

# POETRY MEDIA KIT



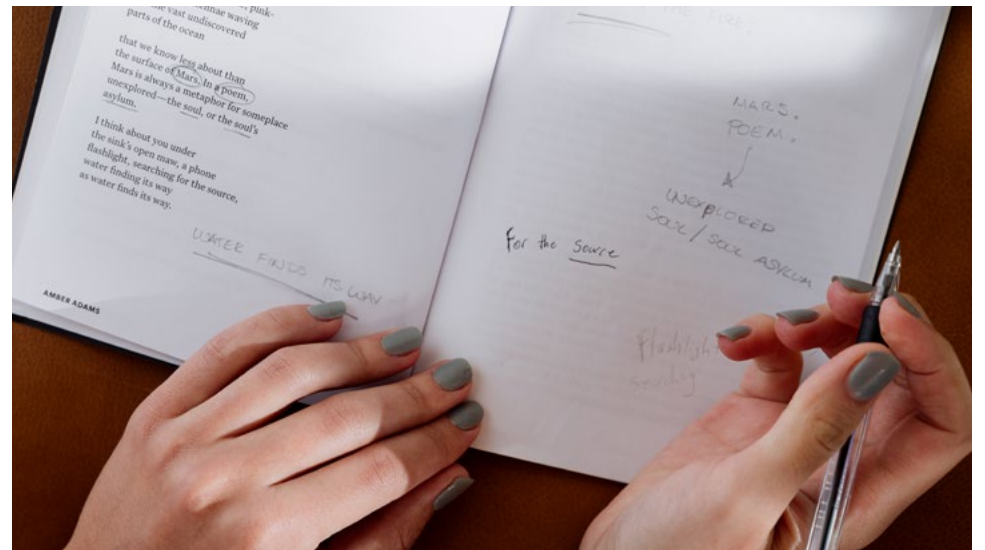


# ABOUT *POETRY* MAGAZINE

The premier publication for contemporary voices, *Poetry* has been connecting readers with great poetry since it was founded by Harriet Monroe in 1912.

*Poetry* publishes 10 book-length issues per year, all of them artfully curated collections of poetry, translations, prose, and visual works.

***Poetry* pays some of the most competitive per-poem rates in the world to its contributors. Advertising in *Poetry* is a great way to support working poets.**



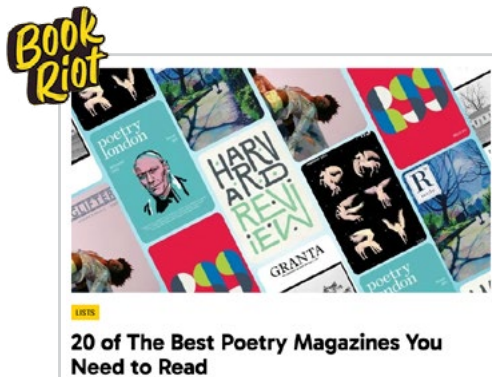
# POETRY IN ACTION

Many of the best-known poets writing in English—including Nobel and Pulitzer Prize winners—have published work in *Poetry*'s pages:

Gwendolyn Brooks  
E.E. Cummings  
Joy Harjo  
Terrance Hayes  
Marie Howe  
Langston Hughes  
Ilya Kaminsky

Yusef Komunyakaa  
Li-Young Lee  
Ada Limón  
Marianne Moore  
Aimee Nezhukumatathil  
Frank O'Hara  
Carl Phillips

Sylvia Plath  
Adrienne Rich  
Diane Seuss  
Rabindranath Tagore  
Ocean Vuong  
Margaret Walker  
Kevin Young



*Poetry* has earned four National Magazine Awards from the American Society of Magazine Editors (ASME), one of the most prestigious awards a magazine can receive.

Numerous poems have been featured in *Best American Poetry*, the *Pushcart Prize Anthology*, and many other anthologies year after year.



***"It is a lovely magazine. I treasure my collection from many years back; sometimes I pick up an issue at random, read, and remember I should have planted daffodils before now."***

—*Poetry* magazine subscriber

# CIRCULATION



Total Print Circulation:      Total Print Subscribers:

**27,000**

**22,000**

## Where *Poetry* Is Read

Top 10 US States by Subscriptions\*

- |                  |               |
|------------------|---------------|
| 1. California    | 6. Texas      |
| 2. New York      | 7. Washington |
| 3. Illinois      | 8. Florida    |
| 4. Massachusetts | 9. Virginia   |
| 5. Pennsylvania  | 10. Ohio      |

\*Based on data from March 2024

## Community Copies

In an effort to bring more poetry to more people we:

- Provide issues of *Poetry* to all branches of the Chicago Public Library
- Donated 20,000 copies of *Poetry* to community organizations between 2023–2024



# CIRCULATION



South London Gallery Bookshop (London, England, UK)



## Bookstores

We are in over 600 bookstores in the United States, including small chains and independent bookstores, and are distributed in Europe by Central Books. We are most represented in:

1. Barnes & Nobles (460+ locations)
2. Books-A-Million (75+ locations)
3. Independent Bookstores (50+ locations)

## Top States By Bookstore Locations Served

- |                 |                   |
|-----------------|-------------------|
| 1. California   | 6. Virginia       |
| 2. Florida      | 7. North Carolina |
| 3. New York     | 8. Michigan       |
| 4. Texas        | 9. Georgia        |
| 5. Pennsylvania | 10. New Jersey    |

\*Based on data from March 2024

# POETRY SUBSCRIBERS

## Subscriber Demographics

Our subscribers are engaged, creative, curious people.

