

Writer's Digest

In every issue:

NEW WHAT'S SELLING AND WHY?

An insider analysis of what's at the top of the bestseller lists in fiction and nonfiction -- how and why -- including commentary from the authors, editors, and agents who worked on them.

NEW INSIDE THE LIFE OF A PRO

Prominent editors and agents in the publishing industry offer five photos that are representative of a day in their life, featured along with their commentary.

INKWELL

Short articles, tips, prompts, news and inspiration for writers, featuring an all-new "How I write" page, which spotlights a celebrity author in their writing space talking about their daily writing environment.

THE WD INTERVIEW

In-depth interviews with today's hottest authors sharing their unique insights on the business, the craft, and living the writer's life.

THE CONFERENCE SCENE

Spotlight on an upcoming conference, retreat or workshop, plus tips and resources to get the most from the conference experience.

Q&Q

Brian A. Klems, *Writer's Digest* online managing editor, answers readers' questions about writing and publishing.

YOUR STORY

This very popular, free contest offers a writing prompt and invites readers to submit a 750-word story. The top five stories are posted on the *Writer's Digest* forum and readers choose the winner. The winning entry runs in a subsequent issue of *Writer's Digest*.

THE WRITER'S WORKBOOK

This hands-on guide takes an in-depth look at specific aspects at the craft and technique of writing (usually fiction-oriented), providing take-to-the-keyboard tips to improve any project.

POSTSCRIPT

Our back-page column features an insightful essay on writing by a guest columnist.

FEBRUARY:

WRITE YOUR NOVEL NOW!

Your guide to starting—or finishing—your novel.

Space Reservations: October 14, 2008

Materials Due: October 21, 2008

On Sale: December 18, 2008

APRIL: EVERYTHING YOU NEED TO KNOW ABOUT SELF PUBLISHING

Emerging tools and models; an overview of POD companies and reader feedback on their self-publishing experiences.

PLUS: The winners of the *WD Self-Published Book Awards*.

Space Reservations: December 11, 2008

Materials Due: December 18, 2008

On Sale: February 19, 2009

JUNE: GET KNOWN BEFORE THE BOOK DEAL (MARKETING & PROMOTION ISSUE)

How to market and promote yourself before and after you make the sale; social networking and viral marketing tools.

PLUS: *101 Best Writing Websites* and the winners of the *WD Short-Short Story Contest*.

Space Reservations: February 12, 2009

Materials Due: February 19, 2009

On Sale: April 15, 2009

AUGUST: PUBLISHING 101

From proposal to print to on the shelf; what to expect from your publisher and how the industry has changed..

PLUS: The winners of the *WD Popular Fiction Contest* and *WD Poetry Contest*.

Space Reservations: April 15, 2009

Materials Due: April 22, 2009

On Sale: June 17, 2009

OCTOBER: AGENTS AND EDITORS SPEAK OUT

The anatomy of a book deal and a book contract; top agents looking for new work.

PLUS: The winners of the *WD Best Writer's Website*.

Space Reservations: June 17, 2009

Materials Due: June 25, 2009

On Sale: August 19, 2009

DECEMBER: THE FUTURE OF PUBLISHING

Five essential rules to follow to stay in the game; how to negotiate the smartest deal for digital rights and e-rights.

PLUS: The winners of the 78th *WD Annual Awards Competition*.

Space Reservations: August 12, 2009

Materials Due: August 19, 2009

On Sale: October 14, 2009

Plus:

SPECIAL ISSUES

Our annual newsstand-only "special interest" issues -- *Writing Basics* and *Writer's Yearbook* -- offer a unique, cost-effective opportunity to target the aspiring and up-and-coming writer.

Writer's Digest

FULL COLOR STANDARD RATES

	1X	3X	6X	SIP*
Spread	\$18,550	\$16,430	\$13,250	\$3,500
Full Page	\$10,600	\$ 9,805	\$ 9,010	\$2,000
2/3 Page	\$ 7,685	\$ 7,102	\$ 6,519	N/A
1/2 Page	\$ 6,360	\$ 5,830	\$ 5,035	\$1,200
1/3 Page	\$ 4,240	\$ 3,922	\$ 3,392	N/A
1/6 Page	\$ 2,650	\$ 2,438	\$ 2,120	N/A
Cover 2	\$12,190	\$11,395	\$10,335	\$3,000
Cover 3	\$11,660	\$10,865	\$ 9,805	\$2,500
Cover 4	\$12,720	\$11,925	\$10,865	\$3,500

*SIPs are newsstand only issues, approx 40k distribution; B&W interior w/color covers.

