



SERVING THE BOOK
COMMUNITY FOR

150 YEARS

MEDIA PLANNER **2022**

**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 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

 **64K**

Print & Digital Readers

9,000 Yearly Reviews

24/7 Breaking News

Influential Announcements

Special School & Library Coverage

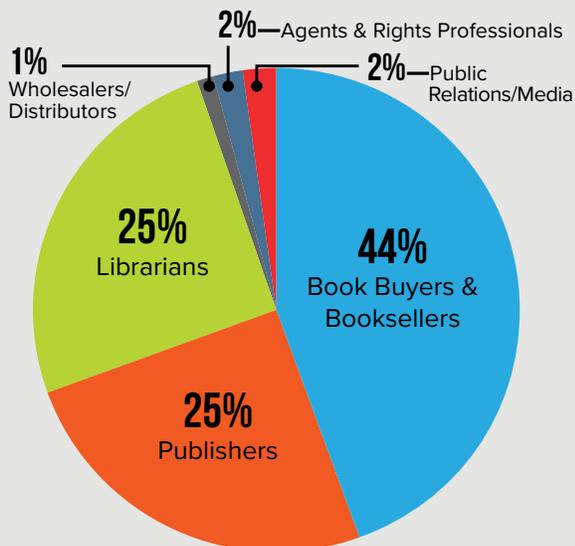
U.S. & International Trade Show Coverage

Exclusive Author Interviews

Retail News & Bestsellers Lists

Original Research & Industry-Wide Surveys

AUDIENCE



1.15M

Followers

PublishersWeekly.com Always On

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

71% North America

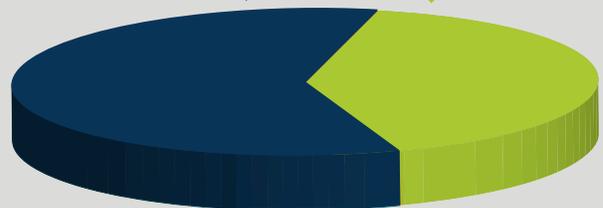


29%
Europe, Asia & Australia

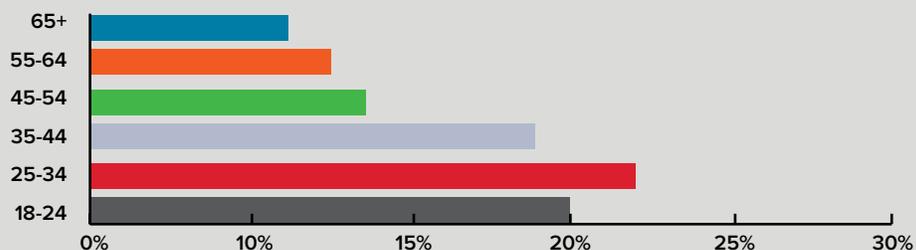
59.3%
Female



40.7%
Male



AGE



Leading Targeted E-Newsletters Go Direct. Get Results.

38% Average Newsletter
Open Rate

5.3% Average Newsletter
Engagement



PW DAILY

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

42K Subscribers

[Delivered every day M–F]



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

75K Subscribers

[Delivered every Friday]



CHILDREN'S BOOKSHELF

News coverage dedicated to children's and YA publishing

31K Subscribers

[Delivered every Tuesday & Thursday]



THE FANATIC

The insider's guide to comics, culture and graphic novels

47K Subscribers

[Delivered every other Wednesday]



SCHOOL & LIBRARY SPOTLIGHT

Providing a wealth of resources in both trade and educational publishing for educators and librarians

27K Subscribers

[Delivered every other Monday]



PW PREVIEW FOR LIBRARIANS

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

27K Subscribers

[Delivered every Friday]



GLOBAL RIGHTS REPORT: PW DEALS

Coverage of international rights deals, news and more

21K Subscribers

[Delivered every Saturday]



RELIGION BOOKLINE

Coverage of the vast category of religion and spirituality publishing

9K Subscribers

[Delivered every other Wednesday]



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

25K Subscribers [Delivered every Monday]

