

Literary Review of Canada

A JOURNAL OF IDEAS

2024 Media Kit



Literary Review of Canada

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About the Magazine

For 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
Toronto, ON M5S 2E1

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Publisher
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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

13,100+

Monthly views
of *Bookworm*

46

Countries with
Bookworm subscribers

20,000+

Social media followers
across all channels

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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

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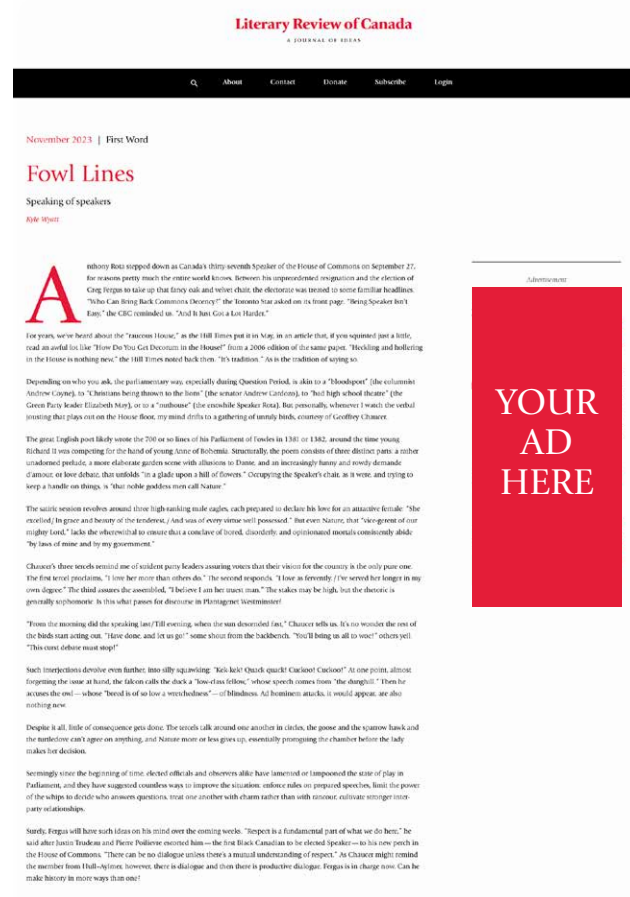
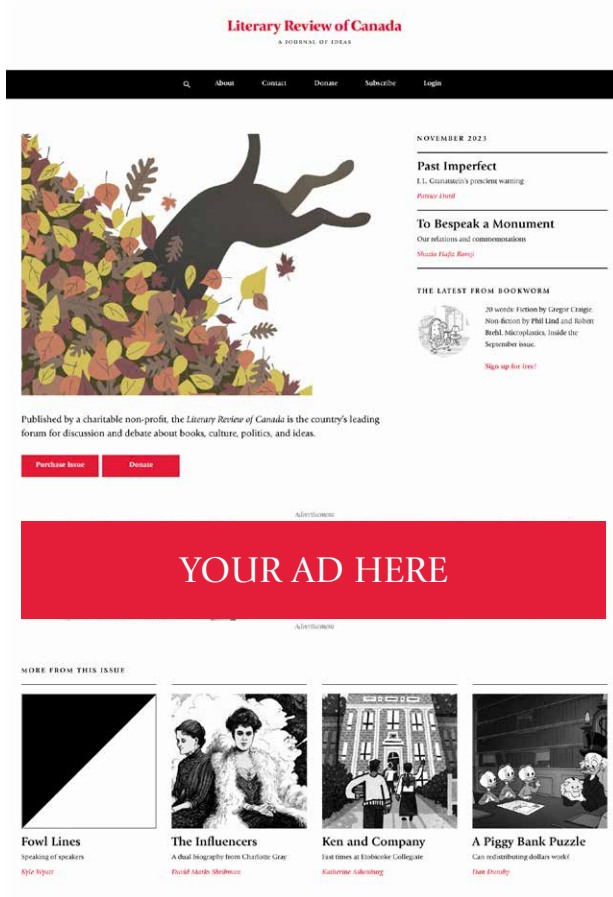
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Print Specifications

FULL PAGE

W 9.5" H 13.125"

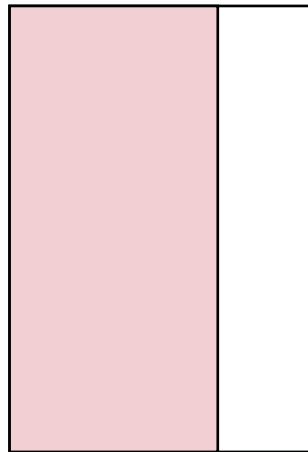
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2/3 PAGE

