



WRITER'S DIGEST

MEDIA KIT

Reach the largest audience of professional and aspiring writers via the #1 source for writing resources, inspiration and community: *Writer's Digest*

EDITORIAL MISSION



Serving Writers Since 1920

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 scriptwriting; invaluable information about the business side of writing and publishing; and a directory of educational and practical resources and services.

WritersDigest.com is the essential online community and resource portal for writers in every stage and genre. It is a daily resource that offers frequently updated articles and blogs; educational webinars and virtual workshops; informational e-newsletters; and the Writer's Forum, a lively virtual gathering place where writers share experiences, offer critiques, and make connections.

Writer's Digest: The Brand Writers Know and Trust

AUTHORITY
The premier brand for professional and aspiring writers.

INFLUENCE
A loyal and highly qualified readership that values and depends on our products.

ACCESS
Integrated marketing solutions to reach your target audience.

For Assistance Please Contact:

Advertising Representative

JILL RUESCH

(800) 726-9966 x 13223

Jill.Ruesch@fwmedia.com

INTEGRATED MARKETING SOLUTIONS

WRITER'S DIGEST MAGAZINE

Print advertising in *Writer's Digest* provides the benefit of extended and immersive access to a core audience of writers. They view the magazine as the authority in offering resources and services related to the business of publishing. (83,000 copies are printed and circulated each issue, 8 times per year).

Writer's Digest Magazine (from 2011 Publishers Statement)

- Total circulation: 83,372
- Newsstand copies: 25,470
- Subscriber copies: 57,902

SPECIAL INTEREST PUBLICATIONS:

Our newsstand-only "special interest" issues focus on the most popular topics for writers—including novel writing, creativity and our popular annuals, *Writing Basics* and *Writer's Yearbook*—and offer a unique opportunity to target a specific niche of our audience. These guides are directed at a newer audience of writers, offering the ability to impact them early in their writing development.

WWW.WRITERSDIGEST.COM

Website advertising provides immediate and interactive access to a new audience of writers continuously. Web advertising offers excellent branding and immediate action benefits.

www.writersdigest.com (stats from November 2011)

- Page Views: 877,164
- Visitors: 197,972
- Avg. Page Views: 4.4
- Search Visits: 115,873

WRITER'S DIGEST TIPS & UPDATES

NEWSLETTER

Advertising in the Writer's Digest Tips and Updates weekly newsletter allows you connect immediately and regularly to an already engaged and active audience of writers, and ride along with the Writer's Digest editorial content.

Writer's Digest Tips & Updates Weekly newsletter (stats from the week of 11/22/11)

- Mails every Tuesday
- Subscribers: 184,559

DEDICATED EMAIL MESSAGING

The Dedicated Email message offers exclusive and immediate access to the entire newsletter list (207,000+). This forum allows you to speak directly and specifically to the Writer's Digest online audience with any offers you may have.

- Total Opt-in Marketing list for Dedicated emails: 207,000

WRITERSMARKET.COM WEEKLY NEWSLETTER

A regular ad in the Writer's Market weekly newsletter allows you speak regularly to and interact immediately with an advanced audience of writers who are looking for publishing options.

WritersMarket.com weekly newsletter (stats from week of 11/25/11)

- Mails every Friday
- Subscribers 82,883

CONFERENCES:

- **Writer's Digest East Annual Conference:** January 20-22, 2012 Sheraton New York Hotel & Towers
- **Writer's Digest Conference West:** October 19-21, 2012 at the Renaissance Hollywood Hotel and Spa in Hollywood, CA
- **Writer's Digest Screenwriter's World Conference:** October 19-21, 2012 at the Renaissance Hollywood Hotel and Spa in Hollywood, CA

READER PROFILE

Writer's Digest magazine and WritersDigest.com are the premier print and online resources for writers of every medium, genre and experience level. Our 80,000 magazine subscribers and 195,000 average unique visitors/month represent the largest community of published and aspiring fiction, poetry, screenplay and non-fiction writers anywhere and *Writer's Digest* is the only writing publication the majority of them read. *Writer's Digest* offers an innovative range of strategic, integrated marketing solutions to our advertising partners, including custom publishing and events, and innovative branding and lead-generation opportunities.

