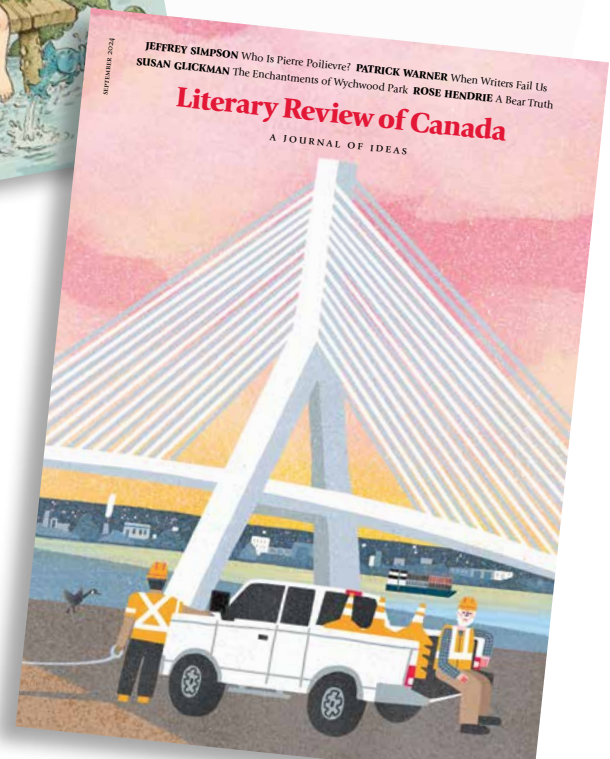
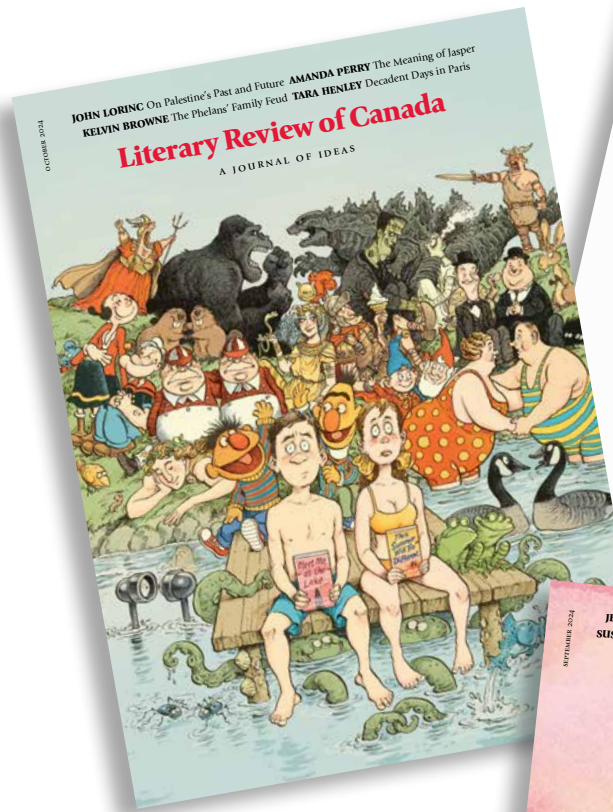


# Literary Review of Canada

A JOURNAL OF IDEAS

## 2025 Media Kit



# Literary Review of Canada

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## About the Magazine

**F**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 *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  
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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*

