage with our most ardent fans and **be heard**.

**3** Sponsored Podcasts

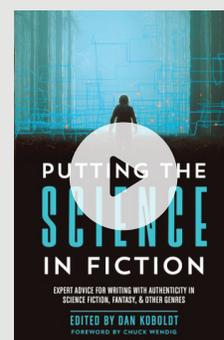
**5,000** Average Monthly Listeners

**ALL THE LATEST TRENDS**



### LITCAST

In-depth interviews with fiction and nonfiction authors shaping the literary landscape.



### KIDSCAST

Children's, middle grade and YA authors and illustrators talk process, craft and characters and even get a little personal.



PW KidsCast: A Conversation with Tami Charles



### FAITHCAST

Inspiration, wisdom and coping strategies from authors of religious and spiritual titles in conversation with a PW editor.



PW FaithCast: A Conversation with Robert Wolgemuth





# Contact

## ADVERTISING AND SALES

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