AUDIENCE DEMOGRAPHICS*:

- 58.2%** Intermediate/Advanced writing level
- 76.4%** Primary Writing Goal: to write/publish novel
- 10.6** Average number hours per week writing
- 51.4** Average age
- 68.1%** Female
- 71.7%** College grads
- \$84,825** Average HHI

GOALS:

- 91%** To improve their writing
- 76.4%** To write/publish a novel
- 63.3%** Seeking markets for their writing
- 77%** Read *Writer's Digest* for advice/information on how to get published

SEEKING EDUCATION:

- 31.6%** Have or are exploring MFA options
- 42%** Interested in non-degree writing workshops/programs
- 51.9%** Have attended at least one in person or online writing event

CONFERENCE ACTIVITY:

- 33%** Percentage of readers willing to travel over 200 miles to a conference
- 35%** Have attended at least one in person writing event in the last 12 months
- 25.4%** Have indicated the primary reason for subscribing to *Writer's Digest* is for the Workshop/Conference listings.

ACTIONS:

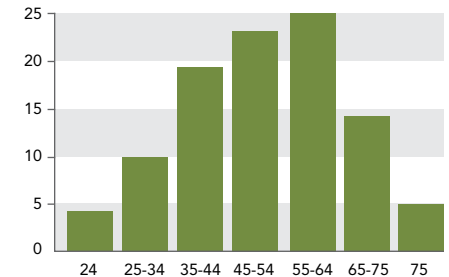
- 38%** Spend at least 10 hours per work writing
- 63.6%** Visited Writersdigest.com after reading the magazine
- 77.4%** Have taken an advertising related action as a result of advertising in *Writer's Digest*

Percent of respondents who took an advertising-related action in the past 12 months

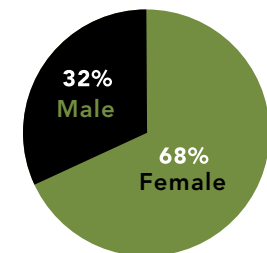
77%

(clipped an ad, looked for an advertised product, purchased an advertised product, contacted an advertiser, visited an advertiser's website, or attended an event that was advertised)

AGE:



GENDER:



*SOURCE: 2010 Spring readership survey

2012 EDITORIAL CALENDAR

In Every Issue:

ASK THE AGENT

Top agents in the industry answer honest questions about what makes them tick, and what they're looking for from writers today.

INKWELL

Bite-sized articles, tips, prompts, news and inspiration for 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.

QUESTIONS & QUANDARIES

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

STANDOUT MARKETS

Our markets column is back by popular demand, and new and improved, featuring in-depth Q&As with editors of both literary journals and book publishers sharing insights on how to break in.

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.

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2012 EDITORIAL CALENDAR

MARCH/APRIL:

Make Your Writing Stand Out

Essentials the Best Writers Master

PLUS: *The Winners of WD's Self-Published Books Competition, Writer's Workbook: Voice & Style (in any writing, not just fiction)*

SPACE RESERVATIONS: December 27, 2011

MATERIALS DUE: January 3, 2012

ON SALE: February 28, 2012

MAY/JUNE:

Publishing Today

Understanding Your Traditional, Digital and Self-Publishing Options

PLUS: *The Winners of WD's New Genre Competitions, 101 Best Websites, Writer's Workbook: Developing Themes*

SPACE RESERVATIONS: February 14, 2012

MATERIALS DUE: February 21, 2012

ON SALE: April 17, 2012

JULY/AUGUST:

The Rule-Breaker's Issue

How to Take Risks That Pay Off—in Your Craft & Beyond

PLUS: *The Winners of WD's Short Short Story Competition, Writer's Workbook: Conflict*

SPACE RESERVATIONS: April 3, 2012

MATERIALS DUE: April 10, 2012

ON SALE: June 5, 2012

SEPTEMBER:

The Big 10 Issue

Anything Goes—as Long as It's a Factor of 10!

