Reach the largest audience of professional and aspiring writers via the #1 source for writing resources, inspiration and community: Writer’s Digest
Since 1920, Writer’s Digest has chronicled the culture of the modern writer and we continue this great tradition today, helping writers develop their craft and hone their publishing acumen through insightful first-person essays, interviews with bestselling authors and profiles of emerging talent. Writer’s Digest also features practical articles focusing on technique; tips and exercises for fiction, nonfiction, poetry and script writing; invaluable information about the business side of writing and publishing; and a directory of educational and practical resources and services.

Writer’s Digest: The Brand Writers Know and Trust

F + W WRITING AUDIENCE REACH

<table>
<thead>
<tr>
<th>WRITING:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Writersdigest.com</td>
<td>1.1 million Users each month</td>
</tr>
<tr>
<td></td>
<td>1.4 million Sessions monthly</td>
</tr>
<tr>
<td>Writers Market.com</td>
<td>2 million Pageviews monthly</td>
</tr>
<tr>
<td></td>
<td>31,000 Sessions monthly</td>
</tr>
<tr>
<td></td>
<td>164,500 Pageviews (5.2 pages per session)</td>
</tr>
<tr>
<td>Writer’s Digest Social Media</td>
<td>696,000 Twitter Followers</td>
</tr>
<tr>
<td>Writer’s Digest Dedicated Email subscribers list:</td>
<td>285,000 Facebook Fans</td>
</tr>
<tr>
<td>Writer’s Market Dedicated Email subscriber list:</td>
<td>159,000 Subscribers</td>
</tr>
<tr>
<td>Writer’s Digest Enewsletter:</td>
<td>158,000 Subscribers</td>
</tr>
<tr>
<td>Writer’s Market Enewsletter:</td>
<td>111,000 Subscribers</td>
</tr>
<tr>
<td>Writer’s Digest Magazine:</td>
<td>63,000 Paid Circulation</td>
</tr>
<tr>
<td>Writer’s Digest Conference:</td>
<td>850 Attendees</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCREENWRITING:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ScriptMag.com</td>
<td>185,000 Users each month</td>
</tr>
<tr>
<td></td>
<td>228,000 Sessions monthly</td>
</tr>
<tr>
<td></td>
<td>420,000 Pageviews monthly</td>
</tr>
<tr>
<td>Scriptmag.com Social Media</td>
<td>110,000 Facebook Fans</td>
</tr>
<tr>
<td>Screenwriting Dedicated Email list</td>
<td>53,000 Twitter Followers</td>
</tr>
<tr>
<td></td>
<td>78,000 Subscribers</td>
</tr>
<tr>
<td>Script Weekly Enewsletter</td>
<td>77,145 Subscribers</td>
</tr>
</tbody>
</table>
INTEGRATED MARKETING SOLUTIONS  OFFERING ACCESS TO OVER ONE MILLION WRITERS

WRITER’S DIGEST MAGAZINE:
- Print advertising in Writer's Digest provides the benefit of extended and immersive interaction with the very top tier of our audience. These writers view the magazine as the authority for offering information, resources, and services, related to the business of publishing.
- 71,000 print copies and 6,700 digital copies are distributed each issue (8 issues per year).
- Writer’s Digest Paid Print Circulation: 57,062 (2016 statement of ownership, management and circulation)
- Writer’s Digest Electronic Copies: 6,738
- Total Writer’s Digest Total Paid Circulation: 62,836
- See page 6 for edit calendar and deadlines and page 8 for rates and sizes.

SPECIAL INTEREST PUBLICATIONS:
- Our newsstand-only “special interest” issues focus on the most popular topics for writers—including our two popular annuals, Writing Basics and Writer’s Yearbook—and offer a unique opportunity to target a specific niche of our audience. These guides directed at a newer audience of writers provide the ability to impact them early in their writing development.
- 29,000 copies are printed and distributed nationally on newsstands 4 x each year.

2017 EDITIONS INCLUDE:
- Writer’s Digest Writing Basics
  Spring 2017 (May 2017 issue)
- Writer’s Digest Novel Writing Guide
  Summer 2017 (July 2017)
- Writer’s Digest Writer’s Workbook
  Fall 2017 (September 2017)
- Writer’s Digest Writer’s Yearbook 2017
  (Fall 2017)
- See page 7 for deadlines, rates and available ad sizes.

WRITER’S DIGEST ANNUAL CONFERENCE
- August 18-20, 2017
- Hilton New York Midtown
- Email: jill.ruesch@fwmedia.com for exhibiting and sponsorship opportunities

WRITER’S DIGEST WEBSITE ADVERTISING:
- Website advertising provides interactive access to a new audience of writers continuously, offering repeat exposure for your brand and immediate action benefits.
- 2,085,612 page views (previous 30 days)
- 1,438,074 sessions
- 1,142,144 users
- 1,044,078 new visitor sessions
- See page 11 & 12 for information, options and rates

WRITER’S DIGEST WEEKLY ENEWSLETTER:
- Advertising in the Writer's Digest weekly enewsletter allows you to connect immediately and regularly to an already engaged and active subscriber audience of writers, and ride along with Writer’s Digest editorial content.
- Newsletter advertising provides the ability to get your message out quickly and easily, with flexibility to test messages and offers.
- The WD editorial enewsletter mails every Tuesday to 158,897 subscribers (Jan. 24, 2016).
- See page 15 &16 for ad options and rates

