

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

Sales Team
ads@reviewcanada.ca

Publisher
publisher@reviewcanada.ca

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

70%

Average *Bookworm*
open rate

13,100+

Monthly views
of *Bookworm*

47

Countries with
Bookworm subscribers

20,000+

Social media followers
across all channels

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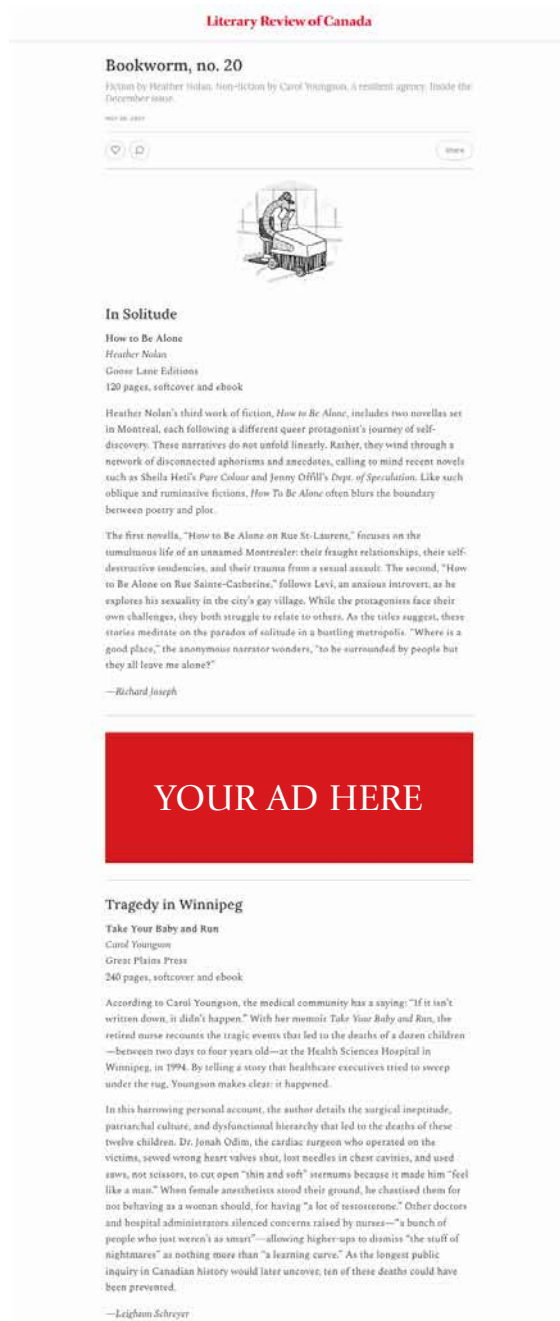
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Bookworm Specifications