PLUS: *Writer's Workbook: Your Essential Novel Checklists*

SPACE RESERVATIONS: May 15, 2012

MATERIALS DUE: May 22, 2012

ON SALE: July 17, 2012

OCTOBER:

Get an Agent

Our Annual Roundup of 25+ Agents Who Want Your Work

PLUS: *Writer's Workbook: Character Motivation*

SPACE RESERVATIONS: June 26, 2012

MATERIALS DUE: July 3, 2012

ON SALE: August 28, 2012

NOVEMBER/DECEMBER:

Make Your Writing Time Matter

How to Make the Most of Whatever Time You've Got, Be Creative on Demand & Make More Money Writing

PLUS: *The Winners of WD's Annual Writing Competition, Writer's Workbook: Building Suspense*

SPACE RESERVATIONS: August 14, 2012

MATERIALS DUE: August 21, 2012

ON SALE: October 16, 2012

JANUARY (2013):

Write Your Novel in 2013: Your Must-Have Guide

SPACE RESERVATIONS: September 25, 2012

MATERIALS DUE: October 2, 2012

ON SALE: November 27, 2012

FEBRUARY (2013):

TBA

SPACE RESERVATIONS: November 13, 2012

MATERIALS DUE: November 20, 2012

ON SALE: January 15, 2013

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.

2012 SPECIAL ISSUES

Writing Basics

Our annual guide to getting started in writing is back, with special sections dedicated to helping aspiring writers boost their creativity, hone their craft and learn the basics of publishing.

SPACE RESERVATIONS: March 13, 2012
MATERIALS DUE: March 20, 2012
ON SALE: May 15, 2012

TBA

SPACE RESERVATIONS: May 8, 2012
MATERIALS DUE: May 15, 2012
ON SALE: July 10, 2012

TBA

SPACE RESERVATIONS: July 10, 2012
MATERIALS DUE: July 17, 2012
ON SALE: September 11, 2012

Yearbook 2013

Our most popular annual guide is back again, with its cornerstone listing of the 100 Best Markets for Writers. Filled with secret for success in the changing industry, this continues to be THE must-have publication for freelance writers and book authors alike.

SPACE RESERVATIONS: September 11, 2012
MATERIALS DUE: September 18, 2012
ON SALE: November 13, 2012

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

RESOURCE DIRECTORY:

1/6th page: \$375

1/3rd page: \$575

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2012 PRINT ADVERTISING RATES

DISPLAY AD RATES

	1x	3x	6x	8x
Spread	\$13,000	\$11,960	\$11,000	\$10,400
Full Page	\$7,400	\$6,810	\$6,290	\$5,900
2/3 Page	\$5,375	\$4,945	\$4,570	\$4,300
1/2 Page	\$4,440	\$4,085	\$3,775	\$3,550
1/3 Page	\$2,930	\$2,695	\$2,490	\$2,345
1/6 Page	\$1,850	\$1,715	\$1,575	\$1,485

COVER RATES

	1x	3x	6x	8x
Cover 2	\$8,550	\$8,015	\$7,265	\$6,800
Cover 3	\$8,150	\$7,640	\$6,925	\$6,500
Cover 4	\$8,900	\$8,345	\$7,565	\$7,000

EDUCATION/CONFERENCE RATES

	1x	3x	6x	8x
Full Page	\$5,000	\$4,600	\$4,250	\$3,500
2/3 Page	\$3,500	\$3,220	\$3,000	\$2,500
1/2 Page	\$2,800	\$2,600	\$2,400	\$2,000
1/3 Page	\$1,850	\$1,715	\$1,575	\$1,485
1/6 Page	\$1,300	\$1,225	\$1,100	\$950
1/12 Page	\$950	\$875	\$810	\$760

All quoted rates include 4/C

GUARANTEED POSITIONS Add 10% to Standard Rates for guaranteed positions.

CONFERENCE DIRECTORY *(does not appear in SIPs)*

	1x	3x	6x	8x
Total	\$200	\$525	\$750	\$880

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).

	1x	3x	6x	8x	SIP*
1"	\$375	\$350	\$325	\$300	\$150
2"	\$575	\$525	\$475	\$425	\$300
3"	\$775	\$700	\$625	\$550	\$450
4"	\$975	\$875	\$775	\$675	\$600

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

	1x	3x	6x	8x	SIP*
per word	\$7.25	\$5.75	\$4.75	\$4.50	\$4.00

WE TYPE MANUSCRIPTS Typing and word-processing services, classified by state. Total (non-commissionable) cost for 6-line listing:

	1x	3x	6x	8x	SIP*
Total	\$200	\$525	\$690	\$800	\$100

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

CIRCULATION

Published: 8 times a year.

Paid circulation: 83,000.

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 1 1/2% 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.

