



Media Planner 2018



The authority on book publishing in the U.S and global markets.

Harness the power of *Publishers Weekly* to extend your titles and products into critical buying markets, including bookstores, online retailers, school and public libraries and book enthusiast consumers. Since 1872, *PW* has been the most powerful and influential brand serving all segments involved in the creation, production, marketing and sale of content. Today, *PW* has evolved into a global publication, offering the widest U.S. and international reach of any other trade publishing magazine.

68k

Weekly
Print Readers

1m

Monthly
Online Readers

1.14m

Social Media
Followers



Now appearing as a print and digital publication, *PW* features:

- Highly influential announcements issues
- Special school & library coverage
- 24/7 breaking news
- Exclusive author interviews
- Original research & industry-wide surveys
- Expert editors and leading columnists
- Retail news & bestsellers lists
- U.S. and international trade show reporting
- Special supplements covering U.S book fairs
- International supplements spanning Canada, Asia and Europe

Partner with the most visible and trusted publication to market your services and products

Audience

Through expert editorial, highly valued reviews and leading niche e-newsletters, *PW* services book and content professionals, including:

Retail Marketers

Booksellers

School and Public Librarians

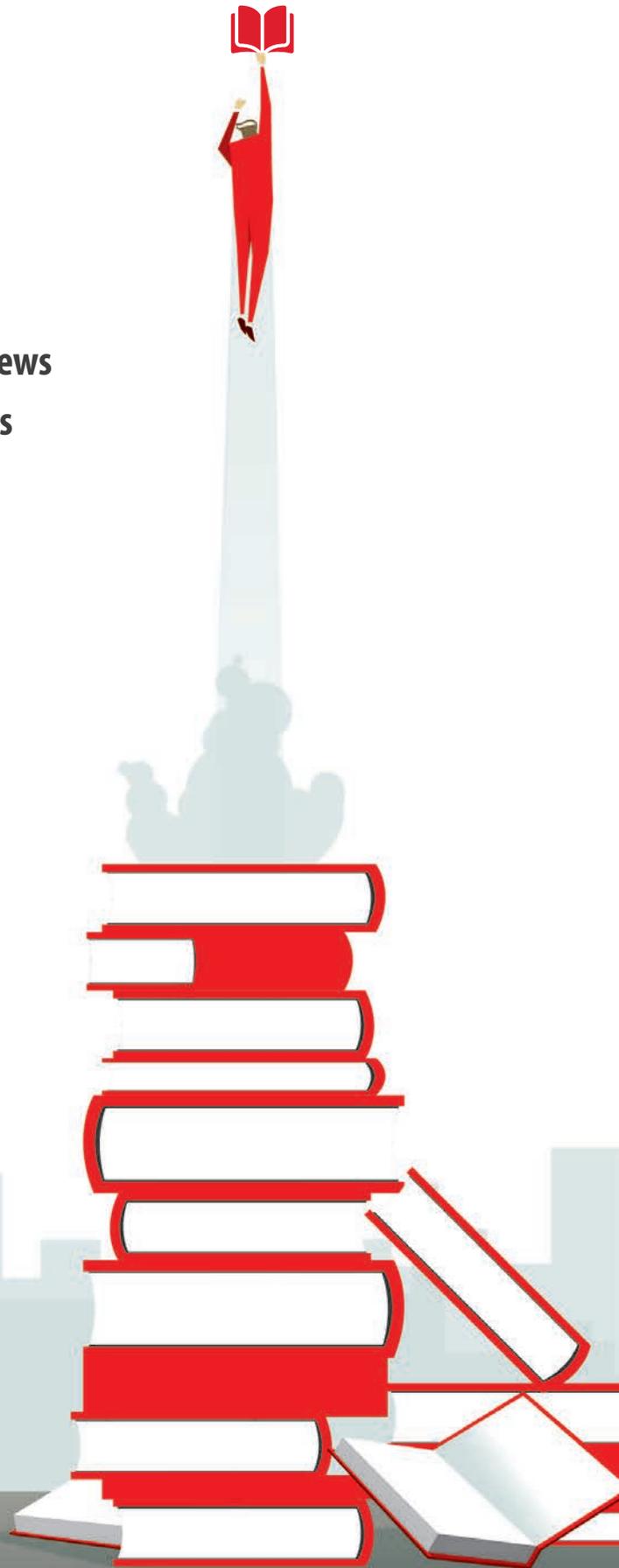
Consumers

Publishers

Product Vendors

Public Relations/Media Outlets

Agents & Rights Professionals





Publishers Weekly Magazine

