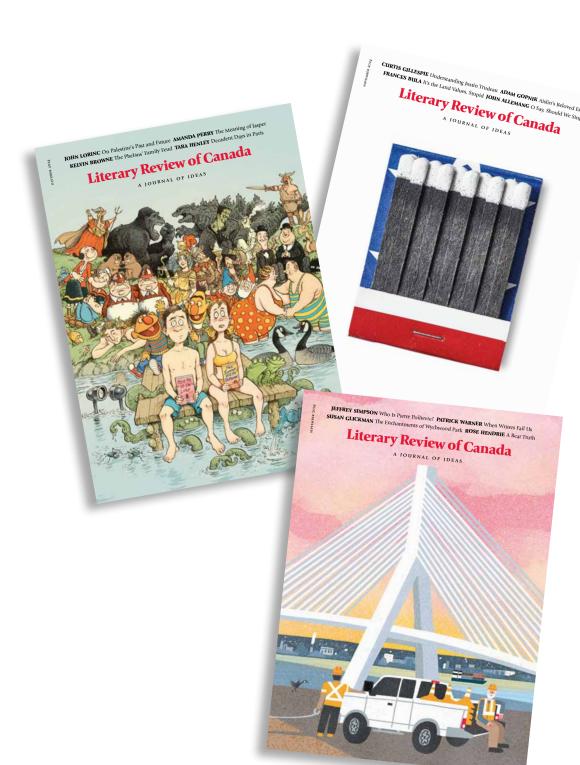
A JOURNAL OF IDEAS

# 2025 Media Kit



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### About the Magazine

or nearly thirty-five years, the *Literary Review of Canada* has prided itself on being a magazine about books — 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.

Literary Review of Canada Massey College 4 Devonshire Place Toronto, ON M5S 2E1

Sales Team ads@reviewcanada.ca

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# **Our Readers**

## <u>71%</u>

Hold a university degree or higher

<u>92%</u> Homeowners



Aged 25 to 34

+\$750k

Average investable

assets

#### <u>19%</u>

Fully bilingual in English and French

## <u>26</u>

Average number of books purchased each year

#### <u>88%</u>

Readers who travel for pleasure 4 or more times a year

# <u>\$171,440</u>

Average household income

## **7.9**

Average number of hours spent reading books each week

### <u>7.5x</u>

Average number of museum or gallery visits made each year

#### 14+

Months readers typically keep individual issues

### <u>35%</u>

Readers who have subscribed for 5 or more years

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## **Our Reach**

#### <u>10x</u>

Printed monthly, with 2 double issues

#### <u>21,000+</u>

Monthly sessions on *reviewcanada.ca* 

### **70%**

Average Bookworm open rate

## <u>50</u>

Countries with *Bookworm* subscribers

### 14,450+

Average readers per print issue

#### 16,500+

Unique monthly visitors to reviewcanada.ca

### 15,700+

Monthly views of *Bookworm* 

### 20,500+

Social media followers across all channels

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### **Bookworm Specifications**

Bookworm, no. 20	
Extran by Heather Halan, Non-Hotion by Carol N December issue.	sungson, & resilient agency linkde the
mir in Jur	
(Q) (Q)	( they
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In Solitude	
How to Be Alone	
Heather Nolan Goose Lane Editions	
120 pages, softcover and shook	
Heather Nelan's third work of fiction, <i>How in J</i> in Montreal, each following a different queer p discovery. These narratives do not unfold linus network of disconnected a photism and anecd such as Shella Heat's <i>Part Colour</i> and Jenny Off oblique and ruminative firtions, <i>How</i> To be Alo between poerty and plot.	votagonist's journey of self- rly. Rather, they wind through a otes, calling to mind recent novels Wi's Dept. of Speculation. Like such
The first newells, "How to Be Almo on Kue X- tumultunous life of an unnamed Montrealer: the deterrative intendencies, and their tranum fram in Be Almen on Rue Sainte-Cathorine," follows my chailenges, they both stratggle to relate to trateise mediates on the paradox of solitude in a good place," the anonymism narrator wondere, they all how me alone?"	elt fraught relationships, their self- a sexual annual: The second, "How Levy, an anxious introver, as he While the promagonism face their others. As the titles suggest, there bastling mutripolis, "Where is a
- Richard Joseph	
	10
Take Your Baby and Run Carear Youngoon Grees Plains Press 240 pages, softcover and ebook According to Carel Youngton, the medical con	naturnity has a saying: "If it iso't
YOUR AD Tragedy in Winnipeg Take Your Baby and Run Card Yourgoon Grees Plains Press 240 pages, softcower and ebook According to Carol Youngson, the medical con written dows recounts the tragic events that le between two days to four years oldact the 1 between two days to four years oldact the 1 between two days to four years oldact the 1	umunity has a saying: "If it top't mit Tale Yuar Roby and Rot, the d to the deaths of a dazen children fashb Sciencea Hospital in hase escentures tied to avecp
Tragedy in Winnipeg Take Your Baby and Run Curd Youngow Grear Plains Preas 340 pages, softcover and ebook According to Carol Youngoon, the medical cor witten down, it didn's happen. With her more retired nurse recounts the tragic events that le —between two days to four years old—act the —between two days to four years old—act the	nmunity has a saying: "If it isn't mit Tale Yuar Bohy and Run, the dru the databas of a daren children feath Sciencea Hospital In hase executives tried to avecp ned. details the surgical ineptitude, y that led to the databa of these urgson who aperated on the elles in chost cavities, and used errormus because tranda hum "feel elies in chost cavities, due do them for loc of resourceores." Other doctors raised by nurses—"a bunch of ighter-ups to dismis "the stuff of caver." As the longent public

