

MEDIA KIT 2014

ForeWord Reviews

great books from indie presses



**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

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

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. ●

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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 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 3
Ad Materials Due November 7**

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 3
Ad Materials Due February 5**

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 2
Ad Materials Due May 6**

FALL ISSUE

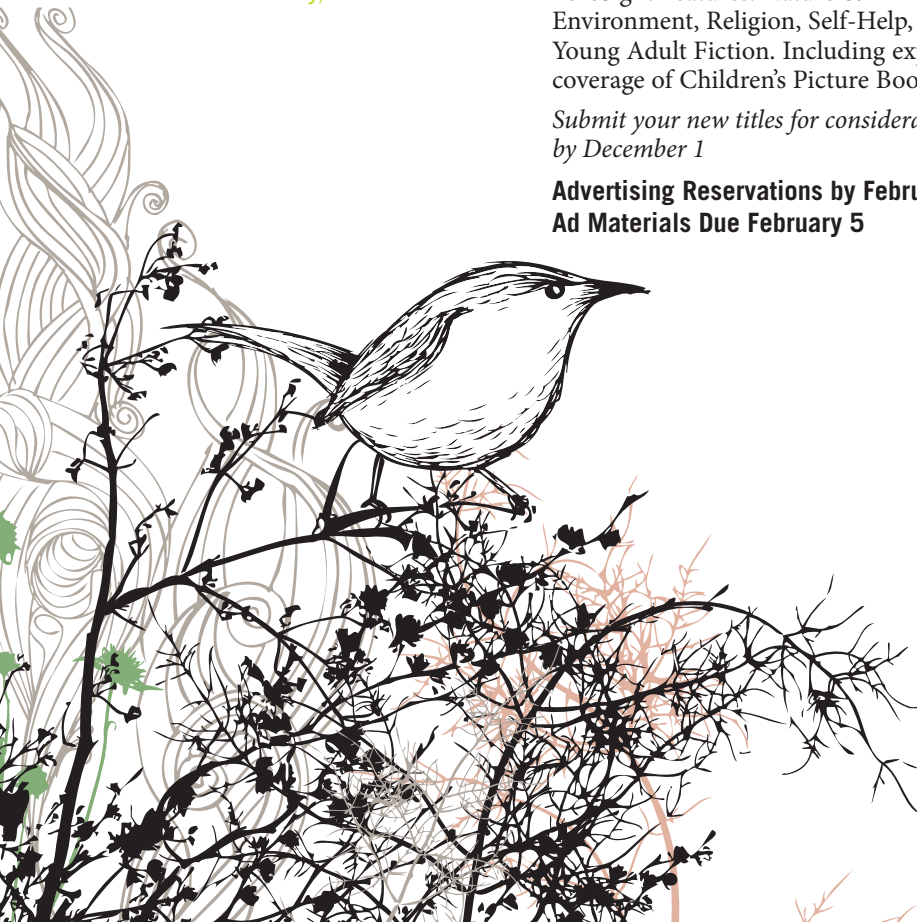
SEPTEMBER / OCTOBER / NOVEMBER

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 2
Ad Materials Due August 6**



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	\$2,370	\$2,195	\$2,075
2/3 Page ver.	\$1,720	\$1,600	\$1,490
1/2 Page	\$1,415	\$1,312	\$1,250
1/3 Page	\$940	\$872	\$820
1/6 Page	\$473	\$440	\$420

COLOR RATES

4-color 1/10 page Absolutely Fabulous co-op ad—\$290

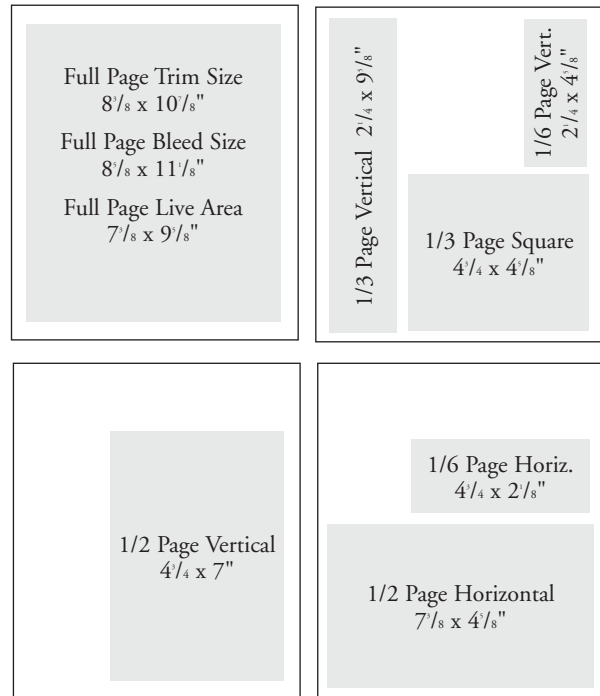
4-color, 30% premium

COVER