Each weekly issue provides booksellers (online and in-store), librarians, consumers and the publishing community the latest industry statistics and bestsellers lists in a number of categories. *PW's* best known service is prepublication book reviews, publishing more than 9,000 reviews each year.

- Category Closeups
- Genre Analyses
- Library Columns
- Bestsellers Lists
- Retail News
- Author Profiles
- Announcements Issues
- International Coverage
- Special U.S. and International Supplements

51 Print & Digital Issues
Global Reach
15 Special Supplements





PW Show Daily

PW's Show Daily special tabloids are the most influential sales tool for lead generation and awareness-building at the largest international book fairs around the globe! Show Daily issues are distributed on-site in addition to PW's regular print and digital readership.

Bologna Children's Book Fair

Show Dates: March 26-29, 2018

Reservations Due: March 13, 2018

London Book Fair

Show Dates: April 10-12, 2018

Reservations Due: March 29, 2018

BookExpo

Show Dates: May 30-June 1, 2018

Reservations Due: May 10, 2018

BookCon

Show Dates: June 2-3, 2018

Reservations Due: May 10, 2018

Frankfurt Book Fair

Show Dates: October 10-14, 2018

Reservations Due: September 27, 2018

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

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





PublishersWeekly.com

PublishersWeekly.com is a 24/7 continuous news platform, reaching hundreds of thousands of consumers each month with online-only reviews, author interviews, industry updates and more!

Opportunities

- Display Advertising
- Banner Ads
- Website Takeovers
- Pop-Up
- Rich Media
- Native Advertising

