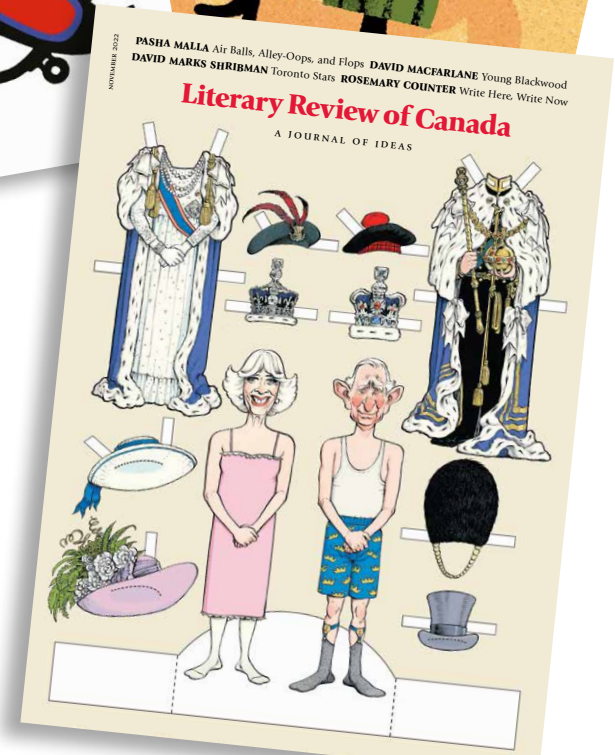
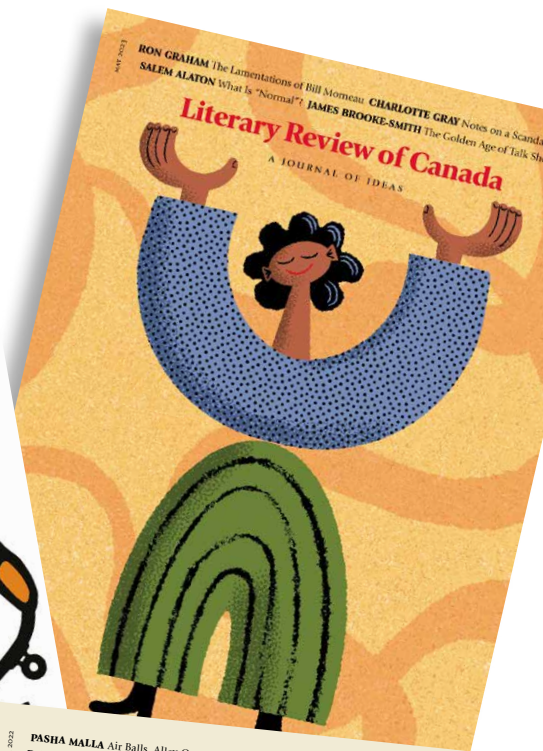
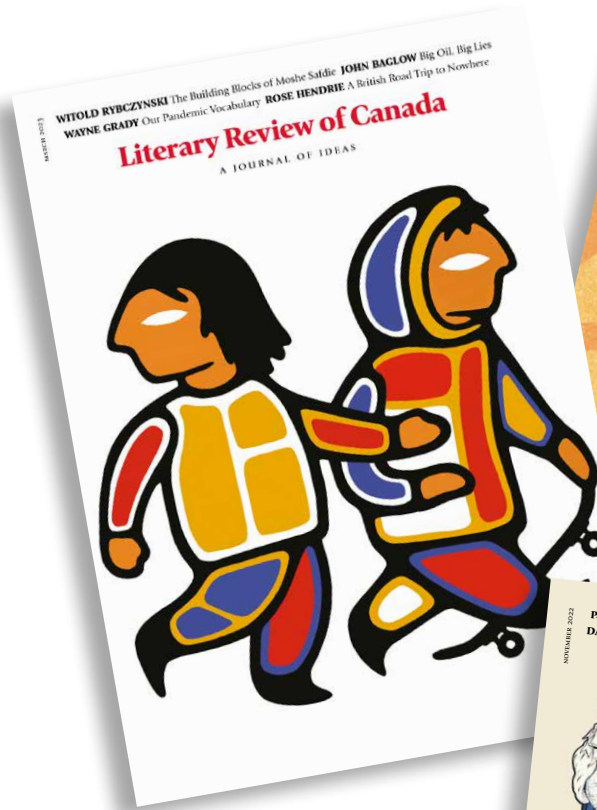


