

# Literary Review of Canada

A JOURNAL OF IDEAS

## — 2023 — Sales Kit



# Literary Review of Canada

A JOURNAL OF IDEAS

## At a Glance

**FIRST ISSUE**

November 1991

**PRINT FREQUENCY**

10 times a year

**CIRCULATION**

Paid subscriptions, newsstand sales,  
tablet edition, and *reviewcanada.ca*

**PRINT READERSHIP**

14,450+

**RENEWAL RATE**

80 percent

**SUBSCRIPTION PRICE**

\$58 annually

**NEWSSTAND PRICE**

\$8.95

"While the nominal subscription price is entirely reasonable, there are hidden costs...

It seems that following every issue of the magazine, I am compelled to buy three more books, raising the monthly damage done to my wallet by a further \$50 to \$75."

—LETTER TO THE EDITOR, APRIL 2021

# Unrivalled Canadian Books Criticism *and* Coverage

**F**or more than 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.

Advertising with the *Literary Review of Canada* connects you with Canada's exclusive literary and arts community—our authors, editors, illustrators, and, most importantly, our readers.

Our subscribers are thoughtful, highly educated, discerning, established, and urban, with a high net-average income and substantial investments. They have time for travel, for quality experiences, and for cultural engagement. Above all, they are intellectually curious. That's why they spend several hours reading each copy, and why they tend to keep back issues on hand for months. This community includes political, academic, arts, and economic leaders who look to the *Literary Review of Canada* for what to read and why.

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

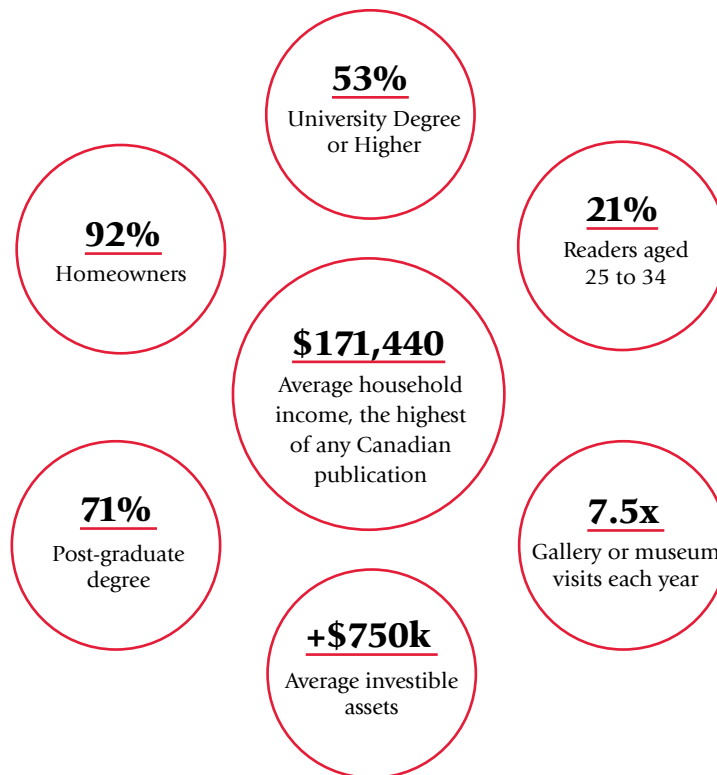
"It's a pleasure and a privilege to write for  
the *Literary Review of Canada*."

— MARGARET ATWOOD

# Canada's Most Discerning Readers

The *Literary Review of Canada* has two distinct readership groups: single millennials in the city and well-established couples in urban and suburban neighbourhoods. Our subscribers are 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. On average, they spend at least eight hours a week reading and buy more than twenty-six books each year!

## Demographics



"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 Information Source: *EnviroNics Analytics (Summer 2019 and 2022)*

# The Reach

The *Literary Review of Canada* engages its subscribers and newsstand readers more and more every day. The life of a book review or essay is only just beginning when printed in the magazine. Subscribers of the magazine tend to share their copies with other readers. They promote and debate new content on their digital channels. And they frequently return to the many prescient pieces that fill our thirty-plus-year archive.

