Get In. Stand Out.

MEDIA PLANNER 2019
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
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**

- **44%** Book Buyers & Booksellers
- **25%** Publishers
- **25%** Librarians
- **2%** Public Relations/Media
- **2%** Agents & Rights Professionals
- **1%** Wholesalers/Distributors

**1.15M** Followers
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.

<table>
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<tr>
<th>Event</th>
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<td>LONDON BOOK FAIR</td>
<td>March 12–14</td>
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<td>BOLOGNA CHILDREN'S BOOK FAIR</td>
<td>April 1–4</td>
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<td>BOOKEXPO</td>
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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

**Demographics**
- **71%** North America
- **29%** Europe, Asia & Australia
- **59.3%** Female
- **40.7%** Male

**AGE**
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

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Leading Targeted E-Newsletters
Go Direct. Get Results.

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

**42K Subscribers**
[Delivered every day M–F]

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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

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[Delivered every Friday]

**Children’s Booksshelf**
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]

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

**15K Subscribers**
[Delivered every Friday]

**PW Must Reads**
Highlights of the week’s publishing news

**37K Subscribers**
[Delivered every Sunday]
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

**GIVEAWAY PROGRAM**
Reach up to
- 1M+ Social Media Followers
- 1M Online Readers
- 156K Newsletter Subscribers
- 62% Engagement

**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.

FAITHCAST

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