WRITERSMARK.COM WEEKLY ENEWSLETTER
- A regular ad in the Writer’s Market weekly enewsletter allows you to speak to and interact immediately with our most advanced online audience of writers who are seeking information on publishing options and services.
- WM enewsletter mails every Thursday to 111,310 subscribers (Jan. 19, 2017).
- See page 15 &16 for ad options and rates

SOCIAL MEDIA MARKETING:
- Writer’s Digest currently has 696,063 (Jan. 24, 2017) twitter followers and an audience of 285,344 on Facebook. Advertisers are able to use these social media outlets to connect with our audience in a conversational environment.
- See page 17 for rates

WRITERS MARKET BOOKS
- The Writers Market Book Series is the primary reference tool for writers who want to get published.
- email: jill.ruesch@fwmedia.com for rate and deadline information

DEDICATED EMAIL MESSAGING
- A dedicated email message provides you exclusive and immediate access to the entire writing e-subscriber marketing list. This type of marketing allows you to speak directly and specifically to the Writer’s Digest online subscriber audience with your message and only your message.
- Total opt-in Marketing list for dedicated email messages: 159,867 (Jan. 24, 2017)
- You may also consider targeting your message to a segment based on geography, or preference segments that have interest in specific topics such as: Getting Published, Continuing Education, Writing Competitions, and Self Publishing.
- See page 15 for rates and specs

NATIVE ADVERTISING/SPONSORED CONTENT ON WWW.WRITERSDIGEST.COM/WRITERSMARK.COM
- This marketing option allows you to present authentic, original, authoritative content along-side that provided by the Writer's Digest editors and contributors, providing visibility and credibility. Your content will be showcased predominately on Writer’s Digest website, using the same platform as the WD editorial staff, allowing you to connect with targeted prospects in a relevant environment.
- See page 12 for rates

WRITER'S DIGEST MEDIA KIT 3
**AUDIENCE DEMOGRAPHICS***:

- **61.8%** Intermediate/Advanced writing level
- **82.5%** Primary Writing Goal: to write/publish novel
- **10.8** Average number hours per week writing
- **50.7** Average age
- **70%** Female
- **30%** Male
- **60.2%** College grads
- **$78,457** Average HHI

**GOALS**:

- **91.0%** To improve their writing
- **82.5%** To write/publish a novel
- **61.9%** Seeking markets for their writing
- **79.8%** Read Writer’s Digest for advice/information on how to get published

**SEEKING EDUCATION**:

- **62%** Yes, I’m interested in learning more about continuing education opportunities in writing
- **35.2%** Yes, I’d be interested in learning more about online writing courses **
- **73.1%** Percent who are either interested in learning more about continuing education opportunities in writing, learning more about online classes, or looking for additional learning opportunities **

**CONFERENCE ACTIVITY**:

- **70.1%** Interested in either attending or participating in IN-PERSON WRITNG CONFENCES
- **64.4%** Interested in either attending or participating in WRITING WEBINARS **
- **62.4%** Interested in either attending or participating in WRITER RETREATS **
- **29.2%** Have indicated the primary reason for subscribing to Writer’s Digest is for the Workshop/Conference listings

**ACTIONS**:

- **37.3%** Spend at least 10 hours or more per week writing
- **62.4%** Visited WritersDigest.com after reading the magazine
- **77.4%** Have taken an advertising related action as a result of advertising in Writer’s Digest **
- **15.1%** Have self-published an ebook
- **14.9%** Have self-published a print book

**PUBLISHING GOALS**

- **82.5%** To write/publish a novel (a book-length work of fiction)
- **21.6%** To write/publish a memoir
- **26%** To write/publish a nonfiction book other than a memoir (biography, how-to, etc.)
- **19.4%** To self-publish
- **58%** Percent whose goal is to get published

---

*Source: 2014 Writers Digest
**Source: 2012 Spring Writers Digest Spring readership survey*
2017 EDITORIAL CALENDAR

IN EVERY ISSUE:

MEET THE AGENT
In these colorful spotlight profiles, learn more about the personalities behind the submissions guidelines—and find out what they’re looking for from writers today.

INKWELL
Bite-sized articles, tips, prompts, news and inspiration for the writing life.

5–MINUTE MEMOIR
Essays from ordinary writers sharing their insights and reflections on the writing life.

BREAKING IN
Profiles of debut authors, including stories of how they got the book deal, what they’ve learned, their advice for other aspiring authors, and more.

THE WD INTERVIEW
In-depth interviews with today’s hottest authors sharing their unique insights on the business, craft and lifestyle of writing.

CONFERENCE SCENE
Spotlight on a selection of upcoming conferences, retreats or workshops, plus tips and resources to get the most from the conference experience.

FUNNY YOU SHOULD ASK
In this entertaining but info-packed advice column, literary agent Barbara Poelle fields questions from writers on the craft of writing, the business of publishing and everything in between.

STANDOUT MARKETS
Every column spotlights three hand-picked hot markets—a book publisher, a literary journal and a consumer magazine—that are currently open to submissions from new writers. Insider tips and editor Q&As share exactly what writers can do to help their work stand out from the rest.