AD DIMENSIONS

AD PAGE DIMENSIONS

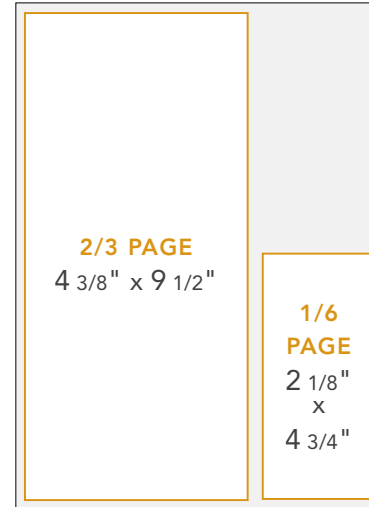
Ads of different sizes may be combined to earn frequency discounts, provided the smaller unit is at least half the size of the larger unit.

	(live area)	(full bleed)
2 Pg Spread	15" x 10"	15 3/4" x 11"
1 Pg	7" x 10"	8" x 11"
2/3 Pg	4 3/8" x 9 1/2"	n/a
1/2 Pg Island	4 3/8" x 7"	n/a
1/2 Pg Horizontal	6 3/4" x 4 3/4"	n/a
1/3 Pg Vertical	2 1/8" x 9 1/2"	n/a
1/3 Pg Square	4 3/8" x 4 3/4"	n/a
1/6 Pg	2 1/8" x 4 3/4"	n/a
1/12 Pg	2 1/8" x 2 1/4"	n/a

CLASSIFIEDS AND READING NOTICES

DISPLAY CLASSIFIEDS All display classified ads (boxed) are 2 1/8" wide, start at 1" in height, and increase up to 3".

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



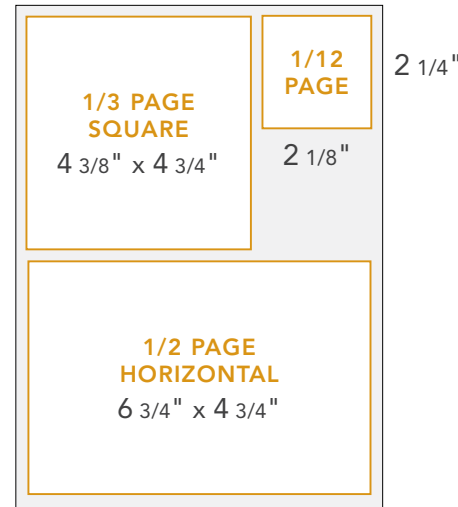
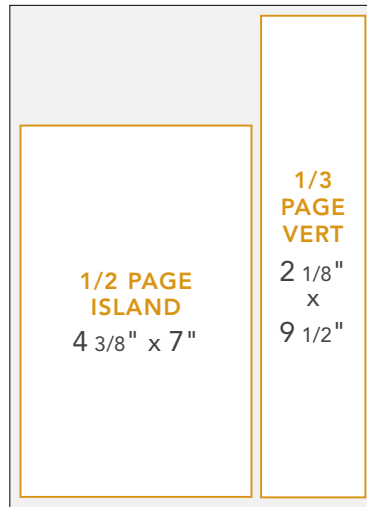
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AD SPECIFICATIONS

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.
- Ship your materials to:
Attn: Advertising Coordinator;
F+W Media
10151 Carver Rd, Suite #200
Blue Ash, OH 45242
OR send digital files to: <ftp://ftp.fwpubs.com>
Advertising materials that does not conform to the stated requirements will incur additional production costs.

DIGITAL ADVERTISING SPECS

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 & 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. 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. 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 listed in the media kit. For example, with a 1/3-page vertical ad, the document size should be set at 2 1/8" 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.

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.

ELECTRONIC MEDIA

WritersDigest.com is the essential online community and resource portal for writers in every stage and genre.

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.