### **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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# Web Specifications



### **Timely Flexibility**

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

#### Submitting your creative for reviewcanada.ca

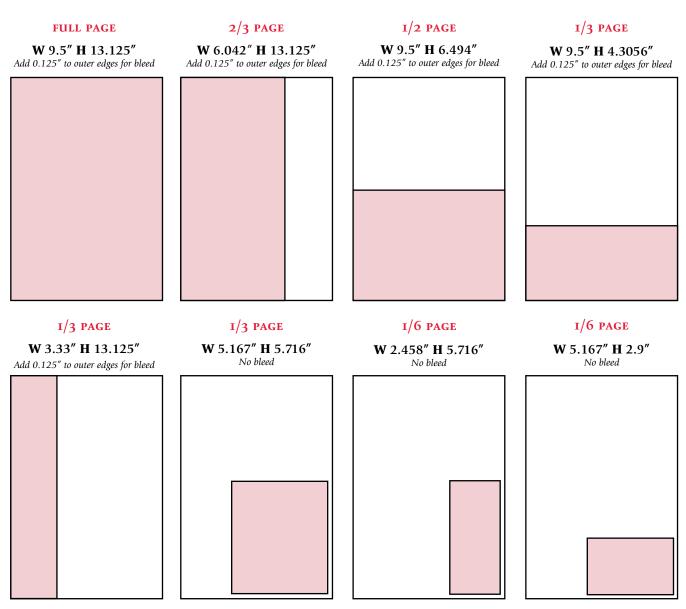
- 1. W 1,345 x H 225 (home page) or W 300 x H 600 (article page)
- 2. PNG, JPG, GIF, or Animated GIF
- 3. 150 DPI resolution (minimum)
- 4. Send to *ads@reviewcanada.ca* at least three days before scheduled to run
- 5. Include your desired click-through URL

#### Literary Review of Canada

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# **Print Specifications**



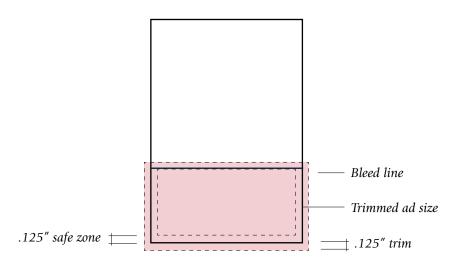
See Print Submission Guidelines on the following page

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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
- 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
I/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**

	воок ву	PUBLICATION DATE
JANUARY FEBRUARY 2025	November 12, 2024	December 23, 2024
MARCH 2025	December 24, 2024	February 3, 2025
APRIL 2025	January 28, 2025	March 10, 2025
MAY 2025	March 4, 2025	April 14, 2025
JUNE 2025	April 8, 2025	May 19, 2025
JULY AUGUST 2025	May 13, 2025	June 23, 2025
SEPTEMBER 2025	June 24, 2025	August 4, 2025
OCTOBER 2025	July 29, 2025	September 8, 2024
NOVEMBER 2025	September 2, 2025	October 13, 2025
DECEMBER 2025	October 7, 2025	November 17, 2025
JANUARY FEBRUARY 2026	November 11, 2025	December 22, 2025