

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.

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.



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



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*

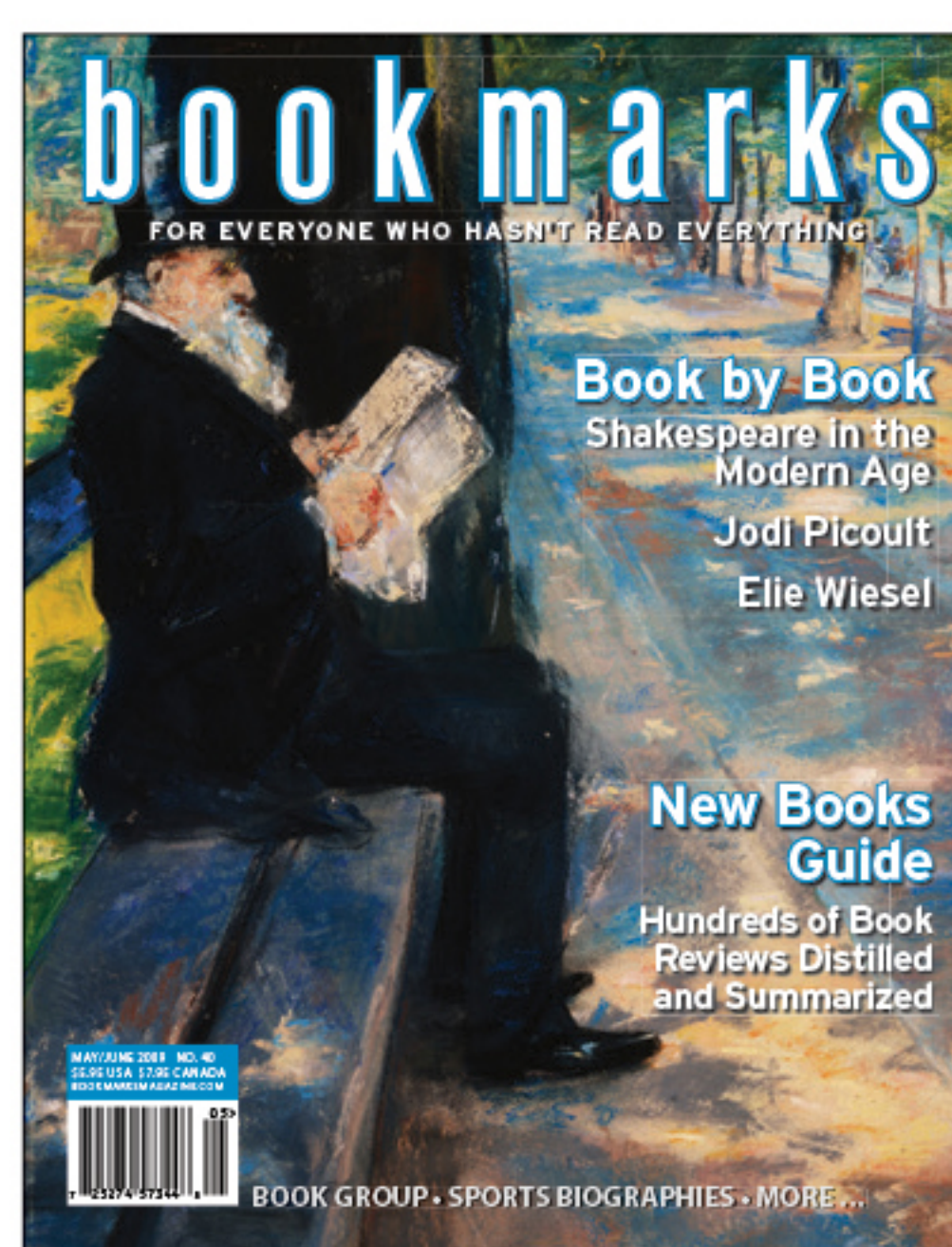
"Bookmarks brings to the coffee table a welcome willingness to spotlight backlist titles as well as new releases....[The New Books Guide] is just the signature feature that could put *Bookmarks* magazine over the top...the field is just about clear for *Bookmarks* to become not only a decent magazine 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*

