

MEDIA KIT 2013

# ForeWord Reviews

*great books independent voices*



**JOHNNY  
DEPP**

A Retrospective

celebrating  
**15**  
**YEARS**

**DEMOGRAPHICS & TESTIMONIALS**

EDITORIAL MISSION

**EDITORIAL CALENDAR**

RATE CARD **PRINT AND DIGITAL**

PUBLISHER SERVICES **REVIEWS, TRADE SHOWS, AWARDS, ADVERTISING**



[forewordreviews.com](http://forewordreviews.com)

# THE MOST THOUGHT-PROVOKING AND ORIGINAL BOOKS BEING PUBLISHED TODAY CAN BE FOUND IN THE CATALOGS OF INDEPENDENT PRESSES.



*ForeWord Reviews* was launched to draw attention to the literary achievements of independent publishers and their authors. It is the only magazine offering pre-publication reviews and category trends exclusively from the exploding small press market. This coveted information comes at a time when most print review publications are cutting their pages and limiting coverage of books from little known authors or publishers, the very presses whose output continues to increase.



...the first time I had ever read a review of my book. It was so nice to see my book in a magazine that I had never seen before. It was so nice to see my book in a magazine that I had never seen before. It was so nice to see my book in a magazine that I had never seen before.

"I just wanted to say thank you. It actually made me tear up a little because you got the book in a way in which no other reviewer did. It wasn't just the fact that it was a positive review, but that you really uncovered what I was going for."  
 —GORDON EDGAR, author of *Cheesemonger*

**We normally print** 8,000 copies of the magazine, with some issues reaching 10,000+ when extra distribution is needed for BEA, ALA, Beijing, Frankfurt, Shanghai, Bologna, and other book fairs and events. We are also distributed at the top 345 Barnes & Noble newsstands across the country. We base our ad rates on two times that readership (note that it is not uncommon for b2b magazines to boast a pass-along value of 3x the number it prints). We work hard to make sure there is no readership waste and basically distribute the magazine at no cost to the top public and school libraries across the country. In addition, we send boxes directly to the buyers at Barnes & Noble. IndieBound also requests 1,100 copies for delivery direct to their members in the “white boxes.”

Finally, we try to put the magazine in the hands of international and domestic agents and editors at larger houses who are looking for leads from the small press sector. (All said, our readership is about 80% librarians, 10% bookstores, 10% publishing professionals, consumers, and our parents.) You may get much higher numbers in terms of circulation from other publications, but you also pay for readers you may not be interested in soliciting.

“Thanks! for your help, as well as for all of your hard work getting the news out about undeservedly obscure or otherwise overlooked books.”

—MICHAEL D. TOMAN



## READER PROFILE

Readership of 16,000 booksellers and librarians whose primary function is the buying responsibility for their bookstore/library. Additional readership comes from a subscription base of publishing professionals interested in the editorial mission of *ForeWord Reviews*, consumers via newsstand sales, and from bonus distribution provided at all major trade shows. Based on a recent readership survey:

**85%** said they ordered books as a result of an ad

“I love your print edition and carry it with me to mark up when I’m out of the office to then come back and order.”

**92%** use our website: [www.forewordreviews.com](http://www.forewordreviews.com)

**76%** get all their information about small presses from review journals. (We ONLY cover independently published titles.)

“Love *ForeWord*. Read it cover to cover in one sitting.”

**60%** share issues with their colleagues

“I like the print product especially for book reviews and publishers’ advertisements. I can sticky-note them...for others to read/order as it gets routed through the office.”

**62%** have been subscribers for more than three years and save as a reference

“I really like having a paper copy that I can take with me to read anywhere and not have to be tied to a computer or the Internet.”



# REVIEW SUBMISSION GUIDELINES



## WHAT WE LOOK FOR IN A BOOK

by Matt Sutherland

A **professional, attractive, creative** (original, even) cover design (both front and back covers) makes a powerful first impression. It's not always the case, but most books with generic art and mundane fonts predictably deliver run-of-the-mill fare in the interior. Don't hide a good book behind subpar design.