## By the Numbers

### PRINT

**14,450+**

Readers per issue

**14+**

Months readers keep individual issues

### REVIEWCANADA.CA

**16,500+**

Unique Monthly Visitors

**21,000+**

Monthly Sessions

### SOCIAL MEDIA

**18,000+**

Followers across all channels

“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

\*Google Analytics, Twitter Analytics, and Facebook Insights (October 2022)

# Advertising Sizes & Rates

## FULL-PAGE BLEED

**W 9.5" H 13.125"**

Add 0.125" to outer edges for bleed



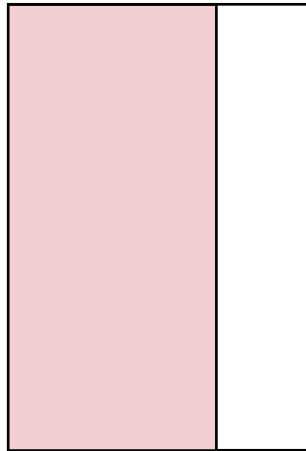
### Interior Page

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

## 2/3-PAGE BLEED

**W 6.042" H 13.125"**

Add 0.125" to outer edges for bleed

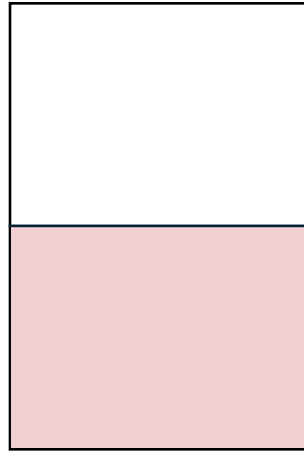


1x	\$900
3x	\$750
6x	\$585
10x	\$495

## 1/2-PAGE BLEED

**W 9.5" H 6.494"**

Add 0.125" to outer edges for bleed

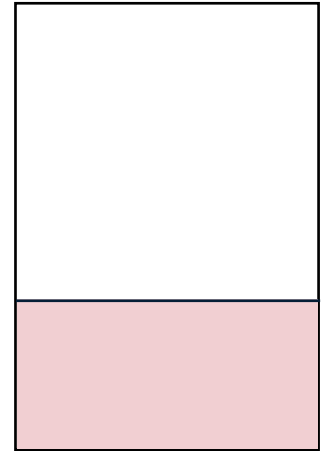


1x	\$720
3x	\$675
6x	\$620
10x	\$595

## 1/3-PAGE BLEED

**W 9.5" H 4.3056"**

Add 0.125" to outer edges for bleed



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

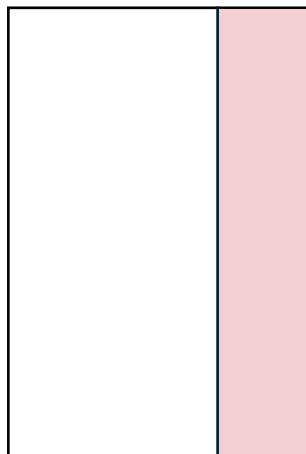
## Inside Front Cover

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

## 1/3-PAGE BLEED

**W 3.33" H 13.125"**

Add 0.125" to outer edges for bleed

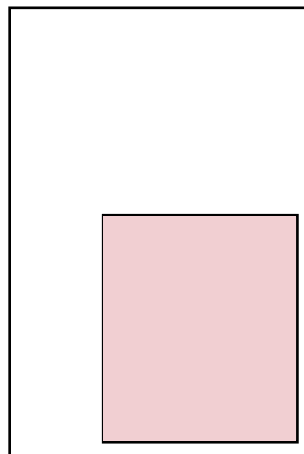


1x	\$510
3x	\$475
6x	\$450
10x	\$425

## 1/3-PAGE

**W 5.167" H 5.716"**

No bleed

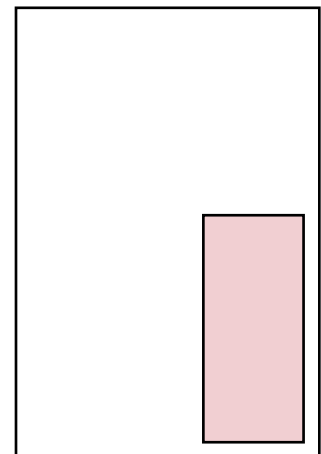


1x	\$510
3x	\$475
6x	\$450
10x	\$425

## 1/6-PAGE

**W 2.458" H 5.716"**

No bleed



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

## Inside Back Cover

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

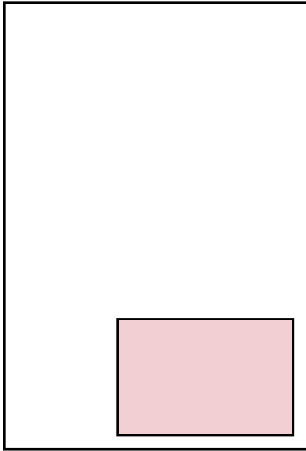
**Please Note:**  
Four-colour is available on all pages

Inserts are available upon request

