Get In. Stand Out.

MEDIA PLANNER 2019
We Wrote the BOOK on Publishing

76,000,000
Web ad impressions

30,000,000
Web page views

14,500,000
Opened emails

12,000,000
Unique visitors

1,150,000
Social followers

1,000,000
Print copies
Publishers Weekly
The Most Powerful Brand in the Business

With nearly 150 years of history as a pioneer & leader, PW today is a global publication providing unparalleled reach to an ardent audience of industry professionals and devoted consumers around the globe.

- 51 Issues
- 15 Special Supplements
- 68K Print & Digital Readers
- 9,000 Yearly Reviews
- 24/7 Breaking News
- Influential Announcements
- Special School & Library Coverage
- U.S. & International Trade Show Coverage
- Exclusive Author Interviews
- Retail News & Bestsellers Lists
- Original Research & Industry-Wide Surveys

AUDIENCE

- 25% Publishers
- 44% Book Buyers & Booksellers
- 25% Librarians
- 2% Public Relations/Media
- 2% Agents & Rights Professionals
- 1% Wholesalers/Distributors

Followers

1.15M
PublishersWeekly.com provides **continuous access** to millions of monthly readers whenever and wherever they plug in. Tap the potential of this powerful resource to connect, influence and create top-of-mind awareness with a **global audience on the go**.

**PW.COM**
- **2.5M** Monthly Page Views
- **1.2M** Monthly Unique Visitors

**MOBILE USERS**
- **407K** Monthly Page Views
- **1.42%** Average Mobile Box Click-Through Rate
- **.66%** Average Mobile Banner Click-Through Rate

**Location**
- **71%** North America
- **29%** Europe, Asia & Australia

**Gender**
- **59.3%** Female
- **40.7%** Male

**Age**
- 65+
- 55-64
- 45-54
- 35-44
- 25-34
- 18-24
Leading Targeted E-Newsletters
Go Direct. Get Results.

22.9% Average Newsletter Open Rate
4.5% Average Newsletter Click-Through Rate

PW DAILY
The most important news stories sent daily in this newsletter for the publishing industry
42K Subscribers
[Delivered every day M–F]

TIP SHEET
For consumer and trade audiences, a weekly wrap-up of the week's top stories, PW Picks and an on-sale calendar with PW reviews
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CHILDREN'S BOOKSHELF
News coverage dedicated to children's and YA publishing
31K Subscribers
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Coverage of the vast category of religion and spirituality publishing
11K Subscribers
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Coverage of international rights deals, news and more
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News coverage and educational tips sent to the self-publishing community
21K Subscribers
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A weekly newsletter packed with bestsellers lists, top 10 PW picks and forthcoming reviews
15K Subscribers
[Delivered every Friday]

PW MUST READS
Highlights of the week's publishing news
37K Subscribers
[Delivered every Sunday]
The consummate guide to all leading international trade shows, Show Dailies are unique opportunities to optimize your investment and stand out in a crowded marketplace. Distributed on-site throughout each venue, Show Dailies are the most potent tool for increasing visibility, driving traffic and boosting sales on the spot. And awareness extends far beyond a single event with supplements circulated to PW's loyal print and digital readership of 68K, ensuring you never get lost in the crowd.

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LONDON BOOK FAIR
March 12–14

BOLOGNA CHILDREN’S BOOK FAIR
April 1–4

BOOKEXPO
May 29-31

BOOKCON
June 1-2

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- 155K Newsletter Subscribers
- 62% Engagement

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- 155K Newsletter Subscribers
- 22.9% Average Newsletter Open Rate
- Triple the Engagement of a Typical Display Ad

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- 97K Subscribers
- 3.1% Average E-Blast Click-Through Rate
- 9 Targeted Lists

NATIVE ADVERTISING
Reach up to
- 1M+ Social Media Followers
- 1M Online Readers
- 155K Newsletter Subscribers
- 68K Print & Digital Subscribers

Meet 29 Difficult Women

Eva Woods

SOMETHING LIKE HAPPY

—Karen Karbo

The Gospel According to Coco Chanel

“Part biography, part inspiration, these absorbing, inspiring, and often exceptional women, what unites them is how they make ‘difficult’ a quality unflinching, and brazen, exactly as we are.” —LORI GOTTLIEB, Marry Him

In Praise of Difficult

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“My identity is in the impossible—being a woman, being a parent, being a writer, being a feminist—and the only thing I have control over is the things I do with who I am.” —Emma González

They’re all women who’ve led extraordinary lives: strong and spirited rule breakers—from Frida Kahlo, Elizabeth Taylor, and Marilyn Monroe to Amy Poehler, and J.K. Rowling. They’ve started movements, changed the world, and created a huge fan base.

Difficult seems absolutely delightful in these absorbing, inspiring, and often exceptional women, what unites them is how they make ‘difficult’ a quality unflinching, and brazen, exactly as we are.” —LORI GOTTLIEB, Marry Him

—Karen insists on being difficult—that my mulishness was inborn, that I had no choice but to be difficult—that my mulishness was inborn, that I had no choice but to be difficult.” —EMMA GONZÁLEZ

Mostly, Karbo hopes to offer a window into the lives of these women, to show that they’re not the unreachable visionaries we think they are, but human beings with passion, flaws, and a sense of humor.

Finding a way to be difficult in accordance with who they are.

In Praise of Difficult Women

AUTHOR OF THE BEST-SELLING GOSPEL ACCORDING TO COCO CHANEL

Meet 29 Difficult Women

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