Literary Review of Canada

A JOURNAL OF IDEAS

2024 Media Kit
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 *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*.

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.
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
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

70%
Average Bookworm open rate

13,100+
Monthly views of Bookworm

47
Countries with Bookworm subscribers

20,000+
Social media followers across all channels
Literary Review of Canada
A JOURNAL OF IDEAS

Bookworm Specifications

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

Submitting your creative for Bookworm

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

Timely Flexibility

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

Submitting your creative for reviewcanada.ca

1. W 1,345 x H 225 (home page)
   or W 300 x H 600 (article page)
2. PNG, JPG, GIF, or Animated GIF
3. 150 DPI resolution (minimum)
4. Send to ads@reviewcanada.ca at least three days before scheduled to run
5. Include your desired click-through URL
Print Specifications

FULL PAGE
W 9.5” H 13.125”
Add 0.125” to outer edges for bleed

2/3 PAGE
W 6.042” H 13.125”
Add 0.125” to outer edges for bleed

1/2 PAGE
W 9.5” H 6.494”
Add 0.125” to outer edges for bleed

1/3 PAGE
W 9.5” H 4.3056”
Add 0.125” to outer edges for bleed

1/3 PAGE
W 3.33” H 13.125”
Add 0.125” to outer edges for bleed

1/3 PAGE
W 5.167” H 5.716”
No bleed

1/6 PAGE
W 2.458” H 5.716”
No bleed

1/6 PAGE
W 5.167” H 2.9”
No bleed

See Print Submission Guidelines on the following page
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.
5. Export.
# Print Rates

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<tbody>
<tr>
<td><strong>FULL PAGE</strong></td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,050</td>
<td>$950</td>
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<tr>
<td><strong>2/3 PAGE</strong></td>
<td>$950</td>
<td>$790</td>
<td>$625</td>
<td>$525</td>
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<td>$790</td>
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<td><strong>1/6 PAGE</strong></td>
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**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.
# Booking Deadlines and Publication Dates

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<tr>
<th>Publication Period</th>
<th>Book By</th>
<th>Newsstand Date</th>
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<tbody>
<tr>
<td>January-February 2024</td>
<td>November 14, 2023</td>
<td>December 27, 2023</td>
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<td>June 2024</td>
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<td>May 20, 2024</td>
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<td>July-August 2024</td>
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