

The BLOOMSBURY REVIEW

A BOOK MAGAZINE

10 Reasons to Advertise in TBR

1. Highly Educated Readership:

90% of our readers have college degrees; 52% have advanced degrees

2. National Circulation:

TBR is distributed throughout the U.S. and Canada, with the highest concentration in larger metropolitan areas and college and university towns.

3. Ad Rates for Every Budget:

A choice between display ads, classified display ads, and text-only classified ads allows advertisers to spend as little as \$40 or as much as \$7,675 to sell your products and services.

4. Co-op Ad Plans:

TBR offers "cooperative" ad plans with various national and regional organizations, including the Association of American University Presses, Publishers Association of the West, Writers' Conferences & Centers, and others.

5. Value Added:

Advertisers' websites are listed in an index in each issue.



BOOK REVIEWS, ESSAYS,
INTERVIEWS, PROFILES,
POETRY, AND MORE ...

6. Discounts Galore!:

TBR offers a substantial prepayment discount (10%), frequency discounts (see ad rates), and agency discounts (15%).

7. Greater Exposure:

Each issue of TBR is available over a two-month period, so your ad in TBR will have a longer life than ads in weekly or monthly publications.

8. Consumer and Trade Value:

While the bulk of our readers are book readers, your ad will also reach thousands of booksellers, librarians, publishers, and others who may want or need your products or services.

9. Uncompromising Customer Service:

Our ad reps will help you identify and meet your advertising needs according to your budget.

10. Reputation for Excellence Since 1980:

The Bloomsbury Review has been called "an excellent publication" and "the best book magazine in America" by writers and critics across the country.

**10% OFF
for Prepayment**

The BLOOMSBURY REVIEW

Advertisers' websites are listed
in an index in each issue
at no extra charge.

ADVERTISING RATES, MECHANICALS & TERMS

ADVERTISING RATES (Effective 1/1/02)

BLACK-AND-WHITE RATES

Size	1x	3x	6x
2-page spread	\$6,750	\$6,410	\$6,075
Back page	4,100	3,895	3,690
Full page	3,550	3,370	3,195
Junior page	2,140	2,030	1,925
1/2 page	1,935	1,830	1,740
1/3 page	1,190	1,130	1,070
1/4 page	1,025	970	920
1/8 page	525	495	470
1/16 page	260	245	235

4-COLOR RATES

Size	1x	3x	6x
2-page spread	\$7,675	\$7,290	\$6,900
Back page	5,100	4,840	4,590
Full page	4,550	4,320	4,095
Junior page	2,735	2,595	2,460
1/2 page	2,525	2,395	2,270

Classified Rates: \$40 for the first 25 words,
\$1 for each additional word.

Classified Display: \$150 for each insertion,
\$125 each for 3 or more insertions.

Production costs for Classified Display ads are an additional \$15
for type and camera work.

MECHANICALS

		Width	Depth
2-page spread		124 picas (20-1/2")	x 15-1/4"
Back page		60 picas (9-7/8")	x 15-1/4"
Full page		60 picas (9-7/8")	x 15-1/4"
Junior page	(v)	4-1/2 picas (7-1/4")	x 11-1/2"
1/2 page	(v)	29 picas (4-7/8")	x 15-1/4"
	(h)	60 picas (9-7/8")	x 7-1/2"
1/3 page	(v)	29 picas (4-7/8")	x 11-1/2"
	(h)	60 picas (9-7/8")	x 5"
1/4 page	(sq)	29 picas (4-7/8")	x 7-1/2"
	(v)	14 picas (2-5/16")	x 15-1/4"
	(h)	60 picas (9-7/8")	x 3-1/2"
1/8 page	(v)	14 picas (2-5/16")	x 7-1/2"
	(h)	29 picas (4-7/8")	x 3-1/2"
1/16 page		14 picas (2-5/16")	x 3-1/2"

AD SPECIFICATIONS

The *Bloomsbury Review* is printed web offset on newsprint.