# Literary Review of Canada

A JOURNAL OF IDEAS

## 2024 Media Kit



# Literary Review of Canada

A JOURNAL OF IDEAS

## About the Magazine

**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 regular books coverage has all but disappeared, the smartly designed and award-winning *Literary Review of Canada* is the country's *unrivaled 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*.

Advertising with the *Literary Review of Canada* connects you with Canada's exclusive literary and arts community — authors, editors, publishers, 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 of the magazine, and why they tend to keep back issues on hand for months at a time. 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.

**Literary Review of Canada**

Massey College  
4 Devonshire Place  
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# Literary Review of Canada

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## Our Readers

**71%**

Hold a university degree or higher

**92%**

Homeowners

**21%**

Aged 25 to 34

**19%**

Fully bilingual in English and French

**\$171,440**

Average household income

**+\$750k**

Average investable assets

**26**

Average number of books purchased each year

**7.9**

Average number of hours spent reading books each week

**14+**

Months readers typically keep individual issues

**88%**

Readers who travel for pleasure 4 or more times a year

**7.5x**

Average number of museum or gallery visits made each year

**35%**

Readers who have subscribed for 5 or more years

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## Our Reach

**10x**

Printed monthly, with  
2 double issues

**14,450+**

Average readers per  
print issue

**21,000+**

Monthly sessions on  
*reviewcanada.ca*

**16,500+**

Unique monthly  
visitors to  
*reviewcanada.ca*

**75%**

Average *Bookworm*  
open rate

**11,100+**

Monthly views  
of *Bookworm*

**38**

Countries with  
*Bookworm* subscribers

**20,000+**

Social media followers  
across all channels

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# Literary Review of Canada

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## Bookworm Specifications

Literary Review of Canada

**Bookworm, no. 20**  
Fiction by Heather Nolan. Non-fiction by Carol Youngson. A resilient agency. Inside the December issue.  
NOV 28, 2023



**In Solitude**  
*How to Be Alone*  
Heather Nolan  
Goose Lane Editions  
120 pages, softcover and ebook

Heather Nolan's third work of fiction, *How to Be Alone*, includes two novellas set in Montreal, each following a different queer protagonist's journey of self-discovery. These narratives do not unfold linearly. Rather, they wind through a network of disconnected aphorisms and anecdotes, calling to mind recent novels such as Sheila Heti's *Pure Colour* and Jenny Offill's *Dept. of Speculation*. Like such oblique and ruminative fictions, *How To Be Alone* often blurs the boundary between poetry and plot.

The first novella, "How to Be Alone on Rue St-Laurent," focuses on the tumultuous life of an unnamed Montrealer: their fraught relationships, their self-destructive tendencies, and their trauma from a sexual assault. The second, "How to Be Alone on Rue Sainte-Catherine," follows Levi, an anxious introvert, as he explores his sexuality in the city's gay village. While the protagonists face their own challenges, they both struggle to relate to others. As the titles suggest, these stories meditate on the paradox of solitude in a bustling metropolis. "Where is a good place," the anonymous narrator wonders, "to be surrounded by people but they all leave me alone?"

—Richard Joseph

**YOUR AD HERE**

**Tragedy in Winnipeg**  
*Take Your Baby and Run*  
Carol Youngson  
Great Plains Press  
240 pages, softcover and ebook

According to Carol Youngson, the medical community has a saying: "If it isn't written down, it didn't happen." With her memoir *Take Your Baby and Run*, the retired nurse recounts the tragic events that led to the deaths of a dozen children—between two days to four years old—at the Health Sciences Hospital in Winnipeg, in 1994. By telling a story that healthcare executives tried to sweep under the rug, Youngson makes clear: it happened.

