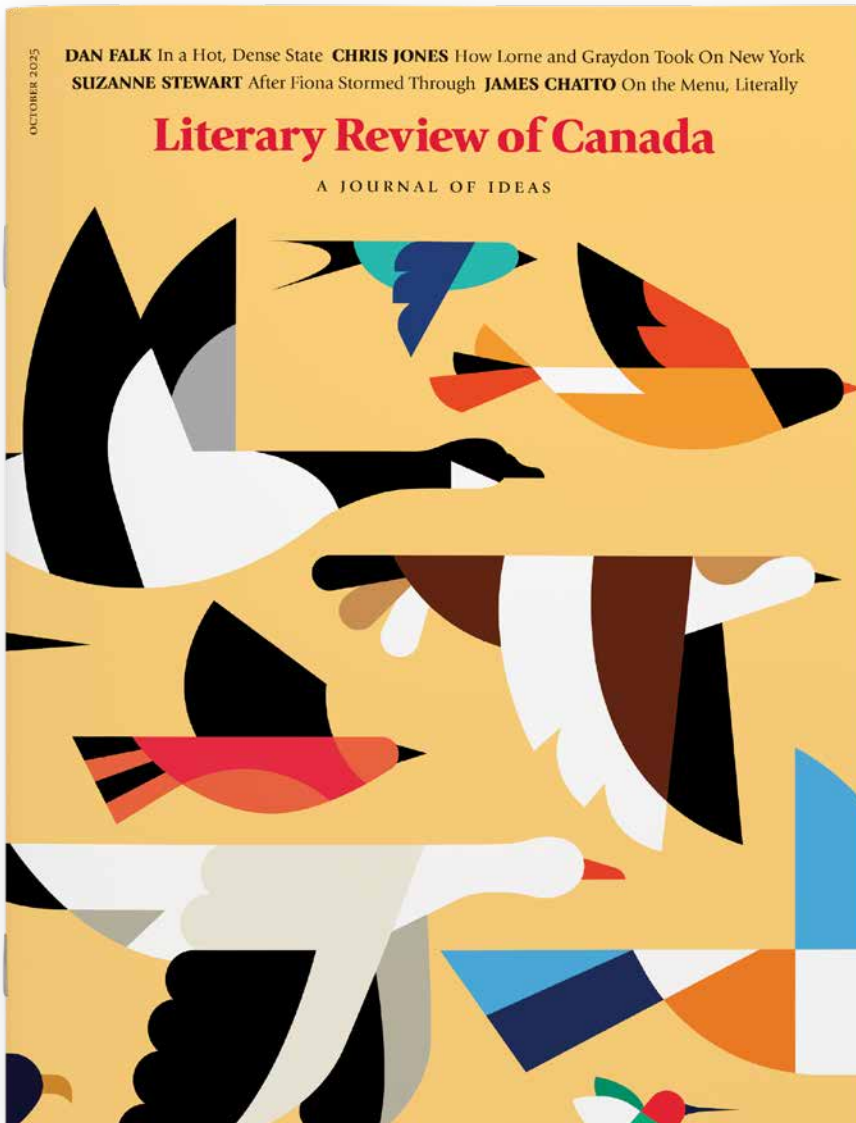


# Literary Review of Canada

A JOURNAL OF IDEAS

## 2026 Media Kit



# About the Magazine

For 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.