YOUR STORY
This very popular, free contest offers a writing prompt and invites readers to submit a story. The top stories are posted on the Writer’s Digest forum and readers choose the winner. The winning entry is published in 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, providing take-to-the-keyboard tips and exercises to improve any project.
WRITER’S DIGEST 2017 EDITORIAL CALENDAR

JANUARY 2017
WRITE YOUR NOVEL IN 2017
• Writer’s Workbook: Framing Your Story (POV, Tense)
AD DEADLINE: September 22, 2016
AD MATERIAL DUE: October 1, 2016
SUBSCRIBER COPIES MAILED: November 4, 2016
NEWSSTAND ON-SALE: November 24, 2016

FEBRUARY 2017
ORGANIZE YOUR WRITING LIFE
• Writer’s Workbook: Secondary Characters
AD DEADLINE: November 8, 2016
AD MATERIAL DUE: November 15, 2016
SUBSCRIBER COPIES MAILED: December 23, 2016
NEWSSTAND ON-SALE: January 12, 2017

MARCH/APRIL 2017
WRITE & SELL SHORT STORIES
+ The Winners of WD’s Self-Published Book Awards
+ Writer’s Workbook: Beating Writer’s Block

JULY/AUGUST
CREATING CHARACTERS
+ Agent Roundtable on Mystery/Thriller (Stand-Alone Feature)
+ The Winners of WD’s Short Short Story Competition
+ The Winner of WD’s Poetry Competition
• Writer’s Workbook: Niche Writing (Humor, Travel, etc.)
AD DEADLINE: March 28, 2017
AD MATERIAL DUE: April 4, 2017
SUBSCRIBER COPIES MAILED: May 10, 2017
NEWSSTAND ON-SALE: May 30, 2017

SEPTEMBER
UNLEASH YOUR CREATIVITY
+ Writing Women’s Fiction (Stand-Alone Feature)
• Writer’s Workbook: World Building
AD DEADLINE: May 9, 2017
AD MATERIAL DUE: May 16, 2017
SUBSCRIBER COPIES MAILED: June 20, 2017
NEWSSTAND ON-SALE: July 11, 2017

OCTOBER
GET AN AGENT
• Writer’s Workbook: Critiques
AD DEADLINE: June 20, 2017
AD MATERIAL DUE: June 27, 2017
SUBSCRIBER COPIES MAILED: August 2, 2017
NEWSSTAND ON-SALE: August 22, 2017

NOVEMBER/DECEMBER
THE DIY ISSUE
(Indie Publishing; Promoting Yourself by Yourself; Audiobooks, Podcasts & More)
+ The Winners of WD’s Annual Writing Competition**
• Writer’s Workbook: Suspense
**Special subscriber cover will announce winner.
AD DEADLINE: August 8, 2017
AD MATERIAL DUE: August 15, 2017
SUBSCRIBER COPIES MAILED: September 20, 2017
NEWSSTAND ON-SALE: October 10, 2017

MAY/JUNE
THE WEB ISSUE
101 Best Websites
+ The Winners of WD’s Popular Fiction Awards
+ The Winner of the Self-Published E-Book Awards (Inkwell)**
• Writer’s Workbook: Shaping Scenes
**Special subscriber cover will announce winner.
AD DEADLINE: February 7, 2017
AD MATERIAL DUE: February 14, 2017
SUBSCRIBER COPIES MAILED: March 22, 2017
NEWSSTAND ON-SALE: April 11, 2017

PLUS: SPECIAL ISSUES
WD also publishes several stand-alone issues exclusively for the newsstand throughout the year—offering you even more unique, cost-effective opportunities to target the aspiring and up-and-coming writer. See page 7.

JANUARY 2018
WRITE YOUR NOVEL IN 2018
• Writer’s Workbook: Using Poetry to Improve Your Prose
AD DEADLINE: September 19, 2017
AD MATERIAL DUE: September 26, 2017
SUBSCRIBER COPIES MAILED: November 1, 2017
NEWSSTAND ON-SALE: November 21, 2017

FEBRUARY 2018
FOR LOVE OF WRITING
(Writing What You Feel Passionate About; Sharing the Love of Writing with Other Writers; Character Relationships; Loving Every Aspect of Your Writing Life)
• Writer’s Workbook: Conveying Emotion
AD DEADLINE: November 7, 2017
AD MATERIAL DUE: November 14, 2017
SUBSCRIBER COPIES MAILED: December 20, 2017
NEWSSTAND ON-SALE: January 9, 2018

MARCH/APRIL 2018
THE SECRET LIFE OF PUBLISHERS (AND WHY THEY NEED GOOD WRITERS)
+ The Winners of WD’s Self-Published Book Awards
• Writer’s Workbook: Backstory
AD DEADLINE: December 19, 2017
AD MATERIAL DUE: January 2, 2018
SUBSCRIBER COPIES MAILED: January 31, 2018
NEWSSTAND ON-SALE: February 20, 2018
2017 SPECIAL INTEREST ISSUES*

WRITING BASICS
SPRING 2017
May 2017 Cover Date
Our annual guide to getting started in writing.
AD DEADLINE: March 8, 2017
AD MATERIAL DUE: March 15, 2017
NEWSSTAND ON-SALE: May 10, 2017

NOVEL WRITING GUIDE
SUMMER 2017
July 2017 Cover Date
Our annual guide to fiction writing.
AD DEADLINE: May 3, 2017
AD MATERIAL DUE: May 10, 2017
NEWSSTAND ON-SALE: July 5, 2017

