**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

Twitter
Facebook
LinkedIn
Tumblr
Instagram
Pinterest
Google+

**MOBILE**

6.4 MIL. VIEWS

PublishersWeekly.com
E-Newsletters

**BROADCAST**

120,000 LISTENS

*PW* Radio
*PW* Podcasts

**EVENTS**

2,000 INDUSTRY INFLUENCERS

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

*Annual tallies
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

YEARLY TOTALS OVERVIEW

*Publishers Weekly Print Properties’ Views* .......................................................... 3.5 Million
*PublishersWeekly.com Page Views* ................................................................. 27 Million
*PublishersWeekly.com Unique Visitors* ......................................................... 10 Million
*E-Newsletter Subscriber Views* ................................................................. 23.2 Million
*Publishers Weekly Mobile Users* ................................................................. 6 Million
*PW Social Media Followers* ................................................................. 972,000
*PW Audio Listens* ................................................................. 120,000
Publishers Weekly is the international news platform for the bookselling and book publishing industry.

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

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.

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.
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
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]
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!
BROADCAST

RADIO SPONSORSHIP AND ADVERTISING AVAILABLE

**4,000+**

Monthly Listeners

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**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.

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**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*. 
Dear Reader,

As this stalker homes in on his target, it becomes clear that he's drawn Andi into a game she never intended to play.

Meanwhile, she begins to put her life back together, unaware that her problems are being exacerbated by a killer who has her in his sights. “I like games. Amazing what you can dream up when social conventions are gone,” Bush says. “It’s passionate, sad, and hopeful—is set, partly, in the dreamscape of the grandfather’s dad and his boy.

What makes The Killing Game so powerful is Bush’s deep interest in—even sympathy for—her most of the time. Most of all it’s about time. While we still have it.

Thank you for giving this story yours.

Sincerely,

[Nancy Bush]

© edward

About the novel... 

Dear Reader,

And Every Morning the Way Home Gets Longer and Longer is a fable of sorts, the impressionistic story of a grandfather who, perhaps not by accident, dreams of his son and his son’s son. There is a circularity to the story, which is on the brink of bankruptcy.

Starting out writing with her sister, the bestselling author Nancy Bush gets inside the mind of a killer who is a master game player, “but I also wanted to merge her favorite fiction genres: romance and suspense in the story, which was not the norm at the time. Even then Bush had the greatest minds I know, about missing someone who is still here, and how I wanted to explain it all to my children. I’m letting it go now, for what it’s worth.

What makes The Killing Game so powerful is Bush’s deep interest in—even sympathy for—her most of the time. Most of all it’s about time. While we still have it.

Thank you for giving this story yours.

Sincerely,

[Nancy Bush]
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**

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**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.

---

**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.

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**TWITTER**

725,000 FOLLOWERS

@PublishersWkly

---

**LINKEDIN**

15,500 FOLLOWERS

PublishersWeekly

---

**TUMBLR**

36,300 FOLLOWERS

PublishersWeekly

---

**FACEBOOK**

140,000 FOLLOWERS

PublishersWkly

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**PINTEREST**

40,000 FOLLOWERS

PubWeekly

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**INSTAGRAM**

900 FOLLOWERS

PWKidsBookshelf
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
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**
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

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

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**AUDIENCE DEMOGRAPHICS**
- Booksellers
- Librarians
- Trade
- Consumers
- Book Buyers: Traditional and Chain

**REGISTRANT LEADS OF OPT-IN ATTENDEES**
- Name
- Company
- Email
- ...and more!
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.

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

PUBLISHERS WEEKLY.COM

WEBSITE ADVERTISING SPECIFICATIONS

<table>
<thead>
<tr>
<th>Unit</th>
<th>Measurement</th>
<th>Maximum Initial Download Fileweight</th>
<th>Recommended Animation Length (Seconds)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(W X H)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEADERBOARD</td>
<td>728 X 90</td>
<td>60 KB</td>
<td>:15</td>
</tr>
<tr>
<td>SKYSCRAPER</td>
<td>160 X 600</td>
<td>60 KB</td>
<td>:15</td>
</tr>
<tr>
<td>BOOM BOX</td>
<td>336 X 280</td>
<td>60 KB</td>
<td>:15</td>
</tr>
</tbody>
</table>

- We accept jpg, gif, png, Flash and third-party tag files.
- Images should be posted on your publicly accessible web server; digitalads@publishersweekly.com or enter into the notes section of the portal.
- A URL is required for each position.