In this harrowing personal account, the author details the surgical ineptitude, patriarchal culture, and dysfunctional hierarchy that led to the deaths of these twelve children. Dr. Jonah Odim, the cardiac surgeon who operated on the victims, sewed wrong heart valves shut, lost needles in chest cavities, and used saws, not scissors, to cut open "thin and soft" sternums because it made him "feel like a man." When female anesthetists stood their ground, he chastised them for not behaving as a woman should, for having "a lot of testosterone." Other doctors and hospital administrators silenced concerns raised by nurses—"a bunch of people who just weren't as smart"—allowing higher-ups to dismiss "the stuff of nightmares" as nothing more than "a learning curve." As the longest public inquiry in Canadian history would later uncover, ten of these deaths could have been prevented.

—Leighton Schreyer

## Like Clockwork

*Bookworm* hits inboxes at 10 a.m. Eastern every Tuesday

## Premier Position

Be the sole *Bookworm* advertiser for as little as \$250 per edition

## Sponsorship

Promote your brand with exclusive sponsorship opportunities

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1. W 6,067 x H 2,167 (14:5 ratio)
1. PNG, JPG, or GIF
2. 150 DPI resolution (minimum)
3. Send to [ads@reviewcanada.ca](mailto:ads@reviewcanada.ca) at least ten days before scheduled newsletter
4. Include your desired click-through URL

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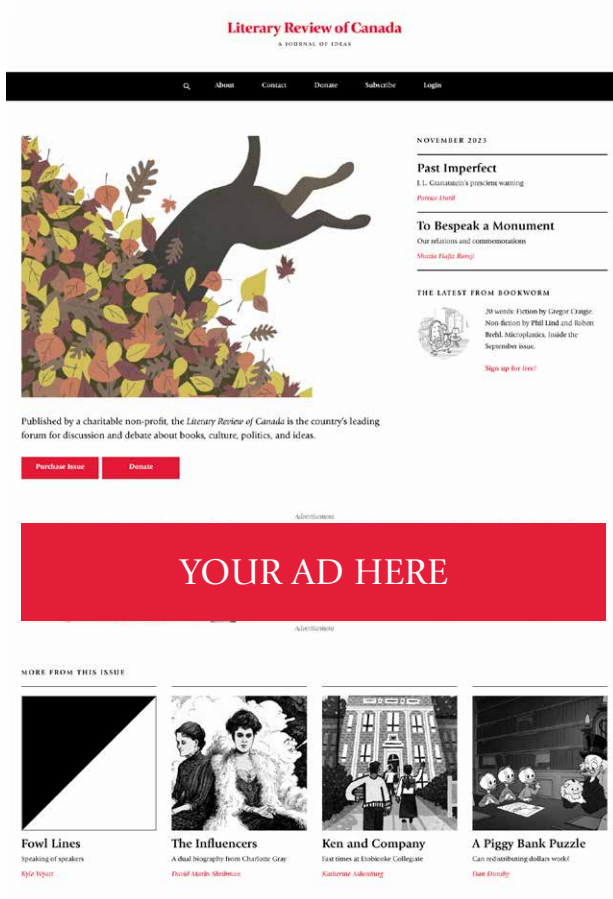
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## Web Specifications



## Timely Flexibility

Connect with our readers for as little as \$275 a month

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1. PNG, JPG, GIF, or Animated GIF
2. 150 DPI resolution (minimum)
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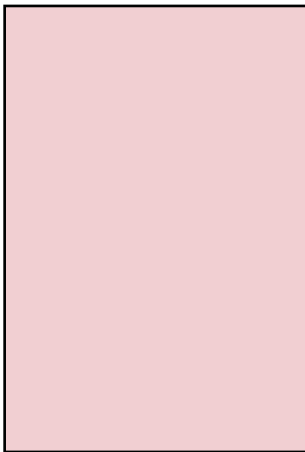
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## Print Specifications