# Our Readers

<b>21%</b>	Aged 25 to 34	<b>7.9</b>	Average number of hours spent reading books each week
<b>19%</b>	Fully bilingual in English and French	<b>7.5x</b>	Average number of museum or gallery visits made each year
<b>88%</b>	Readers who travel for pleasure 4 or more times a year	<b>+\$750k</b>	Average investable assets
<b>26</b>	Average number of books purchased each year	<b>71%</b>	Hold a university degree or higher
<b>92%</b>	Homeowners	<b>35%</b>	Readers who have subscribed for 5 or more years
<b>\$171k</b>	Average household income	<b>14+</b>	Months readers typically keep individual issues

# Our Reach

**10x**

Printed monthly,  
with 2 double  
issues

**14,450<sup>+</sup>**

Average readers  
per print issue

**50,000<sup>+</sup>**

Monthly  
sessions on  
[reviewcanada.ca](http://reviewcanada.ca)

**31,000<sup>+</sup>**

Unique monthly  
visitors to  
[reviewcanada.ca](http://reviewcanada.ca)

**68%**

Average *Bookworm*  
open rate

**15,700<sup>+</sup>**

Monthly views of  
*Bookworm*

**70<sup>+</sup>**

Countries  
with *Bookworm*  
subscribers

**27,000<sup>+</sup>**

Social media  
followers across  
all channels

# 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

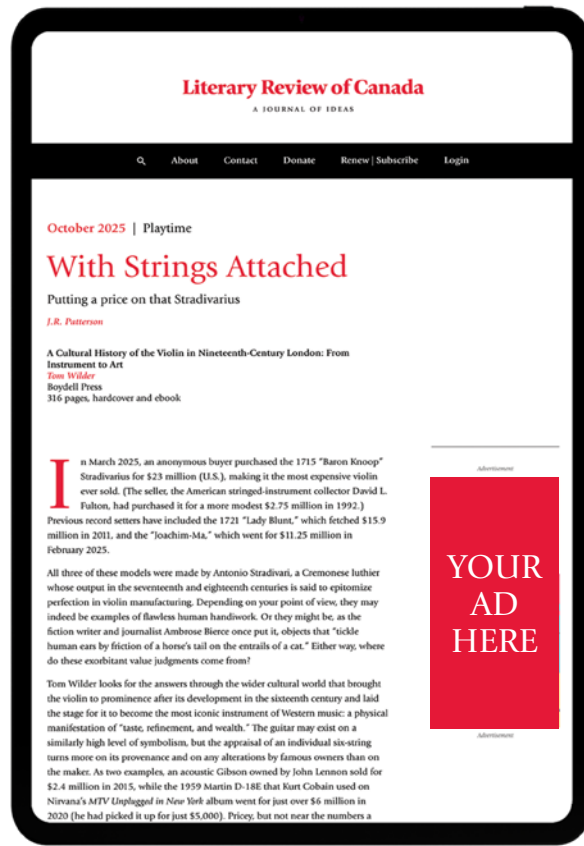
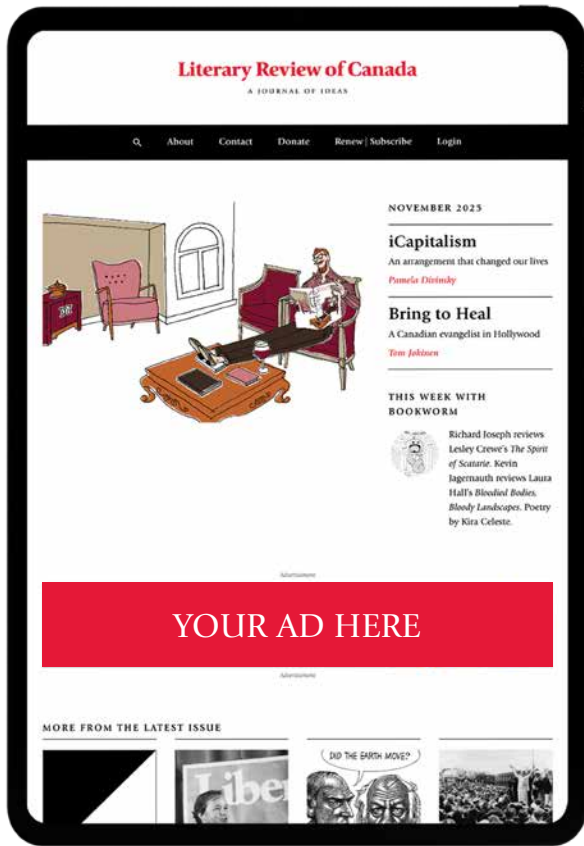
## Sponsorship