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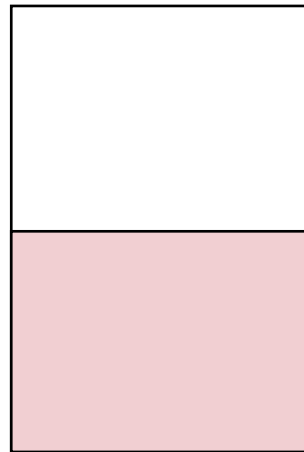
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1/2 PAGE

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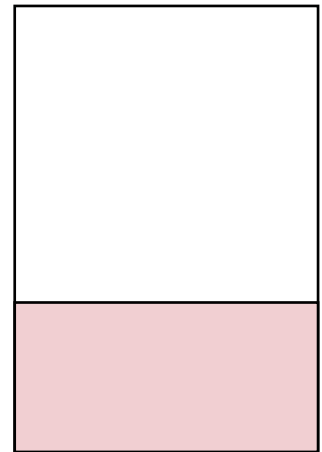
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1/3 PAGE

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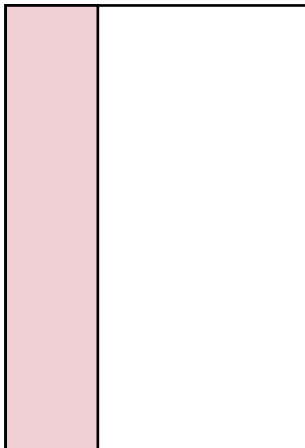
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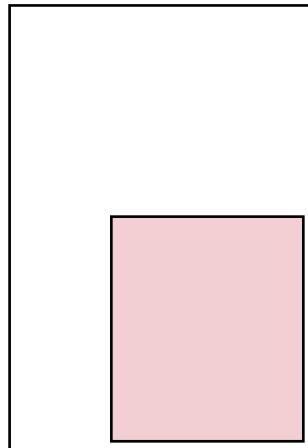
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1/3 PAGE

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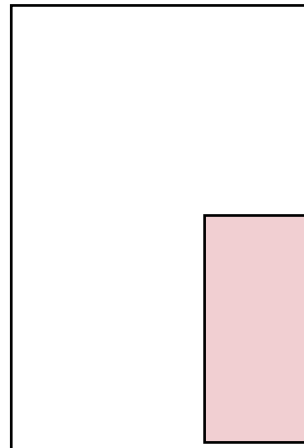
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1/6 PAGE

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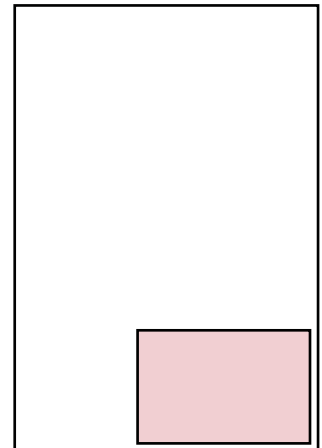
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1/6 PAGE

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

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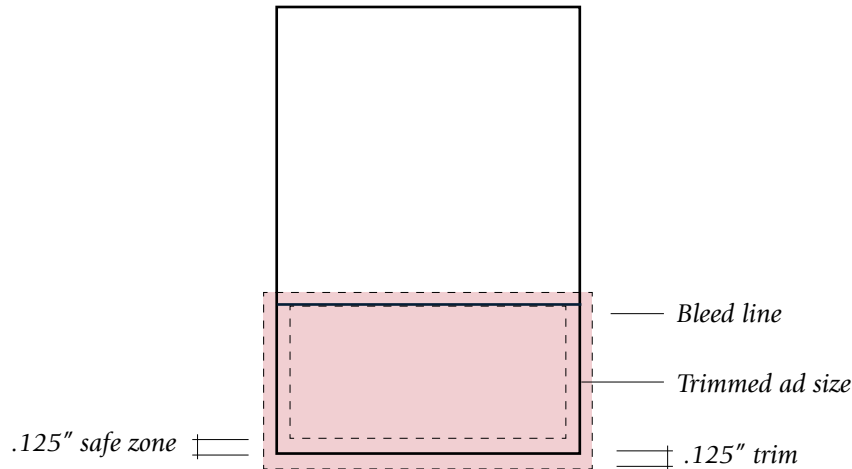
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Print Submission Guidelines



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

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Booking Deadlines and Publication Dates

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

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