WRITER’S WORKBOOK
FALL 2017
September 2017 Cover Date
Our annual guide toolkit for writers of all levels looking to
improve their craft in any genre.
AD DEADLINE: July 5, 2017
AD MATERIAL DUE: May 10, 2017
NEWSSTAND ON-SALE: September 6, 2017

WRITER’S YEARBOOK
WINTER 2017
November 2017 Cover Date
Our annual guide to for freelance writers and book authors,
featuring our cornerstone listing of the 101 Best Websites
for Writers and the 100 Best Markets for Book and
Magazine Writers.
AD DEADLINE: September 6, 2017
AD MATERIAL DUE: September 13, 2017
NEWSSTAND ON-SALE: November 8, 2017

FOR ASSISTANCE PLEASE CONTACT:
Advertising Representative
JILL RUESCH
(800) 726-9966 x 13223
(715) 350-7086
Jill.Ruesch@fwmedia.com

DISPLAY ADS SPACES:
Full Page Black + White Interior page: $1250
Full Page 4-color Cover page: $1450
1/2 page Black + White: $900

CLASSIFIED SECTION:
$150 per inch
$4 per word (20 word minimum)

RESOURCE DIRECTORY:
1/6 page: $375
1/3 page: $575

*SIPs are newsstand only issues, approx. 30k distribution; B&W interior w/color covers.
# 2017 Print Advertising Rates

## Display Ad Rates

<table>
<thead>
<tr>
<th>Spread</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>8x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$12,000</td>
<td>$11,400</td>
<td>$10,200</td>
<td>$9,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,250</td>
<td>$5,625</td>
<td>$5,325</td>
<td>$4,690</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$4,375</td>
<td>$3,940</td>
<td>$3,720</td>
<td>$3,280</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3,500</td>
<td>$3,150</td>
<td>$2,975</td>
<td>$2,625</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,325</td>
<td>$2,095</td>
<td>$1,975</td>
<td>$1,750</td>
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<tr>
<td>1/6 Page</td>
<td>$1,625</td>
<td>$1,465</td>
<td>$1,380</td>
<td>$1,220</td>
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</table>

## Conference Directory (Does not appear in SIPs)

<table>
<thead>
<tr>
<th></th>
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<th>6x</th>
<th>8x</th>
</tr>
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<tbody>
<tr>
<td>Total</td>
<td>$225</td>
<td>$200 ea</td>
<td>$185 ea</td>
<td>$150 ea</td>
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</tbody>
</table>

## Classified Rates

A list of classifications is available on request.

### Classified Display

Classified boxed display (per inch, up to 3 inches). Typesetting charged at $15 per inch. Additional design/production work available (prices upon request).

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>8x</th>
<th>SIP*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&quot; × 2.125&quot;</td>
<td>$375</td>
<td>$350</td>
<td>$325</td>
<td>$300</td>
<td>$150</td>
</tr>
<tr>
<td>2&quot; × 2.125&quot;</td>
<td>$575</td>
<td>$525</td>
<td>$475</td>
<td>$425</td>
<td>$300</td>
</tr>
<tr>
<td>3&quot; × 2.125&quot;</td>
<td>$775</td>
<td>$750</td>
<td>$700</td>
<td>$675</td>
<td>$450</td>
</tr>
<tr>
<td>4&quot; × 2.125&quot;</td>
<td>$895</td>
<td>$850</td>
<td>$800</td>
<td>$750</td>
<td>$600</td>
</tr>
</tbody>
</table>

### Classified Word

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

<table>
<thead>
<tr>
<th>Size</th>
<th>per word</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>8x</th>
<th>SIP*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 word ad</td>
<td></td>
<td>$145</td>
<td>$115</td>
<td>$95</td>
<td>$90</td>
<td>$80</td>
</tr>
</tbody>
</table>

## Education/Conference Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>8x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,000</td>
<td>$4,600</td>
<td>$4,250</td>
<td>$3,500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,500</td>
<td>$3,220</td>
<td>$3,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,800</td>
<td>$2,600</td>
<td>$2,400</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,850</td>
<td>$1,715</td>
<td>$1,575</td>
<td>$1,485</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,300</td>
<td>$1,225</td>
<td>$1,100</td>
<td>$950</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$950</td>
<td>$875</td>
<td>$810</td>
<td>$760</td>
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</table>

## Covered Rates

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<th>6x</th>
<th>8x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$7,000</td>
<td>$6,300</td>
<td>$5,950</td>
<td>$5,250</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$6,800</td>
<td>$6,120</td>
<td>$5,780</td>
<td>$5,100</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$7,300</td>
<td>$6,270</td>
<td>$6,200</td>
<td>$5,475</td>
</tr>
</tbody>
</table>

## Guaranteed Positions

Add 10% to Standard Rates for guaranteed positions.

### All quoted rates include 4/C

## Commission and Terms

- All advertising must be pre-paid via check, credit card or PayPal.
- No cash discount.
- Mechanical and creative production work is available and billed at $50/hr.
- Classified advertising must be prepaid and in digital format. Product sample, resume and/or promotional literature must accompany initial order.