E-NEWSLETTERS

E-NEWSLETTER SPECIFICATIONS

<table>
<thead>
<tr>
<th>Unit</th>
<th>Measurement</th>
<th>Maximum Initial Download Fileweight</th>
<th>Recommended Animation Length (Seconds)</th>
<th>Loops</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>(W X H)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEADERBOARD</td>
<td>728 X 90</td>
<td>100 KB</td>
<td>:15</td>
<td></td>
</tr>
<tr>
<td>SKYSCRAPER</td>
<td>160 X 600</td>
<td>100 KB</td>
<td>:15</td>
<td></td>
</tr>
<tr>
<td>BOOM BOX</td>
<td>336 X 280</td>
<td>100 KB</td>
<td>:15</td>
<td>Unlimited</td>
</tr>
<tr>
<td>BANNER</td>
<td>368 X 60</td>
<td>100 KB</td>
<td>:15</td>
<td></td>
</tr>
<tr>
<td>BOOK TRAILER</td>
<td>645 X 360</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 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

<table>
<thead>
<tr>
<th>Acceptable Files</th>
<th>Pixels (W X H)</th>
<th>Maximum File Size</th>
<th>Images</th>
</tr>
</thead>
<tbody>
<tr>
<td>PNG, JPEG OR GIF</td>
<td>600 X 800</td>
<td>5 MB</td>
<td>RGB formatted</td>
</tr>
<tr>
<td>HTML</td>
<td>600 X 800</td>
<td>5 MB</td>
<td>*See note below</td>
</tr>
</tbody>
</table>

- 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

<table>
<thead>
<tr>
<th>Placement</th>
<th>Unit Measurement (W X H)</th>
<th>Maximum Initial Load Size</th>
<th>Maximum Animation Length (Seconds)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOBILE BANNER AD</td>
<td>320 X 50</td>
<td>15 KB</td>
<td>:15</td>
</tr>
<tr>
<td>MOBILE BOX AD</td>
<td>300 X 250</td>
<td>30 KB</td>
<td>:15</td>
</tr>
</tbody>
</table>

- 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.

*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

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.
2017 PRINT SPECIFICATIONS

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

### ADVERTISING SPECS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>TRIM</th>
<th>BLEED</th>
<th>NON-BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>7 7/8&quot; X 10 1/2&quot;</td>
<td>8 1/8&quot; X 10 3/4&quot;</td>
<td>7 X 9 3/4&quot;</td>
</tr>
<tr>
<td>2-PAGE SPREAD</td>
<td>15 3/4&quot; X 10 1/2&quot;</td>
<td>16&quot; X 10 3/4&quot;</td>
<td>15&quot; X 9 3/4&quot;</td>
</tr>
<tr>
<td>2/3 PAGE VERTICAL</td>
<td>3 7/8&quot; X 10 1/2&quot;</td>
<td>4 1/8&quot; X 10 3/4&quot;</td>
<td>4 1/2&quot; X 9 3/4&quot;</td>
</tr>
<tr>
<td>1/2 PAGE VERTICAL</td>
<td>3 7/8&quot; X 10 1/2&quot;</td>
<td>4 1/8&quot; X 10 3/4&quot;</td>
<td>3 1/2&quot; X 9 3/4&quot;</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>7 7/8&quot; X 5 3/8&quot;</td>
<td>8 1/8&quot; X 5 5/8&quot;</td>
<td>6 3/4&quot; X 4 3/4&quot;</td>
</tr>
<tr>
<td>1/2 PAGE SPREAD</td>
<td>15 3/4&quot; X 5 3/8&quot;</td>
<td>16&quot; X 5 5/8&quot;</td>
<td>15&quot; X 4 3/4&quot;</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL</td>
<td>2 5/8&quot; X 10 1/2&quot;</td>
<td>2 7/8&quot; X 10 3/4&quot;</td>
<td>2 1/8&quot; X 9 3/4&quot;</td>
</tr>
<tr>
<td>1/3 PAGE SQUARE</td>
<td>5&quot; X 5 1/8&quot;</td>
<td>5 1/4&quot; X 5 1/2&quot;</td>
<td>4 1/2&quot; X 4 3/4&quot;</td>
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<tr>
<td>1/6 PAGE VERTICAL</td>
<td>2 1/8&quot; X 4 3/4&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPREAD BANNER</td>
<td>15 3/4&quot; X 2&quot;</td>
<td>16&quot; X 2 1/2&quot;</td>
<td>15&quot; X 1 5/8&quot;</td>
</tr>
</tbody>
</table>

### 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.

### PRODUCTION: Kady Francesconi - kadyl@publishingexperts.com, 646-807-4114
Publishing Experts, Inc., 71 West 23rd St. Suite 1600 10010