Get In. Stand Out.

MEDIA PLANNER 2021
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.

**Audience**

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

**Social Media Followers**

- 1.15M

**Features**

- 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
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

**North America** - 71%
**Europe, Asia & Australia** - 29%

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

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

**THE FANATIC**
The insider’s guide to comics, culture and graphic novels
52K Subscribers
[Delivered every other Wednesday]

**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
81K Subscribers
[Delivered every Friday]

**CHILDREN’S BOOKSHELF**
News coverage dedicated to children’s and YA publishing
32K Subscribers
[Delivered every Tuesday & Thursday]

**RELIGION BOOKLINE**
Coverage of the vast category of religion and spirituality publishing
10K Subscribers
[Delivered every other Wednesday]

**GLOBAL RIGHTS REPORT:**
Coverage of international rights deals, news and more
22K Subscribers
[Delivered every Saturday]

**SCHOOL & LIBRARY SPOTLIGHT**
Providing a wealth of resources in both trade and educational publishing for educators and librarians
14K Subscribers
[Delivered every other Monday]

**PW PREVIEW FOR LIBRARIANS**
A weekly newsletter packed with bestsellers lists, top 10 *PW* picks and forthcoming reviews
17K Subscribers
[Delivered every Friday]

**PW MUST READS**
Highlights of the week’s publishing news
25K Subscribers
[Delivered every Sunday]

**THE BOOKLIFE REPORT**
News coverage and educational tips sent to the self-publishing community
24K Subscribers
[Delivered every Monday]
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 & MOBILE TAKEOVER**

Dominate the competition. Be the sole advertiser for a full 24 hours across the entire site on every device.

**SPONSORED POSTS**

Reach up to
- 158K 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

**TARGETED SPONSORED E-BLASTS**

- 80K Opt-in Subscribers
- 32.5% Average Open Rate
- 3.4% Average E-Blast Click-Through Rate
- 12 Defined Lists. Countless Combinations.

**CUSTOM CONTENT**

With print & digital versions reach up to
- 1M+ Social Media Followers
- 1M Online Readers
- 158K 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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