## 2017 Print Advertising Rates - See page 7.
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.

<table>
<thead>
<tr>
<th></th>
<th>Live Area</th>
<th>Full Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Pg Spread</td>
<td>15.5&quot; × 10&quot;</td>
<td>15.75&quot; × 10.75&quot;</td>
</tr>
<tr>
<td>1 Pg</td>
<td>7&quot; × 10&quot;</td>
<td>8&quot; × 10.75&quot;</td>
</tr>
<tr>
<td>2/3 Pg</td>
<td>4.625&quot; × 9.5&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Pg Island</td>
<td>4.625&quot; × 7&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Pg Horizontal</td>
<td>7&quot; × 4.625&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Pg Vertical</td>
<td>2.25&quot; × 9.5&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Pg Square</td>
<td>4.625&quot; × 4.625&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td>1/6 Pg</td>
<td>2.25&quot; × 4.625&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td>1/12 Pg</td>
<td>2.25&quot; × 2.25&quot;</td>
<td>n/a</td>
</tr>
</tbody>
</table>

CLASSIFIEDS AND READING NOTICES

DISPLAY CLASSIFIEDS All display classified ads (boxed) are 2.125" wide, start at 1" in height, and increase in 1" increments.

READING NOTICES Classified ads (word only) 20-word minimum.

FOR ASSISTANCE PLEASE CONTACT:
Advertising Representative
JILL RUESCH
(800) 726-9966 x 13223
(715) 350-7086
Jill.Ruesch@fwmedia.com
PRINT & DIGITAL AD SPECIFICATIONS

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.
- Questions can be directed to Julie Dillon, email: Julie.Dillon@fwmedia.com, phone: 800.726.9966, ext 13311

DIGITAL ADVERTISING SPECS

PREFERRED FORMAT
- Preferred Format: PDF (PDF/X-1a), PDF 1.4 or 1.3

ACCEPTABLE SOFTWARE PROGRAMS
- Adobe InDesign CS3-CS6 (.indd). Make sure files are packaged with fonts and images included.
- Adobe Photoshop CS3-CS6 (.psd, .tif/.tiff or .jpg/jpeg or .eps). Include fonts for files that are unflattened.
- Adobe Illustrator CS3-CS6 (.ai or .eps). Include fonts, or create outlines of them.
- QuarkXPress 6.0 – 8.0 (.qxd) Include all fonts and images.
- Please note any ads formatted/designed in Microsoft Word, Microsoft Publisher, Microsoft Excel, Corel Draw, Microsoft Powerpoint or any other formats not supported by F+W Media may have to be manipulated or redesigned.

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 Raster or Continuous tone Artwork: .tif, .psd, .jpg, .eps, .png, 300ppi at 100% image size to be used. Vector or Line art: .ai or .eps

FONTS All fonts must be PostScript compatible. No TrueType fonts may be used. Include both screen and printer fonts.

TEXT Microsoft Word (.doc or .docx), Microsoft Excel (.xls or .xlsx), Text Edit (.txt)
- Any other formats should be approved with Sales Rep. or Sales Assistant

DISKS Acceptable media: DVD, CD-ROM.

SUBMITTING FILES: NATIVES & PDFS
- 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 or 1.4. 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 Media cannot be responsible for the successful transmission or receipt of files sent uncompressed.
- Ads may also be submitted to our FTP site. Use an ftp client software like Filezilla, Transmit or Cyberduck, CuteFTP, etc.
- Host: ftp.fwpubs.com
- User ID: anonymous
- Password: your email address
- Go to the Inbound folder and look for the publication folder. Drag and drop your file into the publication folder.
- Files should be zipped or compressed prior to upload for unlocked file formats (native apps).

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.
- 600 ppi for vector or line art created in Illustrator or Photoshop.
- NOTE: Any text layed out in a Photoshop document should be 600 ppi as well.
- 300 ppi will be acceptable for vector/line art for tabloids.
- All fonts need to be embedded
- Avoid Composite fonts
- Avoid using colored 6pt text
- Make sure any small text uses 100% K or 100% black ink
- Double check overprints and transparency
- Avoid using spot colors, when they are converted to CMYK.
- Do not exceed 280% ink density for enamel and 260% for newsprint stock.

PAGE SET UP
- All files and final documents submitted should be set up to the specifications according to the Ad Dimensions listed in the media kit. For example, with a 1/3-page vertical ad, the document size should be set at 2 1/4” x 9 1/2”.
- If there is a bleed it should extend 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.
WritersDigest.com REACHES OVER ONE MILLION UNIQUE VISITORS (AND AVERAGES 1.9 MILLION PAGEVIEWS) EACH MONTH BY PROVIDING EXCELLENT ADVICE, TIPS, EDUCATION, INTERACTION AND INSPIRATION.

WRITING AND PUBLISHING RESOURCES

WritersDigest.com offers a variety of resources writers need to take their talent to the next level, including weekly prompts for inspiration, expert Q&A’s with established professionals, how-to tips and much more.

1. The ARTICLES channel is a writer’s one-stop-shop for all writers, allowing writers to personalize their content by genre, writing goal or writing level, making sure they get the information they need to find success.

2. The WRITER’S DIGEST WRITING PROMPTS are a quick and fun exercise to challenge your writing skills. Updated weekly, these prompts offer different scenarios to flex your creative muscle and practice your craft.

WRITER’S FORUM

The liveliest community of writers on the internet, this is the place where writers can discuss the highs and lows of the writing life. Forum topics include writing tips, recommended resources, critique guidelines, genres, writing prompts and many more.