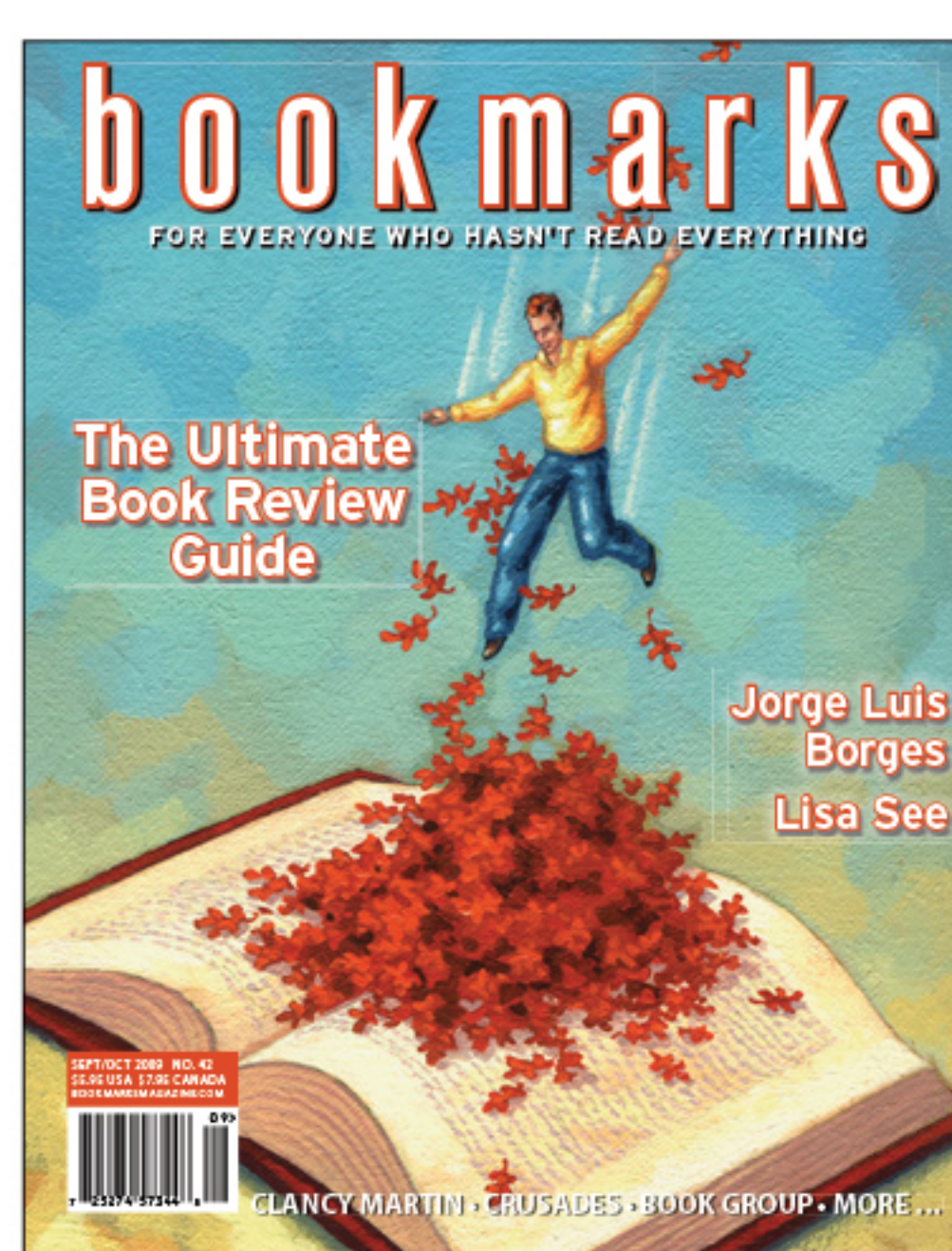


"I felt more involved in this magazine than with other 'book' magazines out there. Just from this sole issue, I've come up with a list of choices to look into. Keep up the good work! Love the classic authors section!" *Reader from Perrysburg, OH*

"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	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" 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	SPACE	MATERIALS
May/June 2024	3/1/24	3/13/24
July/August 2024	5/8/24	5/21/24
September/October 2024	7/3/24	7/17/24
November/December 2024	9/4/24	9/18/24
January/February 2025	11/1/24	11/13/24

Contact

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rates

Four Color Advertising

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

Premium Charges

Back Cover:	+25% [full page]
Inside Cover:	+15% [full page]
TOC Adj.:	+10% [full page]
Inserts and Spreads:	Call for rates

Contact

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