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2012 ELECTRONIC ADVERTISING RATES & SPECS

WritersDigest.com

DISPLAY BANNER ADVERTISING

	Run of Site	Run of Channel	Forum
Leaderboard 728 x 90	\$35	\$45	\$25
Box A 300 x 250	\$40	\$50	n/a
Box B 300 x 250	\$35	\$40	n/a

Rates are per 1,000 impressions, 20K minimum

SPONSORED LINK

	Run of Site	Run of Channel	Forum
Sponsored Link	\$500/mo	\$300/mo	n/a

PREMIUM BANNER SPONSORSHIP

	Homepage	Channels	Genres	Blogs
Leaderboard 728 x 90	\$1,500	\$1,000	\$500	\$400
Box A 300 x 250	\$1,750	\$1,300	\$750	n/a
Box B 300 x 250	\$1,000	\$750	\$350	\$300

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

THE WRITER'S MART PRODUCTS & SERVICES DIRECTORY

WWW.WRITERSDIGEST.COM/WRITERSRESOURCES

Monthly Listing	\$100
Annual Listing	\$900

STANDARD MEDIA SPECS

- 1. File Size:** 25 KB max
- 2. JPEG or GIF files** (MAP files not accepted)
3rd party ad serving accepted
Animated GIFs: 3 loop maximum
- 3. Flash Ad Specs:** Max File Size: 25K
- 4. Supplied Creative Production Deadlines**
Standard Media: 2 business day prior to go-live date
- 5. Rich Media:** 5 days prior to go-live date

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2012 ELECTRONIC ADVERTISING RATES & SPECS



LEADERBOARD

HOME ARTICLES COMMUNITY EDITOR BLOGS COMPETITIONS EDUCATION WRITING RESOURCES SUBSCRIBE SHOP GIVE A GIFT

101 BEST WEBSITES FOR WRITERS

Subscribe to our FREE weekly email newsletter and get the 101 Best Websites for Writers download.

GET MY FREE DOWNLOAD

REGISTER LOG IN

GO

FOLLOW WRITER'S DIGEST   

Happy Holidays from the Writer's Digest Team

Every year we have a small holiday party, generally held at our art director's house (she likes hosting, plus she lives minutes from our office). We eat lunch, chat about the worst Christmas presents we've ever received, play games and close things down with a White Elephant gift exchange. But the one thing that dominates the conversation throughout the entire event is how lucky we are to be a part of the wonderful writing community, doing something we love that (hopefully) helps others find success.

[Read More](#) | [View Old Posts](#)

DAILY WRITING PROMPT

It's a few days after Christmas and you received everything you wanted, especially (fill in the blank). But things take an interesting turn when, in the middle of the night, the thing that you wanted, which had been sitting in the corner, starts talking to you. [Read more](#)

[Write Your Scene](#) | [View More Prompts](#)

EDITOR'S PICKS

YOUR FAVORITE PRODUCTS FROM 2011

PREMIUM COLLECTION

Your Favorite Products from 2011

It's also one of the best deals of the year! With the "Your Favorite Products of 2011" Premium Collection, you will get 10 best-selling products from 2011, including Writer's Market 2012 Deluxe Edition, Story Engineering, 2 OnDemand Webinars and more. It's just \$79 through December 31. You won't find another deal like this! [Read more](#)

BUY NOW

[More Picks »](#)

WHAT'S NEW

Do You Need a Publisher Anymore? Hachette and J.A. Konrath Duke It Out

In his obituary to the year-long Domino Project, Seth Godin wrote that publishing companies and other traditional players that do not adapt to new modes of doing business will go extinct. Others have suggested the same.

Meanwhile, some authors like J.A. Konrath and David Gaughran have eschewed traditional relationships with publishers to create and distribute their work on their own. In the aftermath to the Book Country self-publishing tool launch from Penguin, some outspoken critics took the announcement as an opportunity to question publishers' relevance.

[Read more](#)

Which Sample Chapters

Members Only


Not a member? [Join for FREE!](#)

ARE YOU A GRAMMAR GURU?

[Take our quiz and find out!](#)

BOX A

January Issue



WRITER'S DIGEST MAGAZINE

Preview the Issue
Buy It Here
Give a Gift Subscription

Save 58%!

SUBSCRIBE NOW

BOX B

How to Use an Outline to Write a First Draft

Once you've completed an outline, it's time to put it to use and get to work on your first manuscript draft. Chances are, you'll face a lot of questions. Let us help you answer them. [Read more](#)

A 12-Day Plan of Simple Writing Exercises

My kids and I like to sing the "12 Days of Christmas" throughout the month of December. This got me thinking: What if instead of getting lousy gifts like lords a-leaping or calling birds (colly birds if you're English), you received useful gifts like books on writing or a check for a million dollars. While I can't offer a million dollars, I do have something I can offer to help keep you writing during the time-crunched holiday season: a 12-day plan of simple writing exercises to help you

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E-MAIL MARKETING

WritersDigest.com

E-mail marketing is the most cost-effective advertising vehicle for generating targeted leads. Whether via dedicated e-mail promotions or display ads and classifieds listings 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 our audience throughout the year and to target time-sensitive promotions.