EDITORIAL BLOGS

Our comprehensive suite of editorial blogs offers our readers unparalleled access to expert advice in easy-to-digest, sometimes humorous, posts. Our bloggers include writing expert Brian A. Klems, whose Writer’s Dig blog covers the gamut from grammar to platform to getting published; Guide to Literary Agents editor Chuck Sambuchino, whose GLA blog features regular Q&As with agents discussing the ins and outs of the all-important search for literary representation; and poetry guru Robert Lee Brewer, whose Poetic Asides’ Poem-A-Day challenge in April and November attracts thousands of poets from around the world; to name just a few.

WHERE DO PEOPLE GO WHEN THEY COME TO THE SITE?

37.5% BLOGS ON WRITING/GETTING PUBLISHED

13% ARTICLES ON WRITING

15% EDUCATIONAL WRITING TUTORIALS

15% WRITING PROMPTS/INSPIRATION

6% WRITING COMPETITIONS

13.5% FOR ASSISTANCE PLEASE CONTACT:
Advertising Representative
JILL RUESCH
(800) 726-9966 x 13223
(715) 350-7086
Jill.Ruesch@fwmedia.com

WRITER'S DIGEST MEDIA KIT 11
2016 WEBSITE ADVERTISING RATES & SPECS

**STANDARD MEDIA SPECS**

1. **FILE SIZE**: 40-50 KB max  
2. **JPEG OR GIF FILES ANIMATED GIFS**: 3 loop maximum 3rd party ad serving accepted  
3. **FLASH AD SPECS**: Max File Size: 50K  
4. **SUPPLIED CREATIVE PRODUCTION DEADLINES STANDARD MEDIA**: 4 business day prior to go-live date  
5. **RICH MEDIA**: 5 days prior to go-live date

**DISPLAY BANNER ADVERTISING**

<table>
<thead>
<tr>
<th>Run of Site</th>
<th>Run of Site Geo Target</th>
<th>Run of Channel</th>
<th>Forum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 728 × 90</td>
<td>$35/CPM</td>
<td>$45/CPM</td>
<td>$45/CPM</td>
</tr>
<tr>
<td>Box A 300 × 250</td>
<td>$40/CPM</td>
<td>$50/CPM</td>
<td>$50/CPM</td>
</tr>
<tr>
<td>Box B 300 × 250</td>
<td>$35/CPM</td>
<td>$45/CPM</td>
<td>$40/CPM</td>
</tr>
</tbody>
</table>

Rates are cost per 1,000 impressions (CPM), 20K minimum

**SPONSORED LINK**

<table>
<thead>
<tr>
<th>Run of Site</th>
<th>Run of Channel</th>
<th>Forum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Link</td>
<td>$500/mo</td>
<td>$300/mo</td>
</tr>
</tbody>
</table>

**EXCLUSIVE PAGE SPONSORSHIPS**

Exclusive ad positions in sections or on specific pages.

<table>
<thead>
<tr>
<th>Home</th>
<th>Channels</th>
<th>Blogs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 728 × 90</td>
<td>$1,750</td>
<td>$1,000</td>
</tr>
<tr>
<td>Box A 300 × 250</td>
<td>$2,000</td>
<td>$1,300</td>
</tr>
<tr>
<td>Box B 300 × 250</td>
<td>$1,000</td>
<td>$750</td>
</tr>
</tbody>
</table>

Rates are per month; 3-month minimum. Premium Sponsorship positions are exclusive.

**MONTHLY SPONSORED CONTENT ON WRITERSDIGEST.COM OR WRITERSMARKET.COM**

Writer’s Digest offers content partners the opportunity to present their voice in their area of expertise on the Writer’s Digest or WritersMarket.com home page. Partners will work with the online editorial staff to align content for the interest of the audience. Posts will run approximately 500 words. (unique non-indexed content reviewed and approved by WD edit staff). The article will appear as a featured post for one week on the homepage position, then archived on site for 12 months.

<table>
<thead>
<tr>
<th>WritersDigest.com</th>
<th>WritersMarket.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>One post:</td>
<td>$5,000</td>
</tr>
<tr>
<td>One post per month for three months:</td>
<td>$4,500 per month</td>
</tr>
<tr>
<td>One post per month for six months:</td>
<td>$4,000 per month</td>
</tr>
<tr>
<td>One post per month for twelve months:</td>
<td>$3,500 per month</td>
</tr>
</tbody>
</table>

**WRITER’S DIGEST SWEEPSTAKES:**

Donate a prize of your choosing ($500+ value). We will promote your offer the entire Writer’s Digest online audience for one week including:

- 2 Writers Digest enewsletters
- 2 social media posts
- One week on www.writersdigest.com

All registrants will be available to you for a dedicated email send after the winner is chosen and notified. $1500 per

**CONTENT DOWNLOADS:**

Providing your content to the Writer's Digest or Writer's Market audience allow you to establish credibility in the market as and thought leader by providing insight, education and expertise on topics of importance to writers today. We will promote your offer the entire Writer’s Digest online audience for one week including:

- 2 Writers Digest enewsletters
- 2 social media posts
- One week on www.writersdigest.com

All registrants will be available to you for a dedicated email send. $1500 per

**FOR ASSISTANCE PLEASE CONTACT:**

Advertising Representative  
JILL RUESCH  
(800) 726-9966 x 13223  
(715) 350-7086  
Jill.Ruesch@fwmedia.com
E-MAIL MARKETING

WritersDigest.com SUBSCRIBER AUDIENCE

E-mail marketing is the most cost-effective advertising vehicle for generating targeted leads. Whether via dedicated e-mail promotions or ads in our eNewsletters, there is no more cost-effective lead generation vehicle for reaching our responsive audience of professional and aspiring writers than our suite of e-mail marketing opportunities. An important element of any integrated marketing campaign, e-mail marketing enables advertisers to maintain a consistent presence in front of a subscriber audience throughout the year and to target time-sensitive promotions, with immediate results.