Black & White Ads: 85-line screens are recommended for halftones. Please send either positive or negative images (right reading, emulsion side down) for reproduction. TBR accepts electronic files. Send to: BloomsB@aol.com. A minimal service bureau charge will be added to the price of the ad.

Color Ads: 85-line screens are recommended. Please send a PDF file in either Quark Express or Adobe Acrobat format.

**Color ads may be sent electronically to
Intermountain Color: www.imcprint.com.**

TERMS

1. The Advertiser and/or the Advertising Agency assume all liability for content of all advertisements printed, and assume all liability for any claims made against the Publisher as the result of an advertisement.

2. The Publisher reserves the right to refuse any advertisement it feels is inappropriate or that does not conform to the standards of the publication. The Publisher reserves the right to print the word "Advertisement" on any advertisement that might be misconstrued as editorial content.

3. Cancellations cannot be accepted after the space reservation deadline. Cancellations received thereafter are subject to a 100% charge for the advertisement.

4. Advertising contracts that are terminated prior to completion will be short-rated.

5. The Publisher cannot be responsible for errors caused by late copy.

6. Contracts agreed to in writing or verbally are considered binding by the Publisher and are subject to all terms and requirements of this rate sheet.

7. Production charges for advertisements will be charged to the Advertiser at cost.

8. Rendering an invoice to an Advertising Agency does not relieve the Advertiser of payment for the advertisement.

9. If, due to circumstances beyond its control, the Publisher is not able

to circulate the particular issue in which an advertisement was to be contained, its only liability shall be to publish the advertisement in its next available issue or, at its option, to refund any sums paid for the advertisement.

10. **PAYMENT:** Payment in advance of publication, preferably submitted with copy, is required of all new advertisers until an account has been established. *The Bloomsbury Review* may require prepayment of all advertisements for any account based on credit or payment history. For all established accounts, payment is due upon receipt of invoice, but an additional prepayment discount is available.

11. **AGENCY DISCOUNTS:** Advertising Agencies may deduct a 15% commission. Payment is due upon receipt of invoice. The 15% commission will be forfeited by the Advertising Agency if payment is not made upon receipt of invoice. Agency discounts are intended for use by bona fide advertising agencies. Discounts are not intended for use by in-house ad or production departments.

12. **LATE CHARGES:** A percentage rate of 1-1/2% per month (18% per annum) will be charged on all past-due accounts.

FOR FURTHER INFORMATION, CONTACT:

Phone (303) 455-3123, Fax (303) 455-7039

1553 Platte Street • Suite 206

Denver, Colorado 80202-1167 USA

READERSHIP PROFILE

Sex Male: 48% Female: 52%

Marital Status Single: 40% Married: 53%

Age under 30: 6% 31-50: 44% 51+: 50%

Education 90% have at least a college degree
52% have advanced degrees

Household Income

40% have incomes over \$40,000
34% have incomes over \$50,000
21% have incomes over \$80,000
10% have incomes over \$100,000

Employment

45% have professional or technical positions
13% have administrative or managerial positions
16% are teachers

Regional Breakdown

West Coast: 18% East Coast: 13%
Rocky Mountains: 40% South: 13%
Midwest: 14% Canada: 2%

Leisure Activities

96% dine out regularly
89% go to the movies regularly
69% listen to classical music
48% listen to jazz
64% entertain at home
58% are involved in recreational sports
51% go to museums regularly

General Buying Habits

83% purchase at least 12 music cassettes per year
77% purchase at least 12 videos per year
75% purchase alcohol regularly
74% purchase at least 12 CDs per year

PUBLICATION INFORMATION: Published six times per year, *The Bloomsbury Review* is distributed by subscription and via more than 800 bookstores, newsstands, and libraries throughout the U.S. and Canada.