**70%**

Average *Bookworm*  
open rate

**15,700+**

Monthly views  
of *Bookworm*

**60+**

Countries with  
*Bookworm* subscribers

**20,500+**

Social media followers  
across all channels

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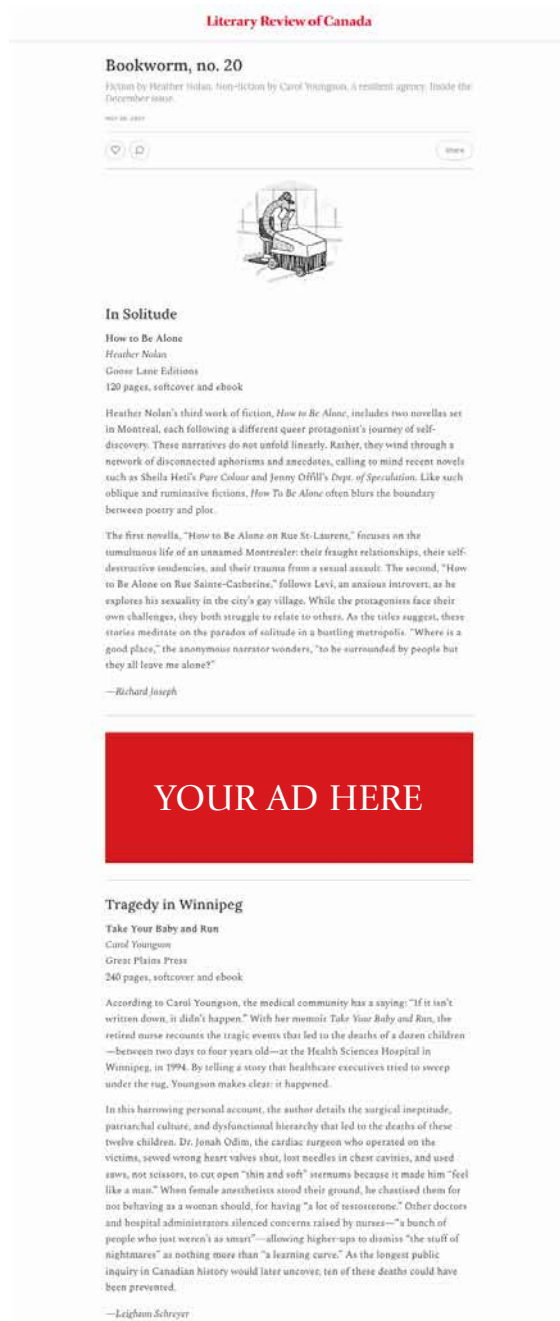
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# Literary Review of Canada

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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](mailto:ads@reviewcanada.ca) at least ten days before scheduled newsletter
5. Include your desired click-through URL