EDUCATION/CONFERENCE RATES

	1X	3X	6X	SIP*
1 Page	\$ 5,300	\$ 4,505	\$ 3,710	\$2,000
2/3 Page	\$ 3,710	\$ 3,180	\$ 2,650	N/A
1/2 Page	\$ 2,650	\$ 2,279	\$ 1,590	\$1,200
1/3 Page	\$ 1,855	\$ 1,590	\$ 1,060	N/A
1/6 Page	\$ 1,325	\$ 1,060	\$ 795	N/A
1/12 Page	\$ 795	\$ 636	\$ 477	N/A

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GUARANTEED POSITIONS

Add 10% to Standard Rates for guaranteed positions, including Page 1, opposite TOC, Editor's Letter, and On the Edge.

CLASSIFIED RATES

A list of classifications is available on request.

The Writer's Mart — Classified boxed display (per inch, up to 3 inches). Typesetting charged at \$15 per inch. Additional design/production work available (prices upon request).

	1X	3X	6X	SIP*
1"	\$375	\$350	\$325	\$100
2"	\$575	\$525	\$475	\$200
3"	\$775	\$700	\$625	\$300
4"	\$975	\$875	\$775	\$400

*SIPs are newsstand only issues, approx 40k distribution; B&W interior w/color covers.

Reading Notices — Classified ads (per word/per issue, 20-word minimum, non-commissionable).

	1X	3X	6X	SIP*
Per word	\$7.25	\$5.75	\$4.75	\$2.00

*SIPs are newsstand only issues, approx 40k distribution; B&W interior w/color covers.

We Type Manuscripts—Typing and word-processing services, classified by state. Total (non-commissionable) cost for 6-line listing:

	1X	3X	6X	SIP*
Total:	\$200	\$450	\$650	\$75

*SIPs are newsstand only issues, approx 40k distribution; B&W interior w/color covers.

CONFERENCES DIRECTORY

	1X	3X*	6X*	SIP*
Total	\$200	\$450	\$650	N/A

CIRCULATION

- Published bi-monthly.
- Paid circulation: 110,000.

INSERTS

Reply cards charged at 50% of earned page rate. Cards must be accompanied by an adjacent full page. Furnished inserts charged at the following discounts off the earned page rate:
2 pages.....20% 4 pages.....30%

COMMISSIONS AND TERMS

- No cash discount.
- Payments must be made within 30 days of date of invoice. A 1½% carrying charge will be added to delinquent accounts. 15% of gross billing allowed on space, color and position for display advertising to recognized advertising agencies (must have a current listing in the *Standard Directory of Advertising Agencies/The Agency Redbook*) submitting press-ready copy, provided the invoice is paid within terms.
- Mechanical and creative production work is payable and non-commissionable.
- Classified advertising must be prepaid and in digital format. Product sample and/or promotional literature must accompany initial order. See Advertiser Policy Requirements for more information.