28.8m
Yearly Pageviews

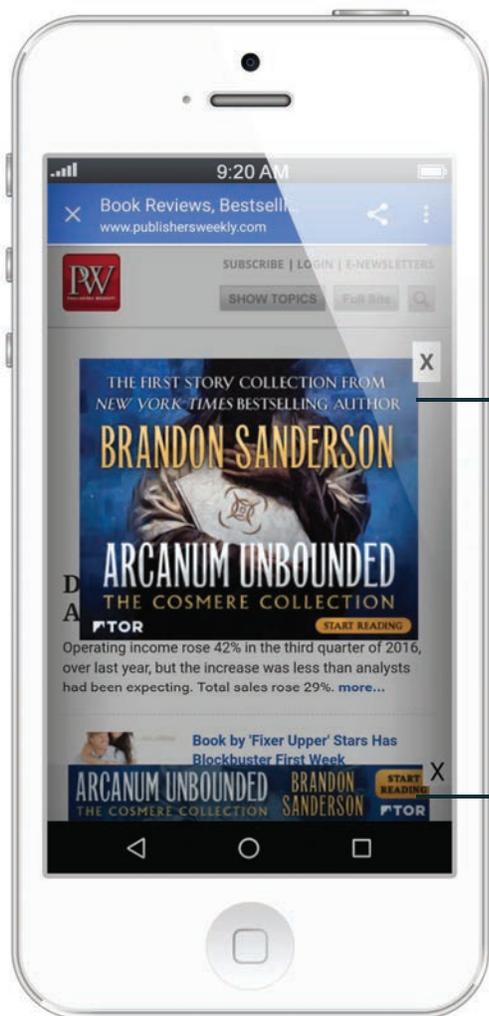
12m
Yearly Unique Visitors

6.7m
Yearly Mobile Views



Mobile

Influential Mobile Advertising



411k
Monthly Mobile Users

Pop-Up Box

.33%
Average Mobile Box Click-Through Rate

Bottom Banner

.64%
Average Mobile Banner Click-Through-Rate

Responsive design
allows readers easy
access to all of PW's
exceptional content





Newsletters



PW Daily

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

41k Subscribers

Delivered every day Monday-Friday



PW Preview for Librarians

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

14k Subscribers

Delivered every Friday

44.8%

Average Newsletter Open Rate

20.8%

Average Newsletter Click-Through Rate

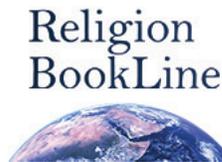


Children's Bookshelf

News coverage dedicated to children's and YA publishing.

32k Subscribers

Delivered every Tuesday and Thursday



Religion BookLine

Coverage of the vast category of religion and spirituality publishing.

11k Subscribers

Delivered every other Wednesday



Global Rights Report

Coverage of international rights, deals, news and more.

76k Subscribers

Delivered every other Wednesday



PW 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.

89k Subscribers

Delivered every Friday



The Booklife Report

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

20k Subscribers

Delivered every Monday



PW Must Reads

Highlights of the week's publishing news.

38k Subscribers

Delivered every Sunday



Sponsored E-Blasts

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

30%

Average Eblast Open Rate

3.2%

Average Eblast Click-through Rate

9

Targeted Lists



95k+
Total Reach



Podcasts

***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.**

KidsCast

Children's and YA book authors and illustrators share personal stories about their characters, writing process and more!

LitCast

Get up close with authors of fiction, nonfiction and lifestyle titles for an insider's view of literature we love.

FaithCast

Find inspiration, words of wisdom, coping tools and more from authors of religious and spiritual titles.

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. Plus, sponsors receive the podcast file to promote through your channels. *PW's* podcasts are distributed through a range of popular platforms, including:





Social Media

twitter

@PublishersWkly
783k Followers

facebook

PubWeekly
154k Followers

Linked in

PublishersWeekly
9.6k Followers

tumblr.

PublishersWeekly
37k Followers

Pinterest

PubWeekly
40k Followers

Instagram

PWKidsBookshelf
3.7k Followers

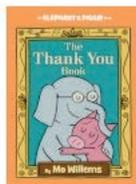
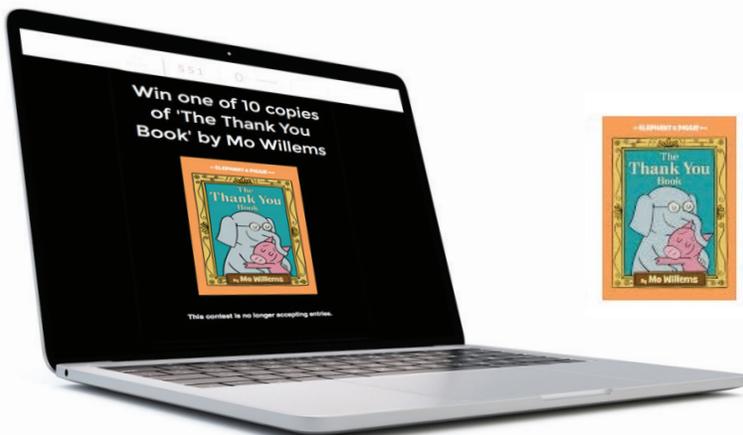


Giveaway Program

PW delivers! Build your customer database with this lead-generating opportunity. *PW*'s Giveaway program provides you with an integrated marketing campaign to promote forthcoming or newly released titles.

Drive and capture leads on a dedicated landing page through *PW*'s newsletters, website, social and print channels.

62%
Engagement
Rate



Win a copy of 'The Thank You Book!'