Complimentary cover blurbs from interesting, accomplished people are very influential. If someone notable is willing to stake their reputation on your book, you have a great advantage.

*ForeWord* editors will definitely look at your copyright page, table of contents, and other front matter. There are industry standards in place and your book will make a telling statement if you don't present this crucial information professionally.

Okay, let's get serious. Two kinds of writing always stand out: 1. Inviting, direct, nicely-phrased, cliché-free writing; and 2. Lackluster drivel. A good book should momentarily whisk a reader away—perhaps by introducing something familiar in a new light or delivering pure entertainment—and if it addresses a timely issue, all the better, as long as it answers the “why should I care?” question very well and does something different from all other books on the subject.

If you're an avid reader (and you must be an avid reader to succeed in publishing), you'll have developed a good sense for the look and feel and healthy bones of a quality book. Don't settle for anything less than perfection. We pride ourselves on reviewing the best books released by the independent publishing community, and we'd love to include your books in our pages. ●

PUBLISHER  
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Howard Lovy

MANAGING EDITOR  
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DEPUTY EDITOR  
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PROOFREADER  
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CIRCULATION / MARKETING  
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ADVERTISING SALES  
Stacy Price

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Lia Williams

DESIGN / PRODUCTION MANAGER  
Barbara Hodge

PUBLISHER SERVICES  
Karen Connick

WEB DEVELOPMENT, IT & SYSTEMS  
Brandon Frohs

# MENU OF SERVICES

*ForeWord Reviews*, Clarion Reviews,  
Book of the Year Awards, Print Advertising, Web Advertising,  
E-Newsletter Advertising, Trade Show Representation



**ForeWord Review** ~ Each quarterly issue reviews 125 titles. All publishers (except the Big 5) are encouraged to submit books for consideration. Books must be submitted prior to their release date. See [forewordreviews.com](http://forewordreviews.com) for more information.

**Clarion Review** ~ Do you need an objective review from a recognized source? Paying \$335\* for a professional 450+ word critique is the best marketing value available in the industry. Use the Clarion review in your press kit, back cover endorsement, and on your website. With your permission, the review will also be archived with the top title information databases used by booksellers and librarians who make purchasing decisions, including Bowker's Books-In-Print online, Baker & Taylor's Titlesource 3, Ingram's iPage, EBSCO, and Gale, in addition to the ForeWord website.

**Book of the Year Awards** ~ Our awards program was established to bring additional attention to the literary and graphic achievements of independent publishers and their authors. The *ForeWord* awards program is devoted exclusively to books from independent houses. Winners are announced each year at ALA, including the Editor's Choice Prizes for fiction and nonfiction, and *ForeWord's* Independent Publisher of the Year. \$99 per title, per category entry fee.

**ForeWord Firsts** ~ Our debut fiction competition, *ForeWord Firsts*, is designed to give high quality titles an extra sales boost, and will help validate to the trade this important segment of the industry. Winners will be showcased in our social media, electronic newsletter, and a special section of our website. Submission fees are \$25/title. Visit the website for details and a registration form. Entry schedules are:

## Winter Releases

For Titles Published: January-March  
Books Must Arrive by: April 10  
Winners Announced: April 30

## Spring Releases

For Titles Published: April-June  
Books Must Arrive by: July 10  
Winners Announced: July 30

## Summer Releases

For Titles Published: July-September  
Books Must Arrive by: October 10  
Winners Announced: October 30

## Autumn Releases

For Titles Published: October-December  
Books Must Arrive by: January 10  
Winners Announced: January 30



*\*first-time customers get a free subscription to ForeWord.*

# EDITORIAL CALENDAR

ForeSight features discuss current trends or perspectives in the following categories.