### FULL PAGE

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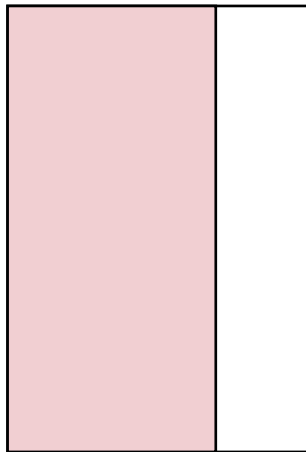
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### 2/3 PAGE

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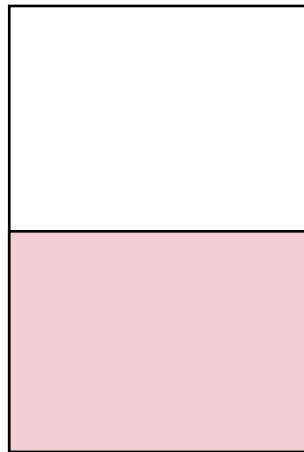
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### 1/2 PAGE

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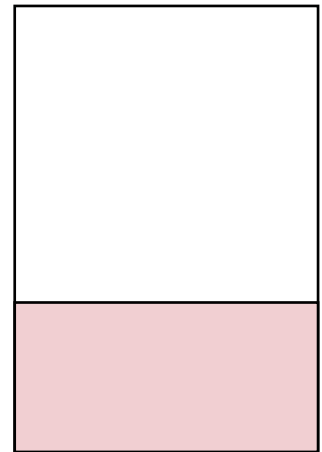
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### 1/3 PAGE

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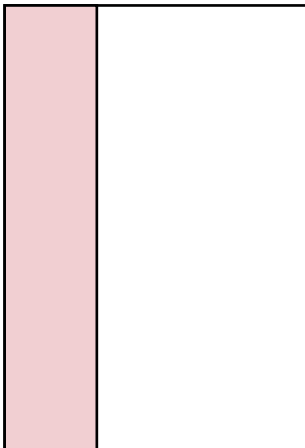
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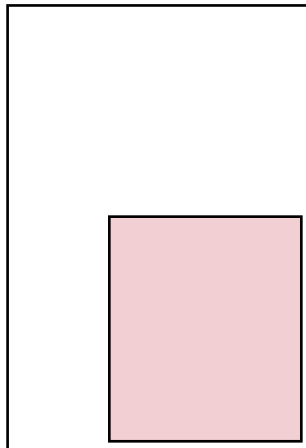
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### 1/3 PAGE

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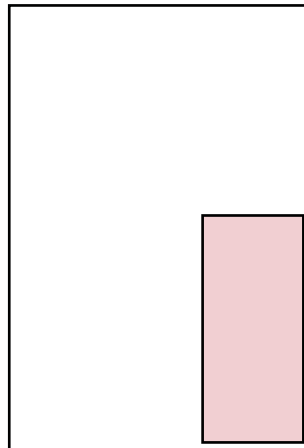
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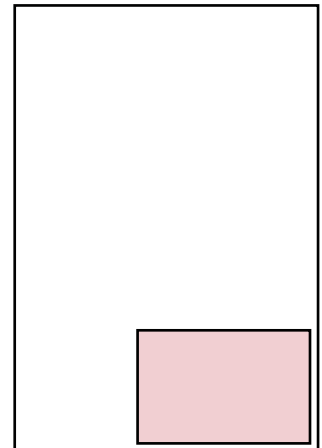
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### 1/6 PAGE