WRITER’S DIGEST TIPS AND UPDATES
Tips and Updates from Writer’s Digest reaches over 158,000 online subscribers who make up our most active audience of professional and aspiring writers. This weekly newsletter mails every Thursday, offering an inspiring and informative mix of new content and highlighted material from our magazine, blogs and forums.

WRITER’S MARKET UPDATE
Writer’s Market Update reaches over 111,000 of our most advanced audience of writers. This segment has been identified as those seeking publishing options. The Writer’s Market Update offers insider marketing tips and valuable business advice designed to help writers get published and get paid.

DEDICATED E-MAIL PROMOTIONS
Leverage the strength of the Writer’s Digest brand and deliver your message directly to the inboxes of the largest captive audience of writers available. Instantly inform more than 159,000 professional and aspiring writers of how your product or service can help them overcome the many challenges writers face in their efforts to stay inspired, stay focused, and get published. These customized electronic advertorials include your message and branding with direct links to your website—segments of the list are also available.

"WOW! This newsletter really works! Thank you so much! Keep the tips — and the markets — coming."
—KATHY SHIELS TULLY

FOR ASSISTANCE PLEASE CONTACT:
Advertising Representative
JILL RUESCH
(800) 726-9966 x 13223
(715) 350-7086
Jill.Ruesch@fwmedia.com
DEDICATED E-MAIL RATES

<table>
<thead>
<tr>
<th>Rate to mail to the entire Writer’s Digest</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full eMarketing list:</td>
<td>$50/M</td>
</tr>
<tr>
<td>Rate for 100,000 Segment:</td>
<td>$60/M</td>
</tr>
<tr>
<td>Rate for 50,000 Segment:</td>
<td>$70/M</td>
</tr>
<tr>
<td>Rate for 20,000 Segment:</td>
<td>$85/M</td>
</tr>
</tbody>
</table>

*M= Cost Per Thousand (CPM)

* Writer’s Market segment 111,000: $3,750
Splits: A/B or 50/50 Add 10%
Geo-target: Add 10%

DEDICATED E-MAIL PROMOTIONS SPECS

HTML VERSION
1. Maximum file size: 50K.
   Maximum width: 600 pixels.
2. Images must be served from the advertiser’s server if file sent as an HTML.
3. If using CSS in your HTML e-mail, you must have the styles embedded in the HTML. Do not link to an external style sheet.
4. No Flash, Java, JavaScript, Active X, or automatic downloads.
5. If you are providing html for your 3rd party ad, and wish to include google analytics tracking parameters, you may do so without restriction. In other words, you are free to use whatever utm_campaign, utm_source, utm_medium, utm_term, and utm_content values that you wish. However, the email will be executed in such a manner where email click data will not be available for your link THROUGH EXACT TARGET. You will still be able to, and will need to, use your Google Analytics solution to determine the traffic your ad is generating.

MATERIAL FOR DESIGN
1. If sending images they must be a .gif, .jpg or PDF file, along with your linking URL. We will convert into an html file and serve the images on our server.
2. Subject line: 80 characters maximum, no exclamation points or all caps.
3. Pre-header text.

ENEWSLETTER ADVERTISING

<table>
<thead>
<tr>
<th>Tip &amp; Updates</th>
<th>Writer’s Market*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 300 x 250</td>
<td>$600</td>
</tr>
<tr>
<td>Banner</td>
<td>$400</td>
</tr>
<tr>
<td>Block</td>
<td>$750</td>
</tr>
</tbody>
</table>

INTEXT AD

25 words of text, one image*** and one link: $250 $200
35 words of text, one image*** and one link: $350 $300
50 words of text, one image*** and up to 2 links: $400 $375
Classified Listing**: $150 $100

** Classified Listings are 25 words (max) + URL.
*** Image size 125x125 pixels

DISCOUNT SCHEDULE

<table>
<thead>
<tr>
<th>3x</th>
<th>6x</th>
<th>13x</th>
<th>26x</th>
<th>52x</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
<td>25%</td>
</tr>
</tbody>
</table>
2016 E-MAIL ADVERTISING SPECS

AD DIMENSIONS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Banner</td>
<td>468 x 60</td>
</tr>
<tr>
<td>Block</td>
<td>600 x 250</td>
</tr>
<tr>
<td>In-Text Ads</td>
<td>125 x 125 image (25, 35, 50 word options) and link</td>
</tr>
</tbody>
</table>

SPECS

- File size 40KB max
- JPEG or GIF
- Animated GIF 3 loop max
- Flash ad max 50K
- Deadlines: 4 business days prior to mail date

FOR ASSISTANCE PLEASE CONTACT:
Advertising Representative
JILL RUESCH
(800) 726-9966 x 13223
(715) 350-7086
Jill.Ruesch@fwmedia.com

INTEXT AD SAMPLE (50 Words)

Shelf Unbound literary magazine reached more than 125,000 avid readers in the U.S. and 57 countries around the globe. For information on Shelf’s “two ads for $250” special, contact publisher Margaret Brown, margaret@shelfmediagroup.com.