Promote your brand with exclusive sponsorship opportunities

## Submitting your creative for reviewcanada.ca

- 1 6,067 px × 2,167 px (14:5 ratio)
- 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

# Web Specifications



## Submitting your creative for reviewcanada.ca

- 1 1,345 px × 225 px (home page) or 300 px × 600 px (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

## Timely Flexibility

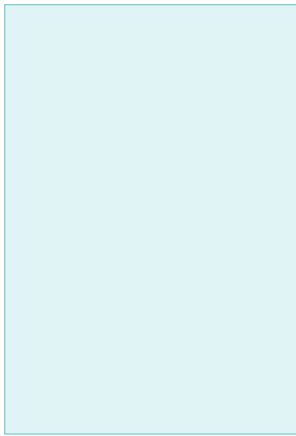
Connect with our readers for as little as \$275 a month

# Print Specifications

**FULL PAGE**

**9.5" × 13.125"**

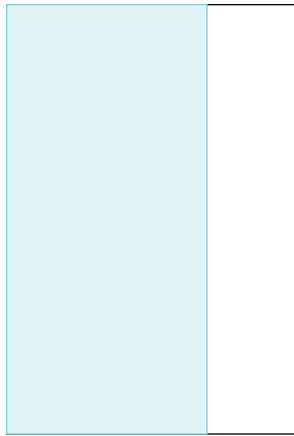
*Add 0.125" to outer edges for bleed*



**2/3 PAGE**

**6.042" × 13.125"**

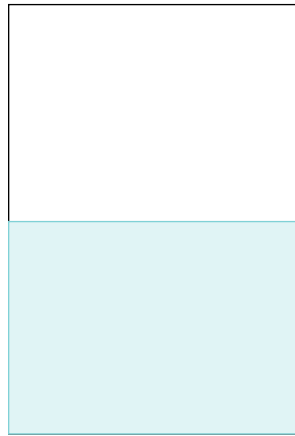
*Add 0.125" to outer edges for bleed*



**1/2 PAGE**

**9.5" × 6.494"**

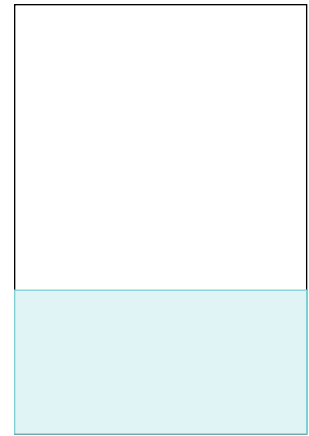
*Add 0.125" to outer edges for bleed*



**1/3 PAGE**

**9.5" × 4.346"**

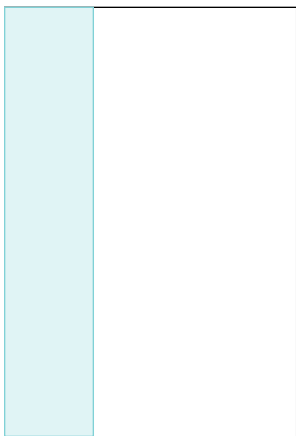
*Add 0.125" to outer edges for bleed*



**1/3 PAGE**

**3.33" × 13.125"**

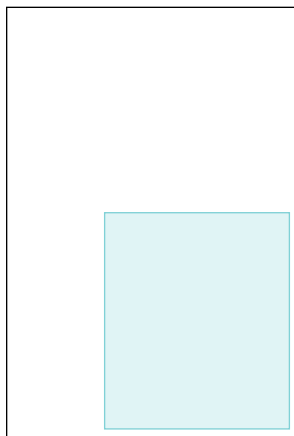
*Add 0.125" to outer edges for bleed*



**1/3 PAGE**

**5.167" × 5.716"**

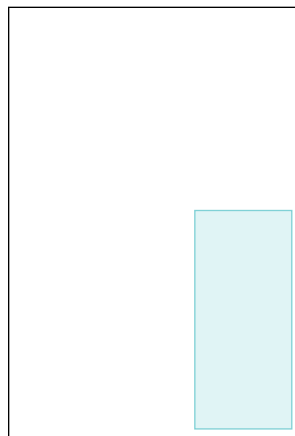
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**1/6 PAGE**

**2.458" × 5.716"**

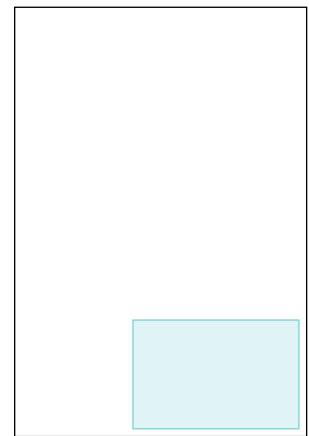
