overview

Bookmarks Magazine

For Everyone Who Hasn't Read Everything



Bookmarks is a new kind of literary magazine — one for the intelligent mainstream. We sift through hundreds of books and book reviews each month to present a smart, colorful, and decidedly unstuffy guide to the best in books, both new and classic.

The Best Buying Guide to Books

Target readers asking "What Should I Read Next?" Every aspect of *Bookmarks* is designed to help our readers decide on their next literary purchases. Our New Books Guide rates new releases while our Book by Book profiles recommend works by classic authors. As a result, our readers spend less time reading *about* books and more time reading (and purchasing) the books themselves.

Talk to those with a love for literature

If you market products or services to readers, you know that books are only one aspect of a literary life. *Bookmarks* is a powerful medium to deliver your message to this interest group. In addition to our subscription base, we are also a favorite for libraries, schools, and book clubs.

A Desirable Demographic

Active readers are generally better educated and more affluent consumers. It has been proven they are as a whole more interested in travel, science, arts, and the community. *Bookmarks* delivers an attractive audience no matter what product or service you offer.

Cost-Effective Communication

Bookmarks has a circulation approaching 40,000 and is the best selling general literary magazine on the newsstand. We offer a combination of rates, ad types, and readers that will allow you to optimize your marketing budget.



reaction

Media and Readers

In the Media

A "Best New Magazine" of 2002 - *Library Journal*

"...the kind of publication book readers should love." Don O'Briant, **Atlanta Journal-Constitution**

"Bookmarks brings to the coffee table a welcome willingness to spotlight backlist titles as well as new releases....[The New Books Guide] is just the signature feature that could put Bookmarks magazine over the top...the field is just about clear for Bookmarks to become not only a decent magazine about books but also the long-overdue, searchable, cross-referenced, constantly updated online database of reviews that a lot of people have been waiting for." David Kipen, San Francisco Chronicle

"What took them so long? Hundreds of book reviews distilled into one easy-to-read magazine." *SF Weekly*

"Bookmarks . . . is a glossy, slightly fizzy bimonthly survey of classic and contemporary literature designed for readers who like their graphic interfaces glitzy . . ." Tim Rutten, Los Angeles Times

"Sterling launch." Michael Colford, Library Journal

Bookmarks has also been featured in The New York Times, Austin American-Statesman, Newsday, New Orleans Times-Picayune, and other major international publications.



Our Readers Say

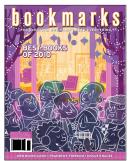
"Congratulations on an outstanding job! The magazine is wonderful and filled with interesting and well-reasoned articles. I devoured it from start to finish last evening - then added many new books to my Amazon shopping cart!" Brian Stacey, Westport, CT



"I felt more involved in this magazine than with other 'book' magazines out there. Just from this sole issue, I've come up with a list of choices to look into. Keep up the good work! Love the classic authors section!"

Reader from Perrysburg, OH

"I love this! It's something to keep for reference-great breadth of informationand the reader's recommendations is an inspired feature! Congratulations!" Reader from Clinton Twp, MI



"I just wanted to stand up and be counted as a subscriber who loves *Bookmarks* magazine. It fills a gap in book recommendations that i've been looking for my whole reading life. The magazine without question is intelligently laid out and comprehensive. I have been saving my back issues because I know I will be going back to them again and again. You guys make loving to read easy!" *April Gavey, Kent, WA*



"I absolutely love the lay-out and the condensed reviews. I'm used to spending hours reading the NY Times Book Review, PW and The Chronicle's Review." Katie Hoy, Nashville, TN

process

Specifications

- Ádvertisements may be submitted on disk or delivered electronically.
- Acceptable formats: PDF and Postscript. Be sure to print photos at high resolution. All four-color ads must use CMYK format.
- ▶ Images must be 300 dpi for CMYK and grayscale images; 1200 dpi for bitmap images.
- Color proofs are required for color ads.
- ▶ Bookmarks is perfect bound.

Sizes

0.200	
Trim Size	8.375 X 10.75"
Full Page, bleed	8.625" X 11"
Full Page, non-bleed	6.875" by 9.75"
2-page bleed spread	18.125" X 11"
1/2-page horizontal spread, bleed	18.125" X 5.5"
1/2-page horizontal spread, non-bleed	16" X 5.0"
2/3-page vertical	4.5" by 9.75"
1/2-page horizontal	6.875 [°] by 4.875 [°]
1/3-page vertical	2.25" by 9.75"
1/3-page square	4.5" by 4.875"
1/6-page vertical	2.25" by 4.875"
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Deadlines

ISSUE	ON-SALE	SPACE	MATERIALS
January/February 2020	12/30/19	11/10/19	11/17/19
March/April 2020	2/28/20	1/12/20	1/19/20
May/June 2020	4/30/20	3/16/20	3/23/20
July/August 2020	6/30/18	5/11/20	5/18/20
September/October 2020	8/31/20	7/13/20	7/20/20
November/December 2029	10/30/20	9/14/20	9/21/20
January/February 2021	12/31/20	11/9/20	11/16/20

Contact

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Four Color Advertising

	Frequency:	1x	3x	6х
<u>Ad Size</u>				
Full Page		\$2,200	\$2,000	\$1,900
2/3		\$1,600	\$1,450	\$1,350
1/2		\$1,400	\$1,300	\$1,250
1/3		\$1,100	\$1,000	\$950
1/6		\$575	\$525	\$500

Premium Charges

Back Cover: +25% [full page] Inside Cover: +15% [full page] TOC Adj.: +10% [full page] Inserts and Spreads: Call for rates

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