

Literary Review of Canada

A JOURNAL OF IDEAS

— 2020 — Sales Kit



Literary Review of Canada

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At a Glance

FIRST ISSUE

November 1991

PRINT FREQUENCY

10 times a year

DISTRIBUTION

Nationally and internationally

PRINT READERSHIP

6,750+

RENEWAL RATE

80 percent

NEWSSTAND PRICE

\$7.95

ONLINE EXTRAS

Popular biweekly content

"To learn about Canada — that's why I read the *Literary Review of Canada*. It throws open a window on what's being written about the country we live in. There's nothing else like it."

—ELIZABETH HAY

Unrivalled Canadian Books Criticism *and* Coverage

For nearly thirty years, the *Literary Review of Canada* has prided itself on being a journal of ideas — an indispensable platform for politically, intellectually, and culturally engaged discussions. This is where the country's best writers, thinkers, and artists come to take a stand on topics that matter.

At a time when books coverage is shrinking dramatically, the freshly redesigned *Literary Review of Canada* is the country's unrivalled source of long-form reviews and commentary.

The sophisticated magazine stands tall on newsstands. Only advertisers have access to colour in our elegant pages, ensuring visual impact for your brand. The impact continues through select elevated spaces, where we continue to expand: influential academic units, curated boutique hotels, and other venues that speak to your customer.

We have a highly defined and exclusive readership: educated, urban, affluent, and diverse. Our readers are either starting out in their careers or have retired from impressive ones. Often with no dependents at home, both distinct groups have time for travel, for quality experiences, and for cultural engagement. Above all, they are intellectually curious.

With an 80 percent renewal rate, we deliver quality content that truly engages audiences — issue after issue after issue.

"It's a pleasure and a privilege to write for
the *Literary Review of Canada*."

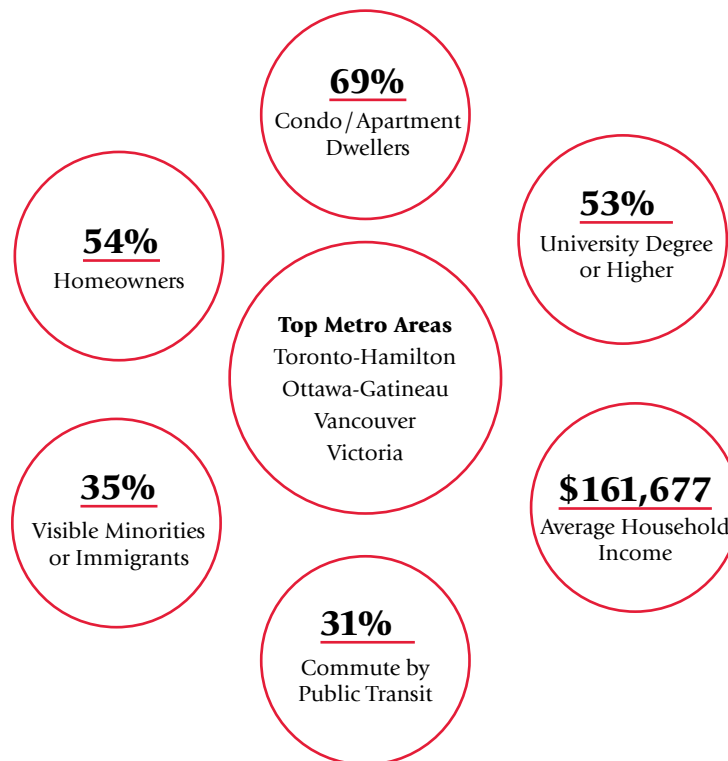
— MARGARET ATWOOD

The Reader

Subscribers to the *Literary Review of Canada* tend to be upscale or wealthy urbanites. We tend to have two distinct readers: single millennials in the city, and well-established couples in urban and suburban neighbourhoods.

Regardless of their age or locale, our readers are highly educated, deeply engaged in the arts and politics, and globally conscious. They're Canadians you want your message to reach.

Demographics



"The *Literary Review of Canada* embodies the kind of country I want to belong to — knowledgeable and passionate, tough-minded but not afraid to dream."

—DENNIS LEE

*Subscriber Segmentation Source: Environics Analytics (Summer 2019)

The Online Reach

The *Literary Review of Canada* engages its subscribers and newsstand readers more and more every day—through online extras and an increasingly active social media presence. The life of a book review or essay only is just beginning when printed in the magazine.