WRITER'S DIGEST TIPS AND UPDATES

Tips and Updates from Writer's Digest reaches over 185,000 professional and aspiring writers every Tuesday, 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 82,000 professional and aspiring writers every month, offering 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 our subscribers' inboxes. Instantly inform more than 208,000 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.

For Assistance Please Contact:

Advertising Representative

JILL RUESCH

(800) 726-9966 x 13223

Jill.Ruesch@fwmedia.com

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

—KATHY SHIELDS TULLY

2012 E-MAIL ADVERTISING RATES & SPECS

DEDICATED E-MAIL PROMOTIONS

	Writer's Digest
Full List	\$7,500
Selects*	\$85/m

*Selects = Geographic & Demographic selects, as available; \$1,500 minimum

DEDICATED E-MAIL PROMOTIONS SPECS

HTML VERSION

- 1. Maximum file size:** 50K. Maximum width: 600 pixels.
- 2. Subject:** 80 characters maximum, no exclamation points or all caps.
- 3. No Flash, Java, JavaScript, Active X, or automatic downloads.**
- 4. Images must be .gif or .jpg.** All images must be served from the advertiser's server.
- 5. 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.

NEWSLETTER ADVERTISING

	Tips & Updates	Writer's Market*
Banner #1 468 x 60	\$700	\$500
Banner #2 468 x 60	\$600	\$400
Banner #3 468 x 60	\$500	\$300
Skyscraper 120 x 600	\$700	\$650
Vertical Banner 120 x 240	\$500	\$400
Button #1 125 x 125	\$300	\$300
Button #2 125 x 125	\$250	\$200
Classified Listing**	\$100	n/a

* Writer's Market is available to select advertisers.

** Classifieds Listings are 25 words (max) + URL.

DISCOUNT SCHEDULE

3x	6x	13x	26x	52x
5%	10%	15%	20%	25%

STANDARD MEDIA SPECS

- 1. File Size:** 25 KB max
- 2. JPEG or GIF files (MAP files not accepted)**
3rd party ad serving accepted
Animated GIFs: 3 loop maximum
- 3. Supplied Creative Production Deadlines Standard**
Media: 2 business days prior to go-live date

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2012 E-MAIL ADVERTISING RATES & SPECS

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BANNER #1

Tips and Updates from Writer's Digest

For jessica.boonstra@fwmedia.com
February 8, 2011

On Tap Today:

- [Letter From the Editor](#)
- [The 3 Key Query-Writing Don'ts](#)
- [Confessions of a Tweetaholic](#)
- [Writer's Digest Conference Recap](#)
- [Can You Resell an Article That's Already Been Published?](#)
- [Your Weekly Writing Prompt – Changing Your Childhood](#)
- [New on the WD Blogs](#)
- [Special Offers](#)

Letter From the Editor

Now that we're a week into the second month of the year, you've likely settled into one of two camps: 1) Kicking-tail on your resolutions and writing everyday or 2) Falling miserably at finding time to take your writing to the next level. While I'm moving forward, too often I feel like I'm falling into camp No. 2. I suspect most writers get this feeling from time to time.

To help you—and me—get back in the groove, I'm highlighting several articles in today's newsletter that focus on moving our writing careers in the right direction. First, learn what might sink your query letter (and how to avoid it) in [The 3 Key Query-Writing Don'ts](#). Then, read how Twitter changed one writer's life (and how you can benefit from her experience) in [Confessions of a Tweetaholic](#). Finally, find out what you have to do if you want to make [a few extra dollars on a piece you've already sold once](#).

Oh, before I forget: Happy early Valentine's Day! Tell your special someone that the gift that will melt your heart this year is [a yearlong subscription to Writer's Digest](#) and [forward them this link](#). It's that kind of support that helps many writers achieve their writing goals. I know I wouldn't be the writer I am today without my wife's encouragement. I treasure that always.