# Submission Guidelines

## I/6-PAGE

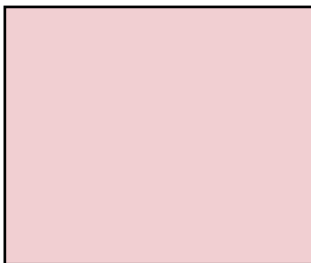
W 5.167" H 2.9"  
No bleed



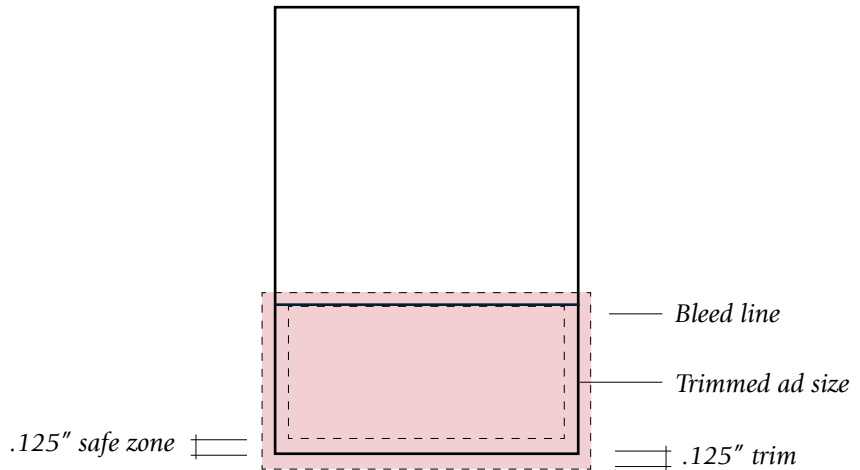
1x	\$375
3x	\$325
6x	\$295
10x	\$250

## DIGITAL

W 300 px H 250 px  
.jpg, .png, or .gif



1 month \$270



### Export Instruction for Print

1. In document setup, set bleeds settings to .125" 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:  
 Use Document Bleed Settings
5. Export

### Technical Specifications for Print

- Though a rare occurrence, up to .125" inside the trim line could be lost during the binding process. So we recommend an **additional safe zone** on all bleeding edges: designs should keep any **critical** text and imagery at least .125" away from edges.
- All files should be 300 DPI, PDF, and CMYK (including all linked Ximages).
- For full-bleed ads (most 1/3, 1/2, and full pages): include .125" bleed.
- 1/6 and 1/3 square ads may be exported **without crop marks or bleed**.
- Please *do not include* rules/hairlines surrounding artwork
- File naming convention: orgname\_issue\_size.pdf

### Terms

Taxes are not included. All advertising copy is subject to approval. 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

<b>Issue</b>	<b>Book By</b>	<b>Newsstand Date</b>
January/February 2023	November 15, 2022	December 30, 2022
March 2023	December 20, 2022	February 6, 2023
April 2023	January 31, 2023	March 13, 2023
May 2023	March 7, 2023	April 17, 2023
June 2023	April 11, 2023	May 23, 2023
July/August 2023	May 16, 2023	June 26, 2023
September 2023	June 20, 2023	August 7, 2023
October 2023	August 1, 2023	September 12, 2023
November 2023	September 5, 2023	October 17, 2023
December 2023	October 10, 2023	November 20, 2023
January/February 2024	November 14, 2023	December 27, 2023

## 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