overview

Bookmarks Magazine

For Everyone Who Hasn't Read Everything

A 2002
Best New Magazine
- Library Journal

Bookmarks is a new kind of literary magazine — one for the intelligent mainstream. We sift through hundreds of books and book reviews each month to present a smart, colorful, and decidedly unstuffy guide to the best in books, both new and classic.

Classic Authors, Expert Advice, Book Group Q&As, and tons of new book reviews.

The Best Buying Guide to Books

Target readers asking "What Should I Read Next?"

Every aspect of *Bookmarks* is designed to help our readers decide on their next literary purchases. Our New Books Guide rates new releases while our Book by Book profiles recommend works by classic authors. As a result, our readers spend less time reading *about* books and more time reading (and purchasing) the books themselves.

Talk to those with a love for literature

If you market products or services to readers, you know that books are only one aspect of a literary life. *Bookmarks* is a powerful medium to deliver your message to this interest group. In addition to our subscription base, we are also a favorite for libraries, schools, and book clubs.

A Desirable Demographic

Active readers are generally better educated and more affluent consumers. It has been proven they are as a whole more interested in travel, science, arts, and the community. *Bookmarks* delivers an attractive audience no matter what product or service you offer.

Cost-Effective Communication

Bookmarks has a circulation approaching 40,000 and is the best selling general literary magazine on the newsstand. We offer a combination of rates, ad types, and readers that will allow you to optimize your marketing budget.

In addition to general newsstands, *Bookmarks* is available wherever books are sold: at Barnes & Noble, Borders, Books a Million, and hundreds of independent bookstores.

reaction

Media and Readers

In the Media

A "Best New Magazine" of 2002 - ***Library Journal***

"...the kind of publication book readers should love." *Don O'Briant,* ***Atlanta Journal-Constitution***

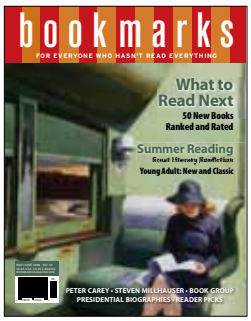
"*Bookmarks* brings to the coffee table a welcome willingness to spotlight backlist titles as well as new releases....[The New Books Guide] is just the signature feature that could put *Bookmarks* magazine over the top...the field is just about clear for *Bookmarks* to become not only a decent magazine about books but also the long-overdue, searchable, cross-referenced, constantly updated online database of reviews that a lot of people have been waiting for." *David Kipen,* ***San Francisco Chronicle***

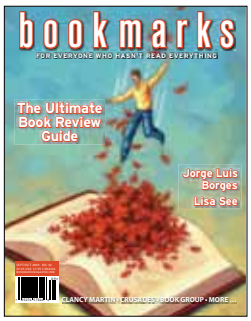
"What took them so long? Hundreds of book reviews distilled into one easy-to-read magazine." ***SF Weekly***

"*Bookmarks* . . . is a glossy, slightly fizzy bimonthly survey of classic and contemporary literature designed for readers who like their graphic interfaces glitzy . . ." *Tim Rutten*, ***Los Angeles Times***

"Sterling launch." *Michael Colford,* ***Library Journal***

Bookmarks has also been featured in ***The New York Times***, ***Austin American-Statesman***, ***Newsday***, ***New Orleans Times-Picayune***, and other major international publications.





Our Readers Say

"Congratulations on an outstanding job! The magazine is wonderful and filled with interesting and well-reasoned articles. I devoured it from start to finish last evening - then added many new books to my Amazon shopping cart!" *Brian Stacey, Westport, CT*

"I felt more involved in this magazine than with other 'book' magazines out there. Just from this sole issue, I've come up with a list of choices to look into. Keep up the good work! Love the classic authors section!"
Reader from Perrysburg, OH

"I love this! It's something to keep for reference-great breadth of information-and the reader's recommendations is an inspired feature! Congratulations!"
Reader from Clinton Twp, MI

"I just wanted to stand up and be counted as a subscriber who loves *Bookmarks* magazine. It fills a gap in book recommendations that i've been looking for my whole reading life. The magazine without question is intelligently laid out and comprehensive. I have been saving my back issues because I know I will be going back to them again and again. You guys make loving to read easy!" *April Gavey, Kent, WA*

"I absolutely love the lay-out and the condensed reviews. I'm used to spending hours reading the *NY Times Book Review*, *PW* and *The Chronicle's* Review." *Katie Hoy, Nashville, TN*

process

Specifications

- Advertisements may be submitted on disk or delivered electronically.
- Acceptable formats: PDF and Postscript. Be sure to print photos at high resolution. All four-color ads must use CMYK format.
- Images must be 300 dpi for CMYK and grayscale images; 1200 dpi for bitmap images.
- Color proofs are required for color ads.
- *Bookmarks* is perfect bound.

Sizes

Trim Size	8.375 X 10.75"
Full Page, bleed	8.625" X 11"
Full Page, non-bleed	6.875" by 9.75"
2-page bleed spread	17.125" X 11"
1/2-page horizontal spread, bleed	17.125" X 5.5"
1/2-page horizontal spread, non-bleed	16" X 5.0"
2/3-page vertical	4.5" by 9.75"
1/2-page horizontal	6.875" by 4.875"
1/3-page vertical	2.25" by 9.75"
1/3-page square	4.5" by 4.875"
1/6-page vertical	2.25" by 4.875"

Deadlines

ISSUE	ON-SALE	SPACE	MATERIALS
January/February 2011	12/31/10	11/12/10	11/19/10
March/April 2011	2/28/11	1/14/11	1/21/11
May/June 2011	4/30/11	3/18/11	3/25/11
July/August 2011	6/30/11	5/13/11	5/20/11
September/October 2011	8/30/11	7/15/11	7/22/11
November/December 2011	10/31/11	9/14/11	9/21/11
January/February 2012	12/30/11	11/11/11	11/18/11

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showcase

New Books Showcase

Cost-efficient marketing.

YOUR SHOWCASE INCLUDES

✦ **Full color photo of cover.**

✦ **Attention-grabbing headline.**

✦ **Full description and purchasing information.**

OPTIMIZE YOUR BUDGET

✦ Lower investment than a standalone advertisement

✦ No graphic production costs.

Specifications
Overall Size: 1 1/8" wide by 2 5/8" tall

Image Dimensions: 0.75" x 1.1". We would need an image that is 300 dpi at that size or, if you supply one at the Web resolution of 72dpi, sized at least as big as 3.125" x 4.6". Larger images are fine; *Bookmarks* will resize.

Description Word Count: No more than 50 words. The headline (no more than 8-9 words, depending on size) is included in that word count; i.e., if you use 8 words in your headline, you have 42 words left for your description.