ADVERTISING SALES **PERSONNEL**

PUBLISHER

Jane Friedman
513-513-2690 Ext. 11408
jane.friedman@fwmedia.com

ADVERTISING SALES REPRESENTATIVE

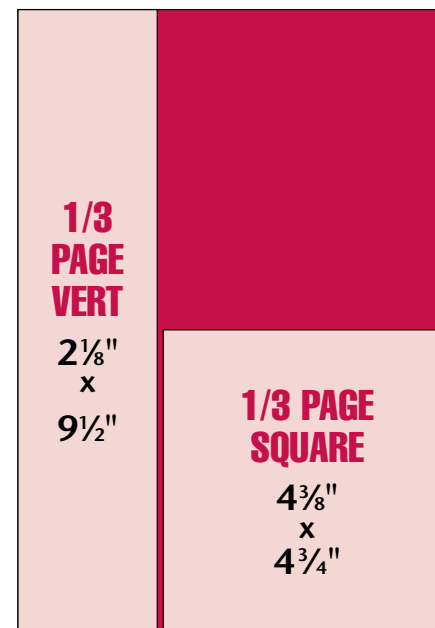
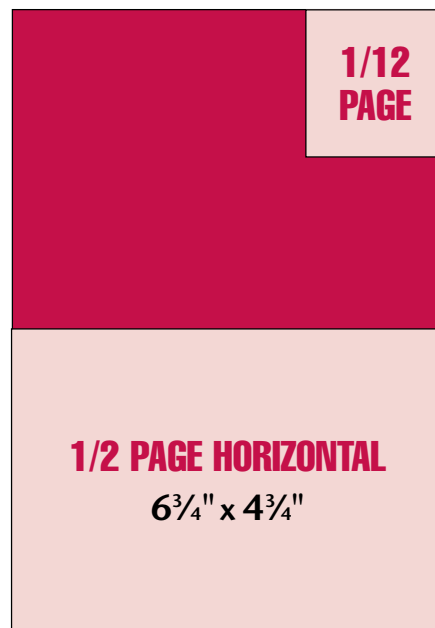
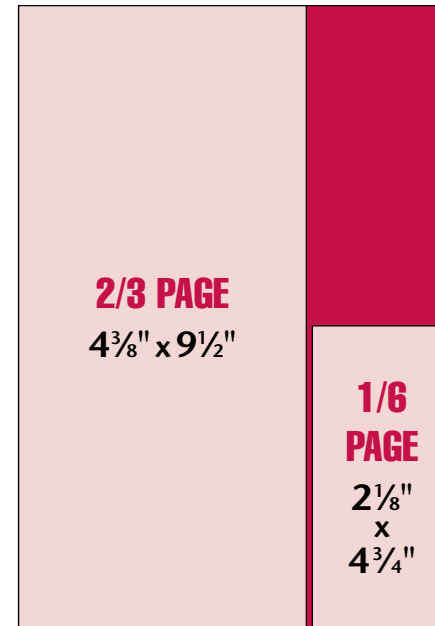
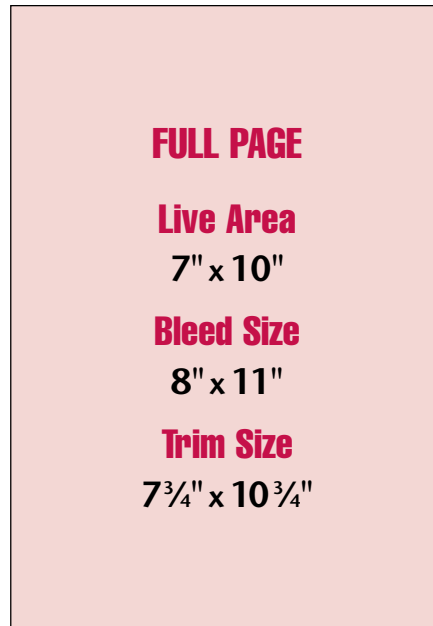
Nancy Miller
513-531-2690 Ext. 11228
Fax 513-531-0798
nancy.miller@fwmedia.com

Writer's Digest

AD PAGE DIMENSIONS

■ Ads of different sizes may be combined to earn frequency discounts, provided the smaller unit is at least half the size of the larger unit.

2 Page Spread (live area)	15" x 10"
with Full Bleed	15 ³ / ₄ " x 11"
1 Page (live area)	7" x 10"
with Bleed	8" x 11"
2/3 Page	4 ³ / ₈ " x 9 ¹ / ₂ "
1/2 Page Island	4 ³ / ₈ " x 7"
1/2 Page Horizontal	6 ³ / ₄ " x 4 ³ / ₄ "
1/3 Page Vertical	2 ¹ / ₈ " x 9 ¹ / ₂ "
1/3 Page Square	4 ³ / ₈ " x 4 ³ / ₄ "
1/6 Page	2 ¹ / ₈ " x 4 ³ / ₄ "
1/12 Page	2 ¹ / ₈ " x 2 ¹ / ₄ "



CLASSIFIEDS AND READING NOTICES

Display Classifieds — All display classified ads (boxed) are 2¹/₈-inches wide, start at 1 inch in height, and increase up to 3 inches.