We look forward to seeing your newest titles in advance of their publication dates for review consideration. Please send all submissions for ForeSight (genre-specific feature articles) consideration to:

ForeWord Reviews/  
FORESIGHT,  
425 Boardman Ave,  
Traverse City, MI 49684

## WINTER ISSUE

DECEMBER / JANUARY / FEBRUARY

With added distribution at the ABA Winter Institute

ForeSight Features: Thriller, Health, Travel, and University Press Picks

*Submit your new titles for consideration by September 1*

**Advertising Reservations by November 8  
Ad Materials Due November 13**

## SPRING ISSUE

MARCH / APRIL / MAY

With added distribution at the Bologna Children's Book Fair

ForeSight Features: Nature & Environment, Religion, Self-Help, and Young Adult Fiction. Including expanded coverage of Children's Picture Books

*Submit your new titles for consideration by December 1*

**Advertising Reservations by February 8  
Ad Materials Due February 13**

## SUMMER ISSUE

JUNE / JULY / AUGUST

With added distribution at the American Library Association conference, BookExpo America, and Beijing International Book Fair

ForeSight Features: Business, Family & Relationships, Cooking, and Debut Fiction

*Submit your new titles for consideration by March 1*

**Advertising Reservations by May 1  
Ad Materials Due May 8**

## FALL ISSUE

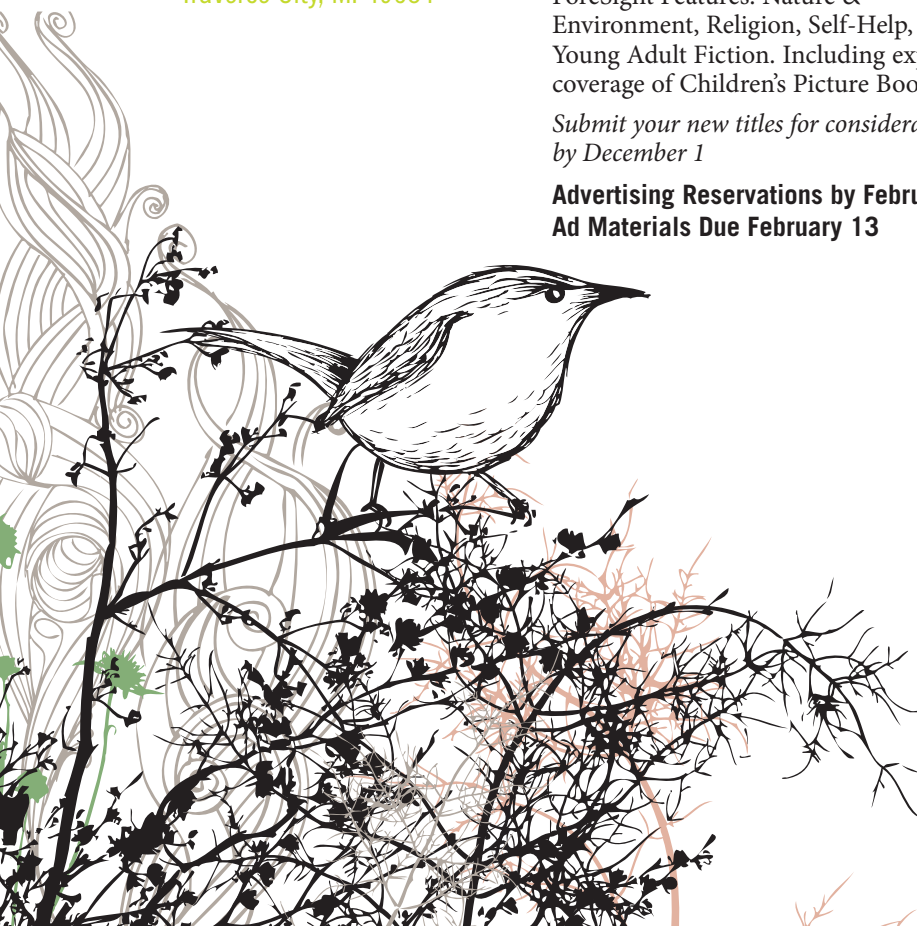
SEPTEMBER / OCTOBER / NOVEMBER

With added distribution at the Frankfurt Book Fair and China Children's Book Fair

