We Wrote the BOOK on Publishing

84,000,000
Web Ad Impressions Yearly

33,600,000
Web Page Views Yearly

14,500,000
Opened Emails Yearly

14,000,000
Unique Visitors Yearly

1,260,000
Social Followers

1,000,000
Print Copies

Publisher’s Weekly®
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.

**Audience**

- **51 Issues**
- **15 Special Supplements**
- **64K Print & Digital Readers**
- 25% Publishers
- 44% Book Buyers & Booksellers
- 25% Librarians
- 1% Wholesalers/Distributors
- 2% Agents & Rights Professionals
- 2% Public Relations/Media

**Coverage**

- 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

**Social Media**

- 1.26M Followers
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
- **2.8M** Monthly Page Views
- **1.1M** Monthly Unique Visitors

### MOBILE USERS
- **511K** 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

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Leading Targeted E-Newsletters
Go Direct. Get Results.

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Average Newsletter Open Rate</th>
<th>Average Newsletter Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>38%</strong></td>
<td></td>
<td><strong>5.3%</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Description</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>
</tr>
<tr>
<td><strong>42K Subscribers</strong></td>
<td>[Delivered every day M–F]</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>
</tr>
<tr>
<td><strong>75K Subscribers</strong></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>
</tr>
<tr>
<td><strong>31K Subscribers</strong></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>
</tr>
<tr>
<td><strong>25K Subscribers</strong></td>
<td>[Delivered every other Monday]</td>
</tr>
<tr>
<td><strong>THE FANATIC</strong></td>
<td>The insider’s guide to comics, culture and graphic novels</td>
</tr>
<tr>
<td><strong>46K Subscribers</strong></td>
<td>[Delivered every other Wednesday]</td>
</tr>
<tr>
<td><strong>GLOBAL RIGHTS REPORT: PW DEALS</strong></td>
<td>Coverage of international rights deals, news and more</td>
</tr>
<tr>
<td><strong>20K Subscribers</strong></td>
<td>[Delivered every Saturday]</td>
</tr>
<tr>
<td><strong>RELIGION BOOKLINE</strong></td>
<td>Coverage of the vast category of religion and spirituality publishing</td>
</tr>
<tr>
<td><strong>9K Subscribers</strong></td>
<td>[Delivered every other Wednesday]</td>
</tr>
<tr>
<td><strong>THE BOOKLIFE REPORT</strong></td>
<td>News coverage and educational tips sent to the self-publishing community</td>
</tr>
<tr>
<td><strong>25K Subscribers</strong></td>
<td>[Delivered every Monday]</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>
</tr>
<tr>
<td><strong>26K Subscribers</strong></td>
<td>[Delivered every Friday]</td>
</tr>
<tr>
<td><strong>MUST READS</strong></td>
<td>Highlights of the week’s publishing news</td>
</tr>
<tr>
<td><strong>25K Subscribers</strong></td>
<td>[Delivered every Sunday]</td>
</tr>
</tbody>
</table>

**Average Newsletter Open Rate:** 38%

**Average Newsletter Engagement:** 5.3%
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
- 174K Newsletter Subscribers
- 55% Average Newsletter Open Rate
- 5x the Engagement of a Typical Display Ad

TARGETED SPONSORED E-BLASTS

- 93K Opt-in Subscribers
- 44% Average Open Rate
- 2.7% Average Click to Open Rate

CUSTOM CONTENT

With print & digital versions reach up to
- 1M+ Social Media Followers
- 1M Online Readers
- 174K 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.

PW KidsCast: A Conversation with Tami Charles

PW FaithCast: A Conversation with Robert Wolgemuth

iHeartRadio
iTunes
SoundCloud
Mixcloud
Stitcher
Contact

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