Literary Review of Canada
A JOURNAL OF IDEAS

— 2021 —
Sales Kit
At a Glance

FIRST ISSUE
November 1991

PRINT FREQUENCY
10 times a year

DISTRIBUTION
Nationally and internationally

PRINT READERSHIP
8,050+

RENEWAL RATE
80 percent

NEWSSTAND PRICE
$7.95

“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 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 smartly designed 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, airport lounges, 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 have two distinct readers: single millennials in the city, and well-established couples in urban and suburban neighbourhoods. Our readers are highly educated and deeply engaged in the arts and politics. They tend to keep copies of the magazine — with your ads — on their coffee tables for months at a time. They’re Canadians you want your message to reach!

Demographics

20% Household Income >$200,000
54% Homeowners
35% Visible Minorities or Immigrants
74% One- or Two-Person Household
53% University Degree or Higher
$161,677 Average Household Income

Top Metro Areas
Toronto-Hamilton
Ottawa-Gatineau
Vancouver
Victoria

“The Literary Review of Canada, a cornerstone of our branding efforts, proved an important vehicle for signalling that we were not just another academic or regional press.”
—University of Regina Press

*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 — especially through its increasingly active social media presence. The life of a book review or essay is only 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 thirty-year archive.

Visitors, Followers & Impressions

REVIEWCANADA.CA

11,000+ Unique Monthly Visitors
14,000+ Monthly Sessions

TWITTER & FACEBOOK

11,000+ Twitter Followers
34,000+ Monthly Twitter Impressions
3,400+ Facebook Followers
7,500+ Monthly Facebook Impressions

INSTAGRAM

2,000+ Instagram Followers
59% Instagram Followers Are Age 25–44
74% Instagram Followers Are Women

“Canada’s answer to The Times Literary Supplement or The New York Review of Books.”
—GLOBE AND MAIL

*Google Analytics, Twitter Analytics, and Facebook Insights (October 2020)
# Print Advertising Sizes & Rates

**FULL-PAGE BLEED**
- **W 9.5” H 13.125”**
- Add 0.25” to outer edges for bleed

**2/3-PAGE BLEED**
- **W 6.042” H 13.125”**
- Add 0.25” to outer edges for bleed

**1/2-PAGE BLEED**
- **W 9.5” H 6.494”**
- Add 0.25” to outer edges for bleed

Please note: four-colour is available on all pages

### Interior Page
- 1x $1,200
- 3x $1,100
- 6x $1,000
- 10x $900

### 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

### Outside Back Cover*
- 1x $1,700
- 3x $1,600
- 6x $1,500
- 10x $1,400

*When available

## Print Advertising Sizes & Rates

**W 9.5” H 13.125”**

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

**W 9.5” H 4.3056”**

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

**W 5.167” H 5.716”**

- 1x $510
- 3x $475
- 6x $450
- 10x $425
Submission Guidelines

1/6-PAGE
W 5.167” H 2.9”

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

1/6-PAGE
W 2.458” H 5.716”

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Book By</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February 2021</td>
<td>November 11, 2020</td>
</tr>
<tr>
<td>March 2021</td>
<td>December 16, 2020</td>
</tr>
<tr>
<td>April 2021</td>
<td>February 3, 2021</td>
</tr>
<tr>
<td>May 2021</td>
<td>March 10, 2021</td>
</tr>
<tr>
<td>June 2021</td>
<td>April 14, 2021</td>
</tr>
<tr>
<td>July/August 2021</td>
<td>May 19, 2021</td>
</tr>
<tr>
<td>September 2021</td>
<td>June 23, 2021</td>
</tr>
<tr>
<td>October 2021</td>
<td>August 4, 2021</td>
</tr>
<tr>
<td>November 2021</td>
<td>September 8, 2021</td>
</tr>
<tr>
<td>December 2021</td>
<td>October 13, 2021</td>
</tr>
<tr>
<td>January/February 2022</td>
<td>November 17, 2021</td>
</tr>
</tbody>
</table>

Contact Us

*Literary Review of Canada*

Massey College
4 Devonshire Place
Toronto, ON M5S 2E1

ads@reviewcanada.ca

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

—**CHARLOTTE GRAY**