ForeSight Features: Body/Mind/Spirit, Autobiography & Memoir, Romance Fiction, and How-To/Home Arts

*Submit your new titles for consideration by June 1*

**Advertising Reservations by August 8  
Ad Materials Due August 13**



# ADVERTISING AND TRADE SHOWS

## Website Ads:

Online advertising is becoming one of the most cost-effective forms of marketing for publishers, particularly when combined with a print program. Button ads are an excellent way to build brand awareness with an audience looking for books and information related to books.

*ForeWord Reviews* online activity continues to grow with over 53,000 page views per month. Contact us today to discuss registration for the next opening online.

- Button Ads run next to reviews and articles
- Ads appear in rotation with other ads
- 125 pixels wide x 125 pixels high
- GIF, JPG, or PNG, 80K maximum size, GIF animation acceptable
- \$15/1000 impressions
- All include a link to your website

*We're sorry, we do not support rich-media advertisements such as Flash.*

## Email Newsletter Ads:

*ForeWord This Week* is an electronic addition to our print journal that is sent every Thursday. Our editorial mission is to continuously raise awareness of the versatile achievements of independent publishers and their authors for our online subscribers. The voice of *ForeWord This Week* is an important one, and its audience is growing all the time—currently more than 3,500 recipients!

- Button Ad runs in four consecutive issues
- 125 pixels wide x 125 pixels high
- GIF, JPG, or PNG, 80K maximum size, GIF animation acceptable
- Includes a link to your website
- \$50/issue with a 4 issue minimum
- \$25 design fee

## Trade Shows:

In Frankfurt, Shanghai, Beijing, and Bologna, publishers can display at the *ForeWord* stand in much the same way they do for BookExpo America, the American Library Association Annual Conference, and regional bookseller shows. But the purpose of displaying titles overseas is to attract the attention of agents or foreign publishers interested in acquiring the rights to your books for a particular country. The sale of these rights is an excellent source of additional income for smaller presses.

### **BOLOGNA CHILDREN'S BOOK FAIR**

Event: March 25-28, 2013

Deadline: March 1, 2013

### **BOOKEXPO AMERICA**

Event: May 30-June 1, 2013

Deadline: May 3, 2013

### **AMERICAN LIBRARY ASSOCIATION**

Event: June 22-July 2, 2013

Deadline: June 1, 2013

### **BEIJING INTERNATIONAL BOOK FAIR**

Event: August 29-September 2, 2013

Deadline: August 1, 2013

### **FRANKFURT BOOK FAIR**

Event: October 10-14, 2013

Deadline: October 1, 2013

### **CHINA CHILDREN'S BOOK FAIR IN SHANGHAI**

Event: November 7-10, 2013

Deadline: November 1, 2013

**Fees:** The fee for this service at Bologna, BEA, ALA and Frankfurt is \$175/title per show or \$600/shelf of five books. Air shipment deadlines are 60 days prior to Bologna and Frankfurt and after those dates fees go up to \$199/title and \$675/shelf. Fee for Beijing and China: \$199/title per show and \$675/shelf.

## Tip Sheets:

When replying to a foreign rights agent or publisher, after they have expressed interest in your title, we advise you to send a tip sheet. This document is colorful and contains all the information needed to determine if they would like to pursue your title further. We can create a customized tip sheet for you. The fee is \$149/title and includes layout and design.