Readers of the magazine share and debate new content on their channels, and often

return to the many prescient pieces that fill our nearly thirty-year archive.

In addition to debuting an exciting new print design, the *Literary Review of Canada* is launching a refreshed *reviewcanada.ca* and updating its popular LRC Weekend e-newsletter, and will continue to expand its online reach and digital books coverage throughout 2020.

Visitors, Followers & Impressions

REVIEWCANADA.CA

10,000+

Unique Monthly Visitors

12,000+

Monthly Sessions

TWITTER & FACEBOOK

11,000+

Twitter Followers

62,000+

Monthly Twitter Impressions

3,250+

Facebook Followers

7,500+

Monthly Facebook Impressions

INSTAGRAM

1,750+

Instagram Followers

54%

Instagram Followers Are Age 25-44

74%

Instagram Followers Are Women

LRC WEEKEND

42%

Average Open Rate

"Canada's answer to the Times Literary Supplement or the New York Review of Books."

—GLOBE AND MAIL

*Source: Google Analytics, Twitter Analytics, and Facebook Insights (October 2019)

Print Advertising Sizes & Rates

FULL-PAGE BLEED

W 9.5" H 13.125"
Add 0.25" to outer edges for bleed

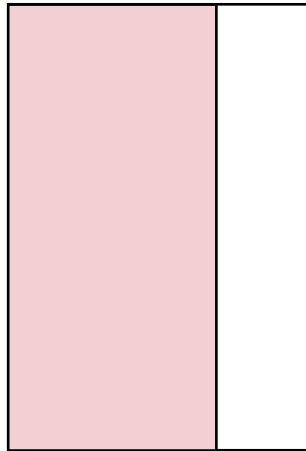


Interior Page

1x	\$1,200
3x	\$1,100
6x	\$1,000
10x	\$900

2/3-PAGE BLEED

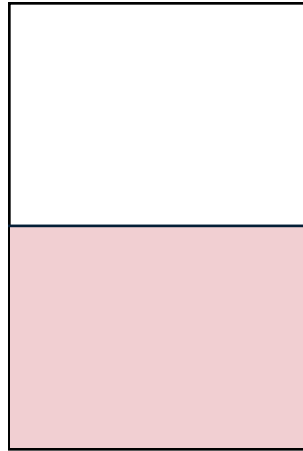
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Add 0.25" to outer edges for bleed



1x	\$900
3x	\$750
6x	\$585
10x	\$495

1/2-PAGE BLEED

W 9.5" H 6.494"
Add 0.25" to outer edges for bleed



1x	\$720
3x	\$675
6x	\$620
10x	\$595

Please note:
four-colour is
available on
all pages

Outside Back Cover

1x	\$1,700
3x	\$1,600
6x	\$1,500
10x	\$1,400

Inside Front Cover

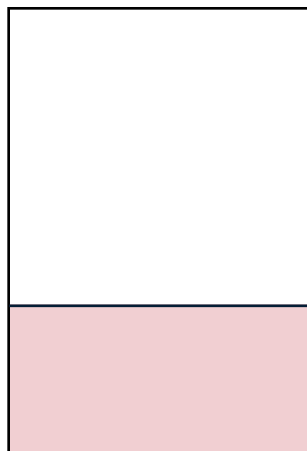
1x	\$1,500
3x	\$1,400
6x	\$1,300
10x	\$1,200

Inside Back Cover

1x	\$1,400
3x	\$1,300
6x	\$1,200
10x	\$1,000

1/3-PAGE BLEED

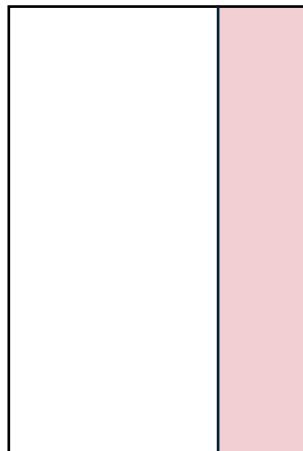
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1x	\$510
3x	\$475
6x	\$450
10x	\$425