### Age:

34%  
are 18-44

32%  
are 45-64

34%  
are 66+

### Household:

81%  
regularly read  
poetry books

76%  
regularly read  
novels

73%  
regularly read  
non-fiction books

97% of subscribers have bought a book  
of poetry in the past 12 months

### Artistic:

82% create and write poetry themselves

### Hobbies:

Reading, writing, visiting museums, music

\$85,000 Average household income

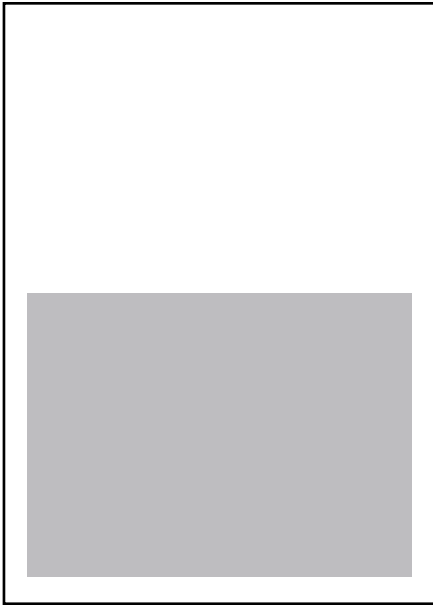
93% have college educations

64% have post-graduate degrees

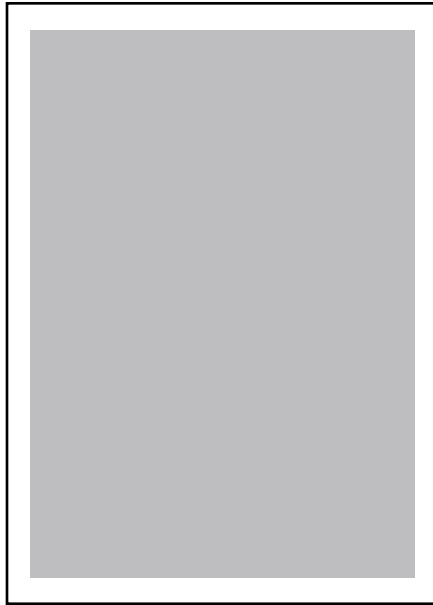
21% work in education



# PRINT ADVERTISING RATES & REQUIREMENTS



**HALF PAGE**  
3.75" tall x 4.25" wide  
\$800



**FULL PAGE**  
8" tall x 4.25" wide  
\$1200

Discounts	
Nonprofit	40%
Frequency (must be ordered before first insertion)	
2-5 insertions	10%
6-9 insertions	15%
10 insertions	20%
The nonprofit discount cannot be combined with any other discount	

- Please submit materials as a high-res (300 dpi or greater) grayscale PDF.

- To submit an ad placement request, [please use this form](#).
- For questions or further information, please email [Ads@PoetryMagazine.org](mailto:Ads@PoetryMagazine.org).

# PUBLISHING SCHEDULE

Issue	Reservation Deadline	Artwork Deadline
January/February	Oct. 5	Nov. 5
March	Dec. 5	Jan. 5
April*	Jan. 5	Feb. 5
May	Feb. 5	Mar. 5
June	Mar. 5	Apr. 5
July/August	Apr. 5	May 5
September	Jun. 5	Jul. 5
October**	Jul. 5	Aug. 5
November	Aug. 5	Sep. 5
December	Sep. 5	Oct. 5

\*April - Poetry Month issue

\*\*October - Poetry Anniversary issue



# ADVERTISING PRINCIPLES & GUIDELINES

All advertising is accepted subject to the approval of the Poetry Foundation, the publisher of *Poetry* magazine. The Poetry Foundation reserves the right to revise or reject, in whole or in part, any copy submitted for publication. Advertisements are accepted upon the representation that the Advertiser and its agencies are authorized to publish the contents thereof.

## Payment Policies

- Prepayment is required for new accounts. The advertiser and advertising agency are jointly and separately responsible for payment.
- Payment may be made by Visa, Mastercard, American Express, Discover and check or money order.
- Advertiser's account must be in good standing before advertisement will be accepted.
- Cancellations or changes cannot be made after the ad closing date—all cancellations must be submitted in writing. A 25% reservation fee will be charged on all cancellations before the ad closing date.

## Additional Information

- If copy is received after the deadline, the Poetry Foundation will not be held responsible for errors.
- The positioning of advertisements is at the discretion of the Publisher.
- The Publisher is not liable for the delay in delivery and/or non-delivery in the event of an act of God, action of government, fire, flood, riot, explosion, transportation interruption of any kind or any condition beyond the control of the Publisher affecting production or delivery.
- Advertisers will indemnify, defend, and hold harmless the Publisher from any claims and all loss, expense, or liability arising out of the publication of any Advertising copy.

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  - For questions or further information, please email [Ads@PoetryMagazine.org](mailto:Ads@PoetryMagazine.org).