**Custom marketing programs available upon request.**

## Print Advertising

### BLACK & WHITE RATES

Size	1x	2x	4x
Full Page	\$2,257	\$2,090	\$1,975
2/3 Page ver.	\$1,638	\$1,525	\$1,420
1/2 Page	\$1,349	\$1,250	\$1,190
1/3 Page	\$895	\$830	\$780
1/6 Page	\$450	\$420	\$400

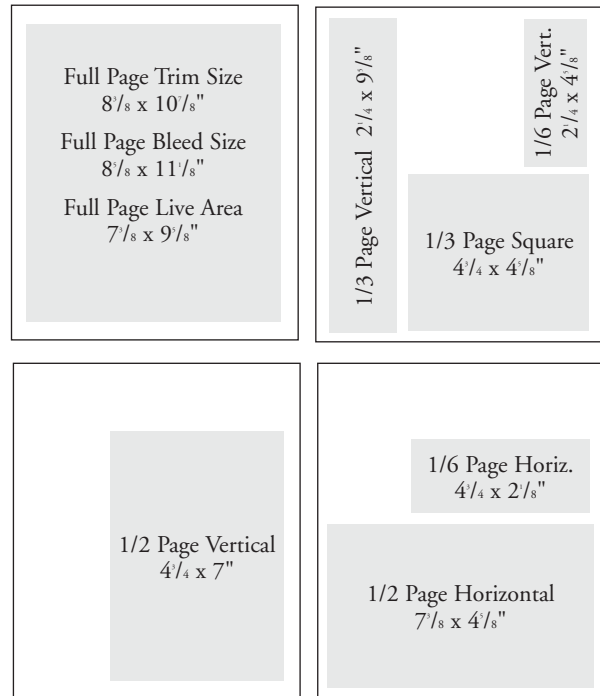
1/10 Page Absolutely Fabulous co-op ad, 4-color, \$300

4-color ads—add 30% premium

Cover positions (4-color only)—add 25% premium

### ABSOLUTELY FABULOUS CO-OP ADS (ABFABS)

Absolutely Fabulous group ads are four-color cooperative advertising spreads that are featured in every issue and provide publishers with a cost-effective way to reach our loyal readership of booksellers and librarians. This advertising spread is a 4-color, 1/10 page ad that includes title info, ordering details and cover image (production included).



## MATERIAL SPECIFICATIONS & POLICIES

**PRINTING:** sheet fed offset

**BINDING:** perfect bound

**HALFTONE SCREENS:** 133 line screen maximum

**REPRODUCTION REQUIREMENTS:** Preferred materials are Press Quality PDFs or PhotoShop files. All graphics should be at 100% size, 300 dpi. Files can be emailed to [barbara@forewordreviews.com](mailto:barbara@forewordreviews.com).

A Dropbox site is available for uploading larger files. Please contact [barbara@forewordreviews.com](mailto:barbara@forewordreviews.com) for Dropbox information.

*Ad materials are preflighted to ensure good quality print reproduction, and advertisers are contacted with any questions or concerns about their ad. However, we must hold the advertiser solely responsible for the final quality of ad materials they create.*

### General Rate Policy

Agency Commission-Recognized ad agencies earn a 15% commission on ad rates, not to include the cost of artwork, reprints, non-display ads, or mechanical costs. Agency and advertiser will be held jointly liable for payment to publication.

### Billing Info

Terms net thirty after invoicing. Discounts of 2% if paid within 10 days. New advertisers will be invoiced upon space reservation, with prepayment required to establish credit.

### Conditions

Canceled orders or changes in ads are not accepted after closing date, and may not be considered unless *ForeWord* receives written notice 30 days prior. The Publisher reserves the right to accept or reject/cancel all advertising copy or orders for any reason, at any time.

"I've advertised both online and in print. Up to now the only substantive response has been as a result of your help and efforts and *ForeWord Reviews*. You can be sure that as GIHON RIVER PRESS grows, *ForeWord Reviews* will continue to be the first people I turn to for getting out the news. Many thanks."

—STEVE FEUER, Publisher, Gihon River Press

425 Boardman Avenue, Traverse City, MI 49684  
phone 231-933-3699 fax 231-933-3899  
[www.forewordreviews.com](http://www.forewordreviews.com)

Advertising Rate Card effective January 2013