Click through for your chance to win one of 10 copies of the grand finale of the Elephant & Piggie series, *The Thank You Book*, from bestselling author Mo Willems. (Sponsored)

Enter Now!

Native Advertising

This highly successful marketing strategy nestles your brand alongside *PW* editorial, increasing your potential to deliver valuable content to our readers through the platforms they trust most.

***PW* works with you on the copy creation to deliver:**

- Full-Page Print Feature
- Text Posting Within *PW*'s Newsletters
- Sponsored Social Media Post

Drive brand awareness, capture readers' interest and reach new audiences with a custom-native advertising campaign

Sponsored by Amulet Books



SPOTLIGHT ON Mariko Tamaki and Brooklyn Allen

Expanding the Lumberjanes universe into middle grade novels was a dream assignment for author Mariko Tamaki and illustrator Brooklyn Allen

When Abrams asked Mariko Tamaki to write a four-book middle grade fiction spinoff of the original Lumberjanes comics series, she was excited: "I was very familiar with the comics, it by 'very familiar' we mean 'loquely obsessed,'" the author says. "I love the Lumberjanes world: it's fun, and there are crafts, trees, animals, and friends having adventures together. Plus you've got your mermaids and your magical stuff in there. It's perfection." The first book in the new series, *Lumberjanes: Unicorn Power*, comes out in October.

"I love that these books push against gendered stereotypes, reference activists, and depict scouts fighting for instead of against each other."
— Mariko Tamaki

The Lumberjanes graphic novel series—first published by Boom! Books in 2014—was developed by Grace Ellis, Noelle Stevenson, Shannon Watters, and illustrator Brooklyn Allen, who is now illustrating the novels. The comics take place at "Miss Quetzella Thishwin Penniquiqui Thistle Crumpet's Camp for Hardcore Lady Types" and star the five distinctive campers of Roanoke cabin: April, Jo, Mal, Molly, and Ripley.

One of the draws of the comics series is its focus on unquestionably resilient, curious, and intrepid female-identifying characters, which have not always been easy to find in children's and YA literature. Tamaki sought out relatable girl characters in books she read as a kid. However, Tamaki says, "I don't remember ever reading an adventure- or action-oriented series with girls."

The Lumberjanes middle grade novels are meant as an expansion of the series rather than a reboot: "I am creating new stories with the existing series as my reference, inspiration, and jumping-off point," illustrating novels. "Mariko's text became such a challenge—I wanted to draw it all—but I had to compromise with myself by illustrating only the chapter headings," Allen says. Even after all this time illustrating the Lumberjanes, Allen enjoys the process: "I'm still figuring out better ways to draw the Lumberjanes and their world."

The Lumberjanes, with their humor and supernatural menagerie, might seem like a departure from Tamaki's previous projects, which include the graphic novels *This One Summer* and *Skim* (both illustrated by Tamaki's cousin Jillian Tamaki). Those books deal with girls coming of age and forming sexual identities. But, though the Lumberjanes series is certainly fun and magical, Tamaki has long admired its commitment to presenting complex characters and situations: "I love that these books push against gendered stereotypes, reference activists, and depict scouts fighting for instead of against each other," Tamaki says. "I feel really political writing these books, for sure, and talking to the kids who love them feels like the best kind of activism." She also hopes that readers are inspired to look up the frequent references to famous female figures.

The series resonates now more than ever for Allen: "The world of the Lumberjanes extends the magic of friendship and adventure to everyone, regardless of gender, sexual orientation, or race," Allen says. "There's something powerful and enchanting about navigating, exploring, and communing with the wilderness, and for much of history—across many mediums—stories about that have been made by and for cisgendered, heterosexual, white men."

What comes next for the Lumberjanes? Tamaki isn't giving anything away, though she adds, "We leave a little bread crumb at the end of every book" that gives readers a clue about the nature of the next adventure. "Suffice to say, I've been reading a lot about stars these days."