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

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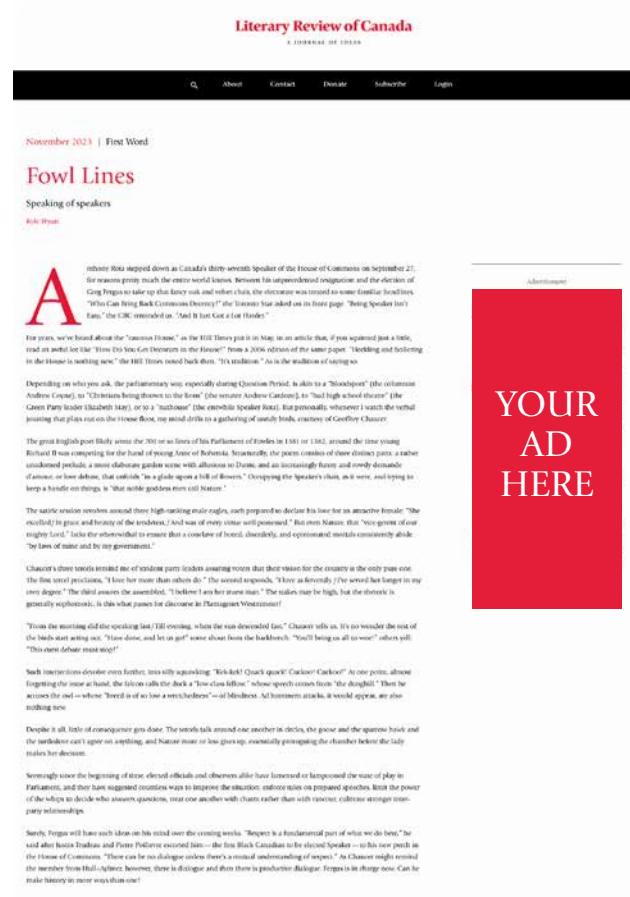
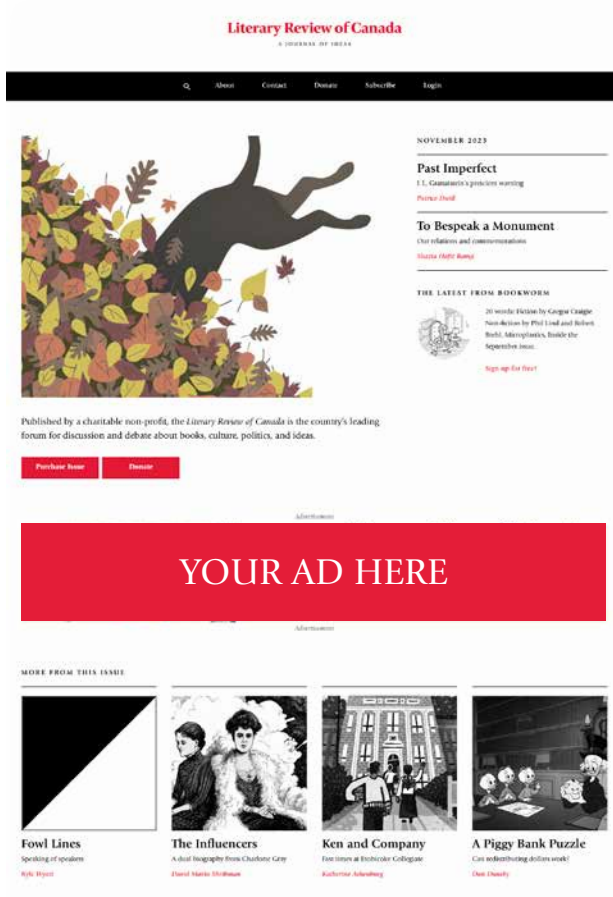
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Web Specifications



Submitting your creative for reviewcanada.ca

Timely Flexibility

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

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
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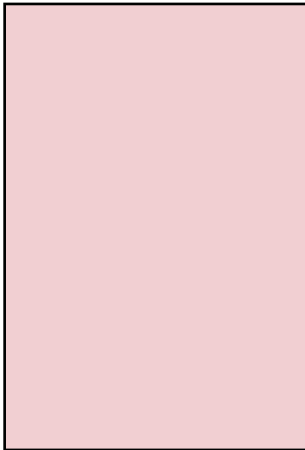
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Print Specifications

FULL PAGE

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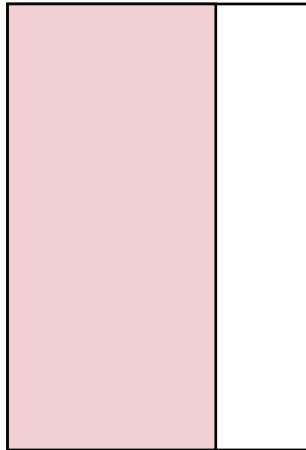
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2/3 PAGE

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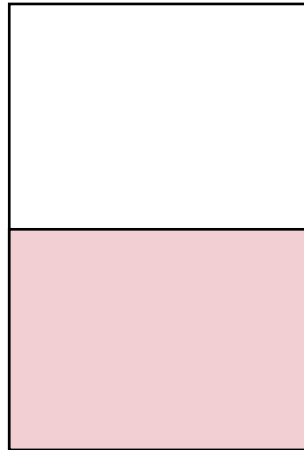
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1/2 PAGE