And visit our website to sign up for a free subscription:
www.shelfmediagroup.com
WEBINARS
Webinars are an influential way to present your product or service to our subscribers. Webinars provide you the most targeted audience and 100% share of voice in an educational and interactive environment. This forum provides you the opportunity to present your brand as an authority in the community. There are two types to choose from, but both offer you a 60-minute presentation, significant promotion of the event and personal engagement with your potential customers.

LIVE WEBINAR: PRICE: $5,500
60 MINUTE LIVE PRESENTATION
• Host will share educational content for the benefit of the audience using applications, powerpoint, and slides
• Host will have F+W Media Specialist assistance during event

PROMOTION OF EVENT**
• Dedicated E-mail Blast to entire Writer’s Digest subscriber audience, promoting event and registration
• Listing on Writer’s Digest home page in the Webinars & Boot Camps Section
• Promo included in two Writer’s Digest e-newsletters
• One twitter post per week in the Writer’s Digest twitter page
• Two posts on Writer’s Digest facebook page

DIRECT INVOLVEMENT OF AUDIENCE
• Customer qualification questions w/registration (up to 3 must be provided four weeks in advance of webinar date)
• 15 min live questions/answers/polls at adviser discretion (this is part of the 60 minute total).
• Up to 250 leads*
• Follow-up thank you e-mail to participants with inclusion of a 35 word promotion message provided by sponsor

ON-DEMAND WEBINAR: PRICE: $5,000
60 MINUTE RECORDED PRESENTATION
• Host shares educational content for the benefit of the audience using applications, slides, video, desktop
• F+W Media Specialist assistance included

PROMOTION OF EVENT
• Dedicated E-mail Blast
• Up to six weeks promotional consideration online and in newsletters

IN大大大VILOVEMENT OF AUDIENCE
• Customer qualifications questions w/registration (up to 3 must be provided four weeks in advance of subscribers webinar date).
• Hosted on-site for up to six weeks
• Up to 250 leads*

*Additional leads may be purchased for $10/lead

**Promotions guaranteed only with four week lead time (Contract & payment terms accepted by Writer’s Digest Representative).

SOCIAL MEDIA
• Social Media provides a conversational connection with over 500,000 writers connected to the Writer’s Digest Brand.

TWITTER POST
• $300 per day (140 characters)
• $400 per day (140 characters with image)

FACEBOOK POST
• $200 per day (25 words plus live link)
• $275 per day (25 words plus live link with image)

COMBINATION POST
• $500 per day (both twitter and FB)
• $600 per day (both twitter and FB with image)

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(800) 726-9966 x 13223
(715) 350-7086
Jill.Ruesch@fwmedia.com
1. All ads prepaid unless credit application has been submitted and approved. Payment must be made within 30 days of date of invoice. A 1.5% per month carrying charge will be added to delinquent accounts. In the event the account is turned over to an attorney or to a collection agency for collection, the reasonable cost of collection will be charged to the advertiser and the advertising agency, including without limitation attorney’s fees, collection agency fees, and court costs.

2. F+W Media will not be bound by any conditions printed or otherwise appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the terms and conditions set forth herein and in the rate card. Contracts, insertion orders, or copy changes will not be accepted without written confirmation. Insertion orders must specifically state magazine, issue(s) and space to be used.

3. All advertisements are published upon the understanding that the advertiser and the advertising agency (if any) assume full and complete responsibility and liability for the content of all advertisements submitted for publication. It is the responsibility of the advertiser and the advertising agency to ensure that all advertisements comply with all applicable federal and state laws and regulations both as to format and substance. The advertiser and the advertising agency each represent and warrant that the advertisements will not contain any matter that is deceptive, misleading, obscene, disparaging or libelous, or that violates any person’s right of privacy, or constitutes copyright infringement, trademark infringement, or is otherwise contrary to law. F+W Media is not responsible for errors in key numbers or any other typesetting done by F+W Media. The advertiser and the advertising agency each agree to indemnify and save harmless F+W Media and its employees and representatives from and all loss, expense, or other liability, including attorney’s fees, arising from any claims based on a breach or alleged breach of the foregoing representations and warranties.

4. F+W Media reserves the right, without liability, to reject, omit, or exclude any advertising order for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged or published. Without limiting the generality of the foregoing, F+W Media may alter or reject any advertisement that contravenes its general rules for the acceptance of advertising or that in its opinion is or may be misleading or may expose F+W Media to any liability. F+W Media’s failure to exercise this right shall not relieve advertiser of its obligations under paragraph 3 above.

5. In the event an order is placed by an agency on behalf of the advertiser, such agency warrants and represents that it has full right and authority to place such order on behalf of the advertiser. The advertiser and its agency, if there be one, each agrees to be jointly and severally liable for F+W Media’s charge for each advertisement placed. Thus, F+W Media may recover its advertising charges from either the advertiser or the agency, regardless of the relationship between the advertiser and the agency and without regard to any contrary provision in any insertion order, purchase order, or other document.

6. In order to cancel a contract, F+W Media as well as the sales representative must be notified in writing.

7. For critical color reproduction, a SWOP proof generated from the ad file must be supplied. If a SWOP proof is not provided, the ad will run within SWOP ink density specifications to “pleasing color”. If a SWOP proof is not provided, F+W Media is not responsible for quality of reproduction. —See more at: http://www.fwmedia.com/terms#sthash.755wRrkX.dpuf

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