Get In. Stand Out.

MEDIA PLANNER 2020
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

25% Publishers
25% Librarians
44% Book Buyers & Booksellers
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.

LONDON BOOK FAIR
March 10–12

BOLOGNA CHILDREN’S BOOK FAIR
March 30–April 2

BOOKEXPO
May 28–29

BOOKCON
May 30–31

FRANKFURT BOOK FAIR
October 14–18
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**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

**North America**
- **71%**

**Europe, Asia & Australia**
- **29%**

**Gender**
- **59.3%** Female
- **40.7%** Male

**Age**
- **18-24**
- **25-34**
- **35-44**
- **45-54**
- **55-64**
- **65+**
Leading Targeted E-Newsletters
Go Direct. Get Results.

25% Average Newsletter Open Rate
5.4% Average Newsletter Engagement

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A weekly newsletter packed with bestsellers lists, top 10 PW picks and forthcoming reviews
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» 1M+ Social Media Followers
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» 12 Defined Lists. Countless Combinations.

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

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With print & online versions reach up to
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» 156K Newsletter Subscribers
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3 Sponsored Podcasts

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Contact

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