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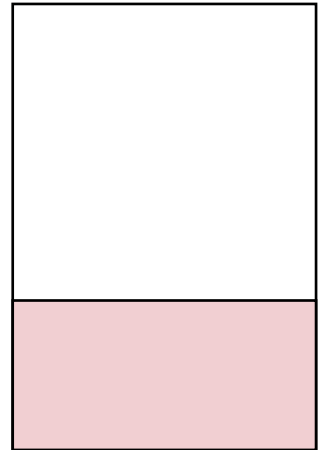
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1/3 PAGE

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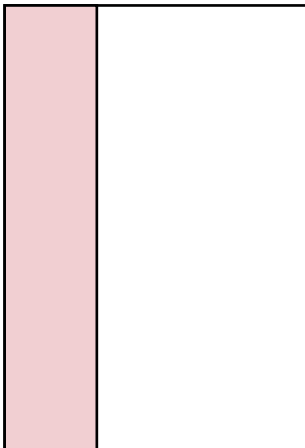
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1/3 PAGE

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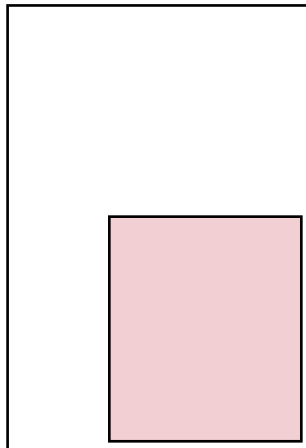
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1/3 PAGE

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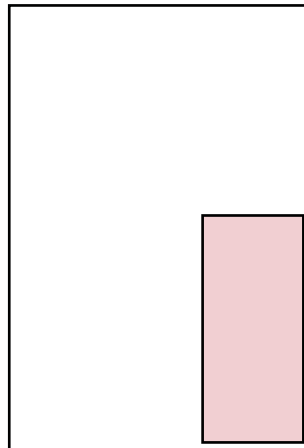
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1/6 PAGE

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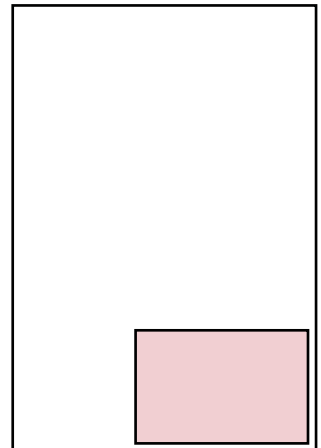
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1/6 PAGE

W 5.167" H 2.9"

No bleed



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

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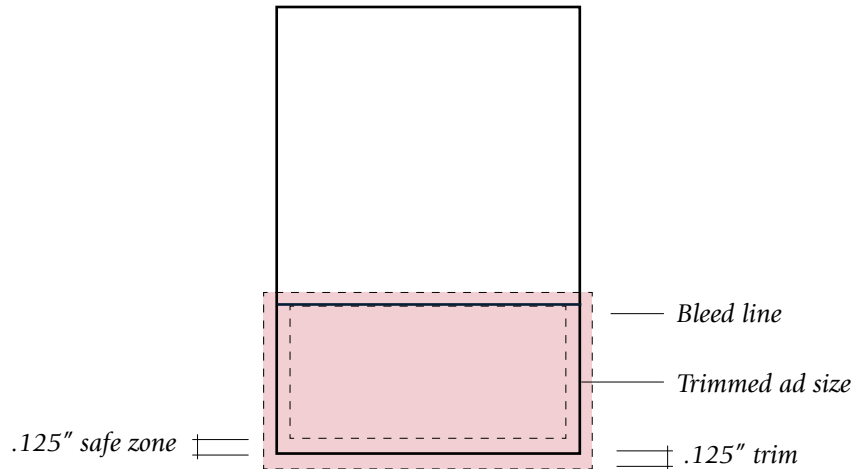
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Print Submission Guidelines



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

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

	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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