**W 5.167" H 2.9"**

*No bleed*



See **Print Submission Guidelines** on the following page

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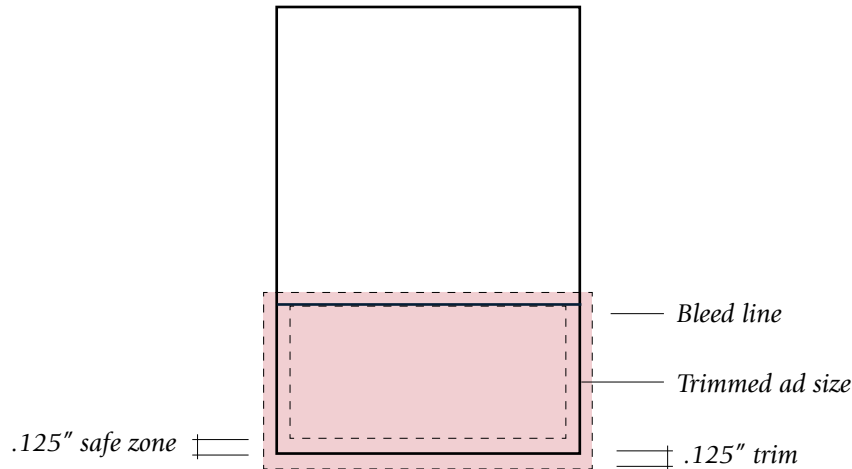
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# Literary Review of Canada

A JOURNAL OF IDEAS

## Print Submission Guidelines



### Technical Specifications for Print

- Though it happens infrequently, up to .125" inside the trim line could be lost during the binding process; we recommend an **additional safe zone** on all bleeding edges, with designs keeping all **critical text and imagery** at least .125" away from edges
- All files should be **300 DPI, PDF, and CMYK** (including all linked images)
- For full-bleed ads (full pages, 2/3, 1/2, and most 1/3): 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

### Export Instruction for Print

1. In document setup, set bleeds to .125" on all sides, ensuring artwork extends to the bleed line (does not apply to 1/6 and 1/3 square ads)
2. All artwork (including placed images) should be high-resolution and CMYK
3. File > Export > PDF (Print) > High Quality PDF
4. View Compressions & Bleeds menu:
  - Use Document Bleed Settings
5. Export

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## Print Rates

	1x	3x	6x	10x
<b>FULL PAGE</b>	\$1,250	\$1,150	\$1,050	\$950
<b>2/3 PAGE</b>	\$950	\$790	\$625	\$525
<b>1/2 PAGE</b>	\$790	\$740	\$690	\$650
<b>1/3 PAGE</b>	\$535	\$500	\$475	\$450
<b>1/6 PAGE</b>	\$395	\$345	\$310	\$265
	1x	3x	6x	10x
<b>INSIDE FRONT COVER</b>	\$1,575	\$1,450	\$1,350	\$1,250
<b>INSIDE BACK COVER</b>	\$1,475	\$1,330	\$1,250	\$1,050

### 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 condition on contracts, insertion orders, or copy that conflicts with conditions set out herein.

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## Booking Deadlines and Publication Dates

	<b>BOOK BY</b>	<b>NEWSSTAND DATE</b>
<b>JANUARY   FEBRUARY 2024</b>	November 14, 2023	December 27, 2023
<b>MARCH 2024</b>	December 19, 2024	February 5, 2024
<b>APRIL 2024</b>	January 30, 2024	March 11, 2024
<b>MAY 2024</b>	March 5, 2024	April 15, 2024
<b>JUNE 2024</b>	April 9, 2024	May 20, 2024
<b>JULY   AUGUST 2024</b>	May 14, 2024	June 24, 2024
<b>SEPTEMBER 2024</b>	June 18, 2024	August 5, 2024
<b>OCTOBER 2024</b>	July 30, 2024	September 9, 2024
<b>NOVEMBER 2024</b>	September 3, 2024	October 14, 2024
<b>DECEMBER 2024</b>	October 8, 2024	November 18, 2024
<b>JANUARY   FEBRUARY 2025</b>	November 12, 2024	December 23, 2024

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