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 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.
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

**Age Distribution**

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

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

**Gender Distribution**
- **59.3%** Female
- **40.7%** Male
# Leading Targeted E-Newsletters

Go Direct. Get Results.

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Description</th>
<th>Subscribers</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PW DAILY</strong></td>
<td>The most important news stories sent daily in this newsletter for the publishing industry</td>
<td>42K</td>
<td>Delivered every day M–F</td>
</tr>
<tr>
<td><strong>THE FANATIC</strong></td>
<td>The insider’s guide to comics, culture and graphic novels</td>
<td>49K</td>
<td>Delivered every other Wednesday</td>
</tr>
<tr>
<td><strong>TIP SHEET</strong></td>
<td>For consumer and trade audiences, a weekly wrap-up of the week's top stories, <em>PW</em> Picks and an on-sale calendar with <em>PW</em> reviews</td>
<td>78K</td>
<td>Delivered every Friday</td>
</tr>
<tr>
<td><strong>CHILDREN’S BOOKSHELF</strong></td>
<td>News coverage dedicated to children’s and YA publishing</td>
<td>31K</td>
<td>Delivered every Tuesday &amp; Thursday</td>
</tr>
<tr>
<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>25K</td>
<td>Delivered every other Monday</td>
</tr>
<tr>
<td><strong>GLOBAL RIGHTS REPORT: PW DEALS</strong></td>
<td>Coverage of international rights deals, news and more</td>
<td>21K</td>
<td>Delivered every Saturday</td>
</tr>
<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>
</tr>
<tr>
<td><strong>RELIGION BOOKLINE</strong></td>
<td>Coverage of the vast category of religion and spirituality publishing</td>
<td>9K</td>
<td>Delivered every other Wednesday</td>
</tr>
<tr>
<td><strong>PW MUST READS</strong></td>
<td>Highlights of the week’s publishing news</td>
<td>25K</td>
<td>Delivered every Sunday</td>
</tr>
<tr>
<td><strong>THE BOOKLIFE REPORT</strong></td>
<td>News coverage and educational tips sent to the self-publishing community</td>
<td>25K</td>
<td>Delivered every Monday</td>
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32% Average Newsletter Open Rate

5.3% Average Newsletter Engagement

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**PW: Get More**

**Multiple Channels Mean More Opportunity**

*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
- 32% Average Newsletter Open Rate
- 5x the Engagement of a Typical Display Ad

**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
- 64K 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.
Contact

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