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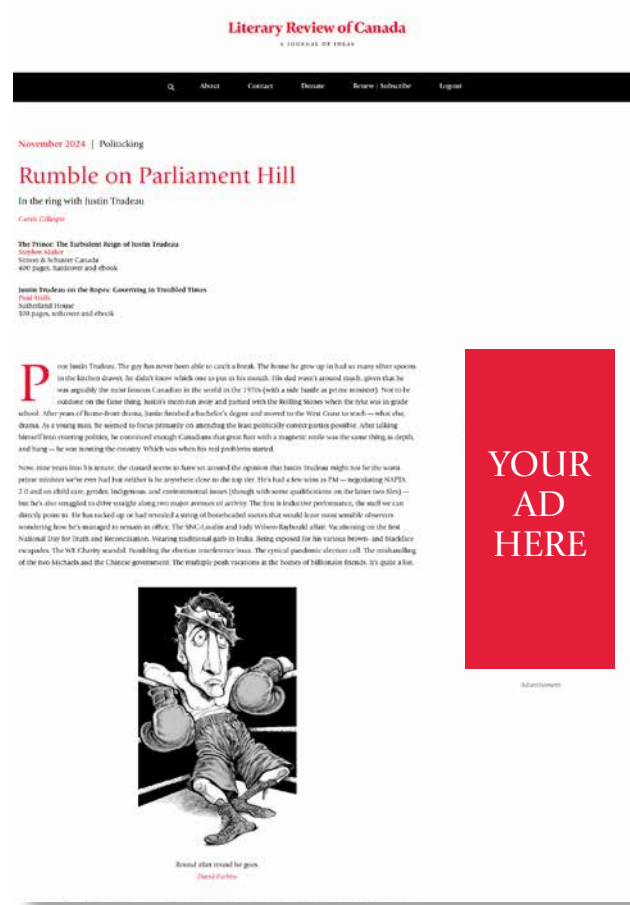
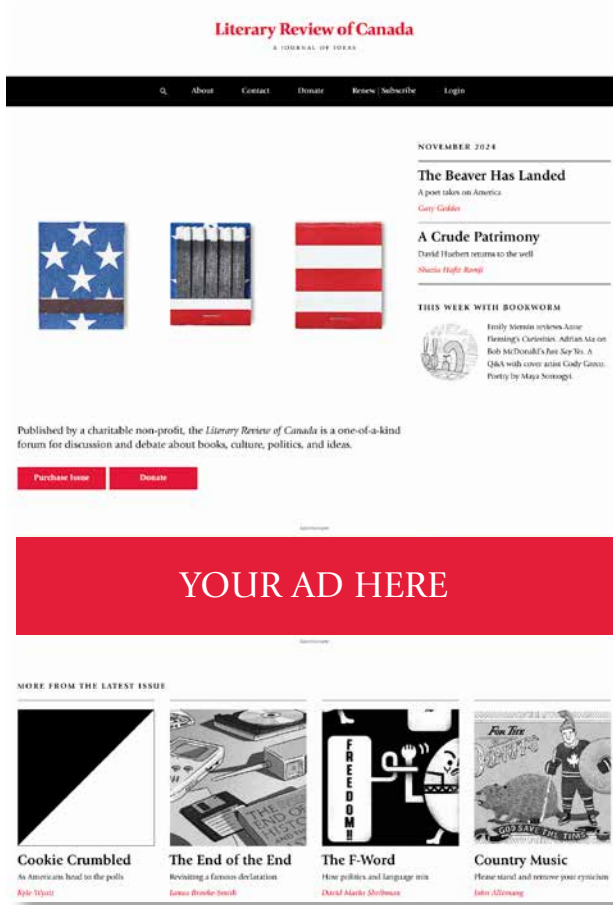
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# Literary Review of Canada

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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](http://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](mailto:ads@reviewcanada.ca) at least three days before scheduled to run
5. Include your desired click-through URL

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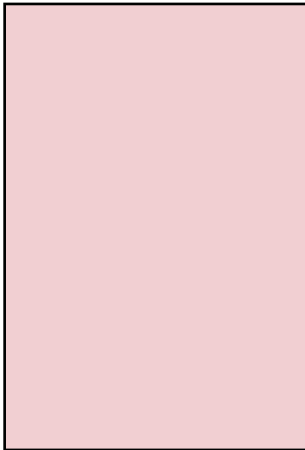
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## Print Specifications

### FULL PAGE

**W 9.5" H 13.125"**

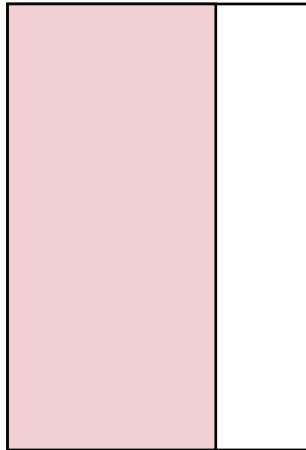
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### 2/3 PAGE