SUBMISSION GUIDELINES FOR PUBLISHERS: In addition to the features listed on our editorial schedule, *The Bloomsbury Review* publishes reviews and notices about regional books and authors, new paperbacks, classic reprints, poetry, the arts, reference, children's and young adult titles, and book-related audios, videos and CDs, whenever appropriate. **The Bloomsbury Review does not announce reviews prior to publication.** We do send copies of the magazine to the publisher when a review appears.

Publishers should submit galley and/or finished copies of their books as soon as they are available. It is helpful if a

Book-Buying Habits

77% have purchased a book reviewed in *TBR*
64% have purchased a book advertised in *TBR*
57% have purchased a book through a bookstore or other book source advertised in *TBR*
69% purchase books primarily at independent bookstores
29% purchase books primarily at chains
33% purchase primarily hardcover books
67% purchase primarily paperback books
64% purchase books primarily for entertainment
27% purchase books primarily for inspiration
26% purchase books primarily for reference
59% have bought books directly from a publisher
37% have bought books on tape

Book Reading Habits

36% read 2-3 books per month
30% read 4-5 books per month
17% read 5-8 books per month
15% read more than 9 books per month
33% visit a bookstore 4-7 times a month

Types of Books of Most Interest (in order of interest)

Literary Fiction	Reference
History	Art
Biography	Western Americana
Poetry	Environment
Travel	Popular Fiction

Primary Source of News About Books

Book Review Media: 58%
Newspapers: 18%
Magazines: 18%

Writing Habits

42% have purchased books, tapes, or software about writing
29% make at least some of their living as writers
29% write as a hobby

press release or information about the author is also included. We can inform you if a book has arrived in our office, but we do not announce reviews before publication.

SUBSCRIPTIONS: U.S.: \$18 for 6 issues (one year)
Canada: U.S. \$34 for 6 issues (first class)
Overseas: U.S. \$46 for 6 issues (first class)

COMPLIMENTARY COPIES: Many bookstores and libraries throughout the U.S. offer a limited number of complimentary copies to their customers and clients.

RETAIL PRICE: U.S. \$3.00 **BACK ISSUES:** U.S. \$5.00

CIRCULATION: 50,000 copies (20% paid; 80% controlled)

READERSHIP: 125,000 (2.5 readers per copy)

For more information, call 1-800-783-3338.

**The
BLOOMSBURY
REVIEW**

2003 EDITORIAL SCHEDULE & ADVERTISING DEADLINES

JANUARY/FEBRUARY

**The Writing Life: Fiction & Creative Nonfiction
Health • Nature**

Reserve Space: 12/4/02

Camera-Ready Copy: 12/11/02

MARCH/APRIL

**The Writing Life: Poetry
Celebrating National Poetry Month
Travel • Gardening**

Reserve Space: 2/7/03

Camera-Ready Copy: 2/14/03

MAY/JUNE

**Summer Reading: All Genres
Mysteries**

Reserve Space: 4/4/03

Camera-Ready Copy: 4/11/03

JULY/AUGUST

**The American West
Regional Literature**

Reserve Space: 6/6/03

Camera-Ready Copy: 6/13/03

SEPTEMBER/OCTOBER

International Literature • History & Politics

Reserve Space: 8/15/03

Camera-Ready Copy: 8/22/03

NOVEMBER/DECEMBER

Gifts for the Holidays

***The Arts, Cookbooks, Book Arts, Biography, Fiction, Children's & Young Adult Books & More*
TBR Editors' Favorite Books of the Year**

Reserve Space: 10/3/03

Camera-Ready Copy: 10/10/03

Each issue of *The Bloomsbury Review* features reviews and notices about regional books and authors, biographies, health, new paperbacks, classic reprints, poetry, the arts, reference, children's and young adult titles, and book-related audios and CDs.

The Bloomsbury Review does not announce reviews prior to publication.
We do send tear sheets when a review is published.