1/3-PAGE BLEED

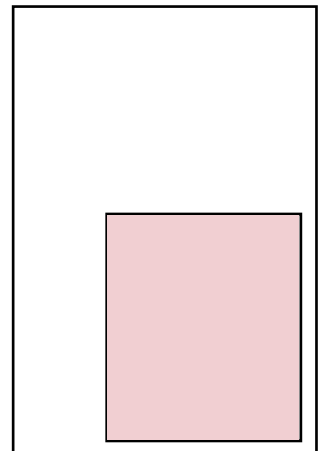
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10x	\$425

1/3-PAGE

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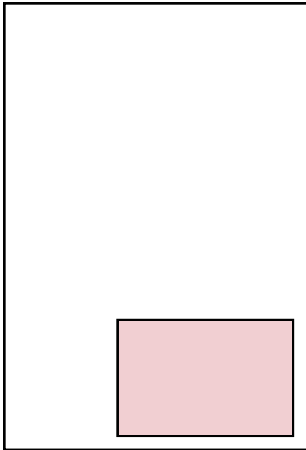


1x	\$510
3x	\$475
6x	\$450
10x	\$425

Submission Guidelines

I/6-PAGE

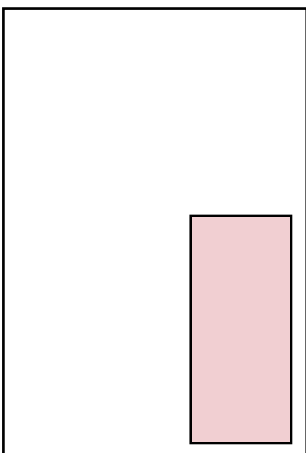
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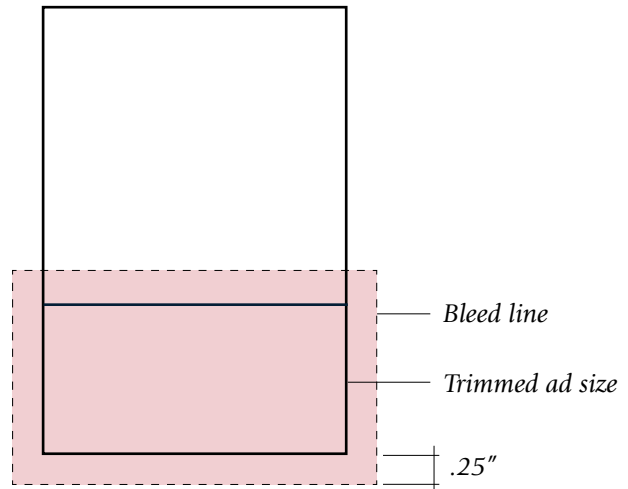
1x	\$375
3x	\$325
6x	\$295
10x	\$250

I/6-PAGE

W 2.458" H 5.716"



1x	\$375
3x	\$325
6x	\$295
10x	\$250



Export Instruction

1. Set document bleed settings to .25" on all sides, ensuring artwork extends to the bleed line.
2. All artwork (including placed images) should be CMYK
3. File > Export > PDF (Print) > High Quality PDF
4. View Compressions & Bleeds menu:
 - Crop Marks
 - Use Document Bleed Settings
5. Export

Technical Specifications

- All files should be 300 DPI, PDF, and CMYK (including all images).
- For full-bleed ads: include 1/4" bleed with crop marks.
- 1/6 and 1/3 square ads without bleed may be exported **without cropmarks or bleed**
- Please *do not* include rules/hairlines surrounding artwork: a bounding rule or hairline can be provided on request.
- File naming convention: orgname_issue_size.pdf

Terms

Taxes are not included. Inserts are available on request. All advertising copy is subject to approval by the publisher. The publisher reserves the right to revise rates at any time and is not bound by any conditions on contracts, insertion orders, or copy that conflicts with conditions set out herein.

Booking Schedule

Issue	Book By
January/February 2020	November 5, 2019
March 2020	December 31, 2019
April 2020	February 4, 2020
May 2020	March 17, 2020
June 2020	April 14, 2020
July/August 2020	May 12, 2020
September 2020	June 9, 2020
October 2020	August 11, 2020
November 2020	September 8, 2020
December 2020	October 6, 2020

Contact Us

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"The *Literary Review of Canada* is great to read, because you can watch other writers take the gloves off."

—CHARLOTTE GRAY