**W 6.042" H 13.125"**

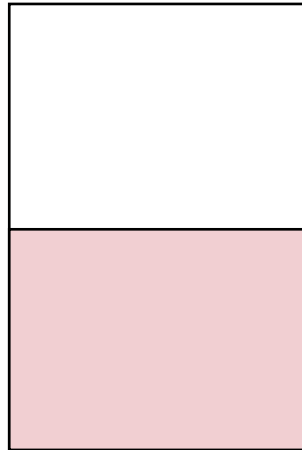
*Add 0.125" to outer edges for bleed*



### 1/2 PAGE

**W 9.5" H 6.494"**

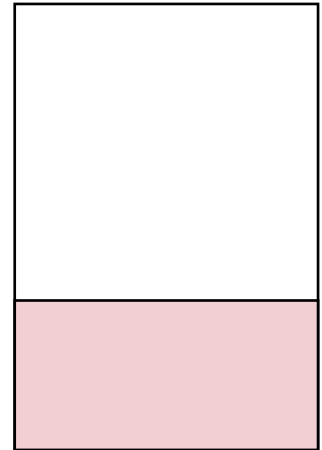
*Add 0.125" to outer edges for bleed*



### 1/3 PAGE

**W 9.5" H 4.3056"**

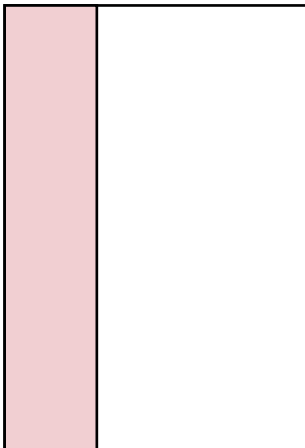
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### 1/3 PAGE

**W 3.33" H 13.125"**

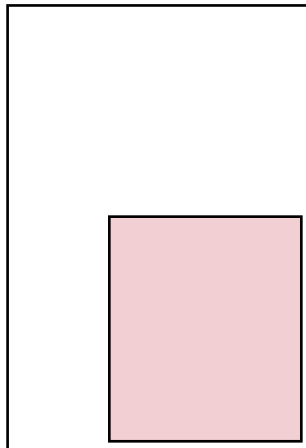
*Add 0.125" to outer edges for bleed*



### 1/3 PAGE

**W 5.167" H 5.716"**

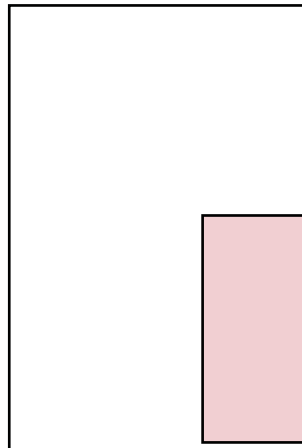
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### 1/6 PAGE

**W 2.458" H 5.716"**

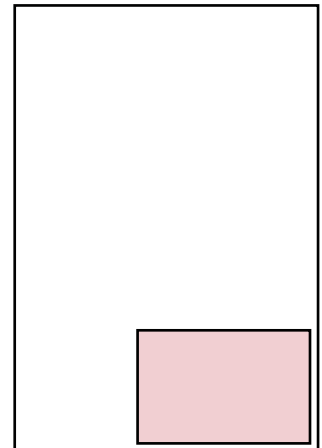
*No bleed*



### 1/6 PAGE

**W 5.167" H 2.9"**

*No bleed*



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

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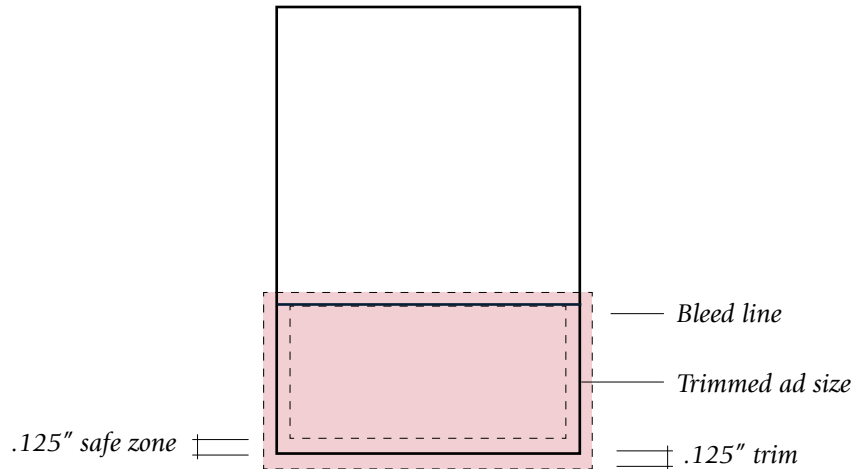
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## Print Submission Guidelines



### 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
<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

	BOOK BY	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

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