We wrote the book on publishing:

- Print Copies: 1,000,000
- Social Followers: 1,150,000
- Unique Visitors Yearly: 14,000,000
- Opened Emails Yearly: 14,500,000
- Web Page Views Yearly: 32,000,000
- Web Ad Impressions Yearly: 84,000,000
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.
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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

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

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

<table>
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<tr>
<th>E-Newsletter</th>
<th>Description</th>
<th>Subscribers</th>
<th>Delivery Schedule</th>
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<tr>
<td><strong>PW DAILY</strong></td>
<td>The most important news stories sent daily in this newsletter for the</td>
<td>42K</td>
<td>Delivered every day M–F</td>
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<td>publishing industry</td>
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<td><strong>THE FANATIC</strong></td>
<td>The insider’s guide to comics, culture and graphic novels</td>
<td>52K</td>
<td>Delivered every other Wednesday</td>
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<td><strong>TIP SHEET</strong></td>
<td>For consumer and trade audiences, a weekly wrap-up of the week’s top</td>
<td>81K</td>
<td>Delivered every Friday</td>
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<td>stories, <em>PW</em> Picks and an on-sale calendar with <em>PW</em> reviews</td>
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<td><strong>CHILDREN’S BOOKSHELF</strong></td>
<td>News coverage dedicated to children’s and YA publishing</td>
<td>32K</td>
<td>Delivered every Tuesday &amp; Thursday</td>
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<td><strong>RELIGION BOOKLINE</strong></td>
<td>Coverage of the vast category of religion and spirituality publishing</td>
<td>10K</td>
<td>Delivered every other Wednesday</td>
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<td><strong>SCHOOL &amp; LIBRARY SPOTLIGHT</strong></td>
<td>Providing a wealth of resources in both trade and educational publishing for educators and librarians</td>
<td>14K</td>
<td>Delivered every other Monday</td>
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<tr>
<td><strong>PW PREVIEW FOR LIBRARIANS</strong></td>
<td>A weekly newsletter packed with bestsellers lists, top 10 <em>PW</em> picks and forthcoming reviews</td>
<td>17K</td>
<td>Delivered every Friday</td>
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<td><strong>GLOBAL RIGHTS REPORT:</strong></td>
<td>Coverage of international rights deals, news and more</td>
<td>22K</td>
<td>Delivered every Saturday</td>
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<tr>
<td><strong>RELIGION BOOKLINE</strong></td>
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<tr>
<td><strong>THE BOOKLIFE REPORT</strong></td>
<td>News coverage and educational tips sent to the self-publishing community</td>
<td>24K</td>
<td>Delivered every Monday</td>
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