*No bleed*



**1/6 PAGE**

**5.167" × 2.9"**

*No bleed*

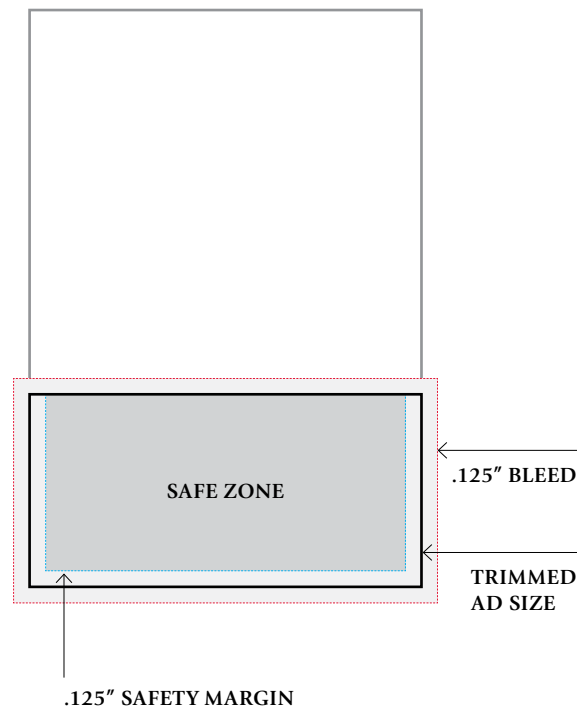


See **Print Submission Guidelines** on the following page

# 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
- 4** View Compressions & Bleeds menu:  
 Use Document Bleed Settings
- 5** Export

# Print Rates

## Ad Size and Issues

Ad Size	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

## Full Page Cover Ad

Ad Size	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 and imagery 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. Credit card payments may incur an additional fee.

# Booking Deadlines and Publication Dates

Issue	Book By	Publication Date
JANUARY FEBRUARY 2026	November 12, 2025	December 23, 2025
MARCH 2026	December 24, 2025	February 3, 2026
APRIL 2026	January 28, 2026	March 10, 2026
MAY 2026	March 10, 2026	April 20, 2026
JUNE 2026	April 14, 2026	May 25, 2026
JULY AUGUST 2026	May 19, 2026	June 29, 2026
SEPTEMBER 2026	June 30, 2026	August 9, 2026
OCTOBER 2026	August 4, 2026	September 14, 2026
NOVEMBER 2026	September 8, 2026	October 19, 2026
DECEMBER 2026	October 13, 2026	November 23, 2026
JANUARY FEBRUARY 2027	November 17, 2026	December 30, 2026

## Contact

ads@reviewcanada.ca

67 Yonge Street, Suite 1508, Toronto, ON M5E 1J8