Reading Notices — Classified ads (per word/per issue, 20-word minimum, non-commissionable).

FOR ASSISTANCE PLEASE CONTACT:

PUBLISHER

Jane Friedman
513-513-2690 Ext. 11408
jane.friedman@fwmedia.com

ADVERTISING SALES REPRESENTATIVE

Nancy Miller
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513-531-2690 Ext. 11228
Fax 513-531-0798
nancy.miller@fwmedia.com

Writer's Digest

PRINT PRODUCTION GUIDELINES

- Printed web offset, 4-color process only (cyan, yellow, magenta, black). *Additional cost for a 5th color is available upon request.* Binding method is saddle-wire.
- All furnished materials should conform to SWOP: Specifications for Web Offset Printing. Ad materials are due by the materials due date and will be kept on hand for 12 months after issue date.
- Ship your materials to
Attn: Advertising Coordinator
F+W Publications 4700 Galbraith Rd.,
Cincinnati, OH 45236
or send digital files to <ftp://ftp.fwpubs.com>
- *Advertising materials that do not conform to the stated requirements will incur additional production costs.*

DIGITAL ADVERTISING SPECIFICATIONS

- **Acceptable software programs:** InDesign CS, Photoshop CS, Illustrator CS. All files must be composite page layouts ready for output. You may save your file in PDF format. Be sure to include all fonts and QC steps and reports.
- **Proofs:** A final 100%-size proof with crop marks must accompany all supplied ad files. Color ads must be submitted with a SWOP-accepted, digital contract proof in CMYK format.
- **Artwork:** Minimum resolution requirements: 300 dpi photo scans at final size; 1200 dpi line art.
Acceptable file formats: EPS or TIFF.
- **Fonts:** All fonts must be PostScript compatible.
No TrueType fonts may be used.
Include both screen and printer fonts.
- **Disks:** Acceptable media: DVD, CD-ROM.

SUBMITTING FILES — NATIVES & PDF

- When submitting an ad, a final PDF must be included, as well as all supporting elements (photos, links, fonts, and any other design elements). In most layout programs, there is a command to package, preflight or collect all supporting elements.
- When creating a PDF, use the PDF/X-1a setting or Press Quality option. All PDFs need to be version 1.3. If postscripting the file, use Acrobat Distiller to create the PDF; these PDFs are most compatible with printers.
- For PC and Macintosh users submitting ads electronically via e-mail, we recommend that all files be compressed prior to sending with WinZip (creating a .zip file) or Stuffit Deluxe (creating a .sit or .sea file). F+W Publications cannot be responsible for the successful transmission or receipt of files sent uncompressed.
- Ads may also be submitted to our FTP site.
Type in host/URL address: <ftp://ftp.fwpubs.com>; user ID: anonymous; password: sender's e-mail address.
Select OK to connect. After connecting, select Inbound Folder. Select appropriate publication folder for your ad, and place file in folder.

PAGE SET UP

- All files and final documents submitted should be set up to the specifications according to the Ad Dimensions page in the media kit. For example, with a $\frac{1}{3}$ -page verticle ad, the document size should be set at $2\frac{1}{8}$ " x $9\frac{1}{2}$ ".
- If there is a bleed it should extend $\frac{1}{8}$ " outside the trim size on all sides. (This is mainly for full-page ads and it will cause the final document size to be larger.) Crop marks are not necessary in the native file or PDF; it is more important to have the ad set to the correct ad dimensions.

OTHER IMPORTANT GUIDELINES

- Picture boxes should be filled with Black 0% or None.
- ALL images and files should be CMYK, 4 color process or grayscale. Do not use OPI settings or calibrated colors in a document, unless for a specific reason that should be stated when submitting the file. Unless a specific publication is using a spot color for that issue, convert all spot and RGB colors to CMYK process.
- Make sure to check the trapping/transparency settings in the document. All design elements that may overlap need to have the correct trap setting.
- Ignore White should be unchecked in Preferences/Trapping Preferences. This will ensure any white knockout type will not overprint in final PDF file creation.
- ALL images should be at least 300 dpi (high resolution) at final size.