PW: Get More Multiple Channels Mean More Opportunity

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WEBSITE & MOBILE TAKEOVER

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



SPONSORED POSTS

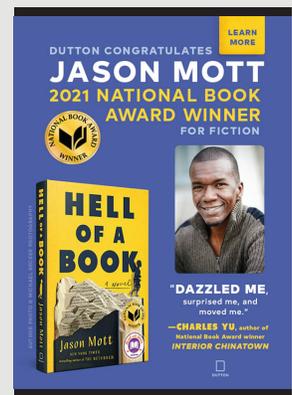
Reach up to

- » **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

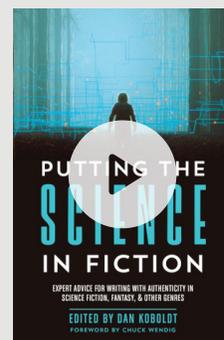
5,000 Average Monthly Listeners

ALL THE LATEST TRENDS



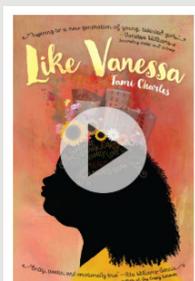
LITCAST

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.



PW KidsCast: A Conversation with Tami Charles



FAITHCAST

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



PW FaithCast: A Conversation with Robert Wolgemuth





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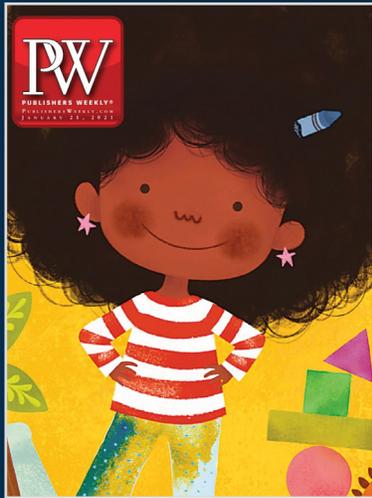
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PW PUBLISHERS WEEKLY
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U.S. BOOK SHOW

CONNECTING THE COMMUNITY
BUILDING BUZZ AROUND BOOKS

May 25-27

AN ONLINE CONFERENCE FEATURING
THE AUTHORS AND EDITORS OF
THE FALL'S BIGGEST BOOKS

OPRAH WINFREY, KEANU REEVES, MATT KINDT, IJEOMA OLUO,
ANTHONY DOERR, STEVE VAN ZANDT, SENATOR ELIZABETH WARREN,
PADMA LAKSHMI, BRIAN SELZNICK, AND OTHERS

PUBLISHERS WEEKLY ■ THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING AND BOOKSELLING

PW PUBLISHERS WEEKLY
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MAY 3, 2021

#1 *New York Times*
Best-Selling Author of *Dumplin'*
JULIE MURPHY

IF THE SHOE FITS

ON SALE 8.3.21

THE FIRST IN A NEW
MULTI-AUTHOR SERIES
INSPIRED BY CLASSIC
FAIRY-TALE STORIES

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Disney PUBLISHING www.disney.com

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MAY 3, 2021

CHILDREN'S STARRED REVIEWS 2021

RUTH CHAN

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PUBLISHED WEEKLY
MAY 3, 2021

ADULT ANNOUNCEMENTS FALL 2021

OUR EDITORS HIGHLIGHT
824 FORTHCOMING TITLES and
PICK THEIR TOP 10 BOOKS in
EACH OF 12 CATEGORIES

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MAY 3, 2021

KEANU REEVES'
debut graphic novel with
New York Times bestselling co-writer
MATT KINDT
and legendary artist
RON GARNEY!

BRZRKR

BOOM!
STUDIOS
Discover Graphic Novels
For Every Audience.

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PUBLISHED WEEKLY
PUBLISHED WEEKLY
PUBLISHED WEEKLY
MAY 3, 2021

Best Books 2021

Hanif Abdurrahim
author of
A Little Devil in America

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MAY 3, 2021

Spring Announcement

ibppa
INDEPENDENT BOOK
PUBLISHERS ASSOCIATION

HEART OF HOME
THE VINES
BEN BOVA
BREAK AND ENTER
THE HUMAN ESCURSION
MORE FISH FACES

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ABA CHILDREN'S INSTITUTE

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AUGUST 30-SEPTEMBER 1, 2021



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