ADVERTISING IN

bookmarks

Since its debut in Summer 2002, *Bookmarks* Magazine has had a long tradition of outstanding book coverage—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—new, classic, and everything in between.

THE BEST BUYING GUIDE TO BOOKS

Target readers asking, "What Should I Read Next?"
Every aspect of *Bookmarks* is designed to help our readers make their next literary purchases. Our New Books Guide rates new releases across many genres, while our Book by Book profiles recommend works by contemporary and classic authors. Our genre and special-topic articles offer recommendations for all types of readers, from crime enthusiasts to history buffs. As a result, our readers spend less time reading about books and more time reading (and purchasing) them.

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 way to reach this audience. In addition to our subscription base, we are also a favorite among libraries, schools, and book clubs.

A DESIRABLE DEMOGRAPHIC

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

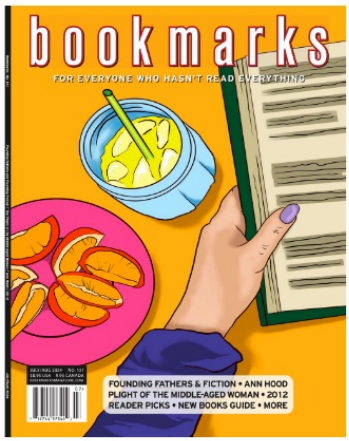
COST-EFFECTIVE COMMUNICATION

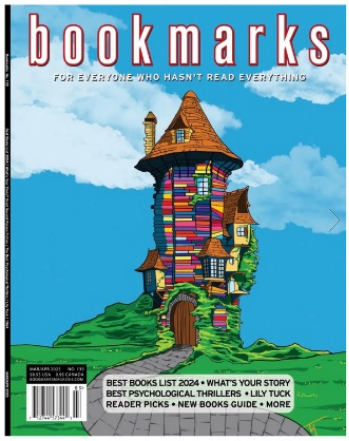
***Bookmarks* Magazine is one of the best-selling general literary magazines** on the newsstand. We offer a combination of rates, ad types, and readers that will help you optimize your marketing budget.

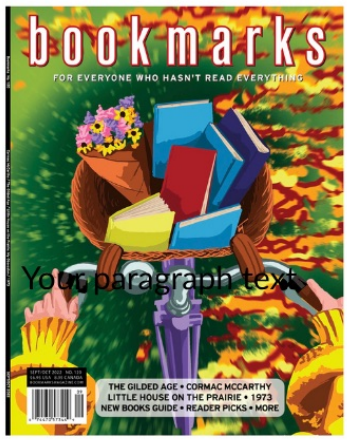
ADVERTISING IN BOOKMARKS *Media*

IN THE MEDIA

- A "Best New Magazine" of 2002, ***Library Journal***
- "[T]he kind of publication book readers should love." ***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." David Kipen, ***San Francisco Chronicle***
- "Hundreds of book reviews distilled into one easy-to-read magazine." ***SF Weekly***
- *Bookmarks* has also been featured in the ***New York Times***, ***Austin American-Statesman***, ***Newsday***, and other major international publications.







READERS SAY

- "**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
- "**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 shopping cart!"
  - BRIAN STACEY, WESTPORT, CT
- "If you are a lover of books, **this magazine is heaven on earth**."
  - L.M. KEEFER, CT

IN EACH ISSUE

- **New Books Guide: 50 New Books, Reviewed**
- **The 10 Best New Books**
- **Upcoming New Releases**
- **Author Profiles & Interviews**
- **Genre/General Interest Articles**
- **Literary Awards**
- **Featured Book Group and More!**

ADVERTISING IN BOOKMARKS Process

SPECIFICATIONS

- Advertisements should be 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" X 9.75"
- 2-page spread, bleed ..... 18.125" X 11"
- 1/2-page horizontal spread, bleed ..... 18.125" X 5.5"
- 1/2-page horizontal spread, non-bleed ..... 16" X 5.0"
- 2/3-page vertical ..... 4.5" X 9.75"
- 1/2-page horizontal ..... 6.875" X 4.875"
- 1/3-page vertical ..... 2.25" X 9.75"
- 1/3-page square ..... 4.5" X 4.875"
- 1/6-page vertical ..... 2.25" X 4.875"

DEADLINES

ISSUE	SPACE	MATERIALS	ON SALE
November/December 2026	9/9/26	9/21/26	10/27/26
January/February 2027	11/1/26	11/13/26	12/22/26
March/April 2027	1/3/27	1/15/27	2/23/27
May/June 2027	3/2/27	3/13/27	4/20/27
July/August 2027	5/8/27	5/15/27	6/29/27
September/October 2027	7/3/27	7/17/27	8/24/27
November/December 2027	9/3/27	9/20/27	10/26/27
January/February 2028	11/1/27	11/11/27	12/21/27

ADVERTISING IN BOOKMARKS Rates

FOUR COLOR ADVERTISING

	Frequency	1x	3x	6x
Ad Size	Full Page	$2,200	$2,000	$1,900
	2/3 Page	$1,600	$1,450	$1,350
	1/2 Page	$1,400	$1,300	$1,250
	1/3 Page	$1,100	$1,000	$950
	1/6 Page	$575	$525	$500

Premium Charges

Back Cover	+25% (full page)
Inside Cover	+15% (full page)
Inserts & Spreads	Contact for rates

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