P.S.—I was just told that from now through Valentine's Day we're offering **\$8 off any qualifying purchase* over \$49** in the [Writer's Digest Shop](#). [Use this link](#) and enter the code **WDHEART** at checkout.
*Offer not valid on VIP program enrollment or renewal, subscriptions, products that ship directly from the manufacturer or the Premium Collection product.

Take care of yourself and your writing,
Brian A. Klems
Newsletter Editor
[Writer's Digest](#)

BANNER #2

The 3 Key Query-Writing Don'ts

As someone who's gone through his fair share of slush, agent Jon Sternfeld shares the basic red flags that immediately cause agents to reject queries. [Click to continue](#).

Don't hurt your chances of getting published by not sending agents what they want. Consider:
[The Guide To Query Letters](#)

BANNER #3

Advertisement

**VERTICAL
BANNER**

Useful Links

[WritersDigest.com](#)
[Writer's Digest Shop](#)
[Online Events](#)
[Blogs](#)
[Writer's Market](#)
[Writer's Digest University](#)
[Conference Directory](#)
[2011 Writer's Digest Conference](#)
[The Writer's Mart](#)
[Desktop Wallpapers](#)

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ELECTRONIC MEDIA

PRODUCT SHOWCASE E-MAIL

Looking for an economically friendly alternative to the Dedicated E-mail blast, and don't mind sharing a bit of the spotlight with related advertisers? This is the choice for you. The format is similar to the editorial newsletter layout, and offers theme specific products and services to our audience from no more than 10 advertisers. Designed for the small to medium sized budgets, the Product Showcase will provide your message to our entire e-mail list.

SPECS

1. 250 x 250 image
2. Text up to 50 words
3. URL link

LIST PRICE

First Position	\$750
All others (first come, first served)	\$600

THEMES/DATES

TBD – Call or e-mail Jill Ruesch for updates!

WEBINARS

Webinars are the latest (and arguably greatest) way to present your product or service to our subscribers. Webinars provide you the most targeted audience and 100% share of voice. 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: \$5,000

60 MINUTE LIVE PRESENTATION

- Host shares Applications, slides, even video
- F+W Media Specialist assistance during event

PROMOTION OF EVENT

- Dedicated E-mail Blast
- Up to 6 Weeks Promotional consideration online and in newsletters

DIRECT INVOLVEMENT OF AUDIENCE

- Customer Qualification Questions w/Registration (up to 3) Live Questions/Answers/Polls at Adv Discretion
- Up to 250 Leads*

FOLLOW-UP THANK YOU E-MAIL TO PARTICIPANTS

ON-DEMAND WEBINAR: PRICE: \$5,000

60 MINUTE RECORDED PRESENTATION

- Host shares Applications, slides, video, desktop
- F+W Media Specialist assistance included

PROMOTION OF EVENT

- Dedicated E-mail Blast
- Up to 6 Weeks Promotional consideration online and in newsletters

INVOLVEMENT OF AUDIENCE

- Customer Qualification Questions w/Registration (up to 3)
- Hosted on-site for up to 6 Weeks
- Up to 250 Leads*

*Additional Leads may be purchased for \$18/lead & Must be ordered at time of contract.

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CONTRACT & COPY REGULATIONS

1. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, contracts may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of the cancellation.
2. Orders containing incorrect rates will be regarded as clerical errors and insertions will be billed at current rates.
3. The contract year is 12 consecutive months. Contracts must be completed within one year from date of first insertion.
4. Advertisers not on contract will be charged the one-time rate and will be credited for the difference in frequency rates as earned by subsequent insertions. A contract ad may be cancelled by notifying the publisher in writing before the space reservation date, and the short-time rate paid for the ads already run.
5. The publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertisement was previously acknowledged, accepted or published.
6. The word “advertisement” shall be printed at the top of advertisements which, in the opinion of the publisher, might be confused with editorial pages.
7. Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, insertion orders or copy instructions when such conditions conflict with the regulations set forth in this rate card. Contracts, insertion orders or copy changes will not be accepted without written confirmation. Insertion orders must specifically state issues and space to be used.
8. Orders for specific positions are accepted as requests. The publisher shall not be bound by such requests and has the right to determine the actual position.
9. *Writer’s Digest* is not responsible for errors in key numbers or other typesetting done by the publisher.
10. Advertisers and their agencies are liable for all contents of advertisements printed and are also responsible for any claim arising therefrom against *Writer’s Digest*.
11. The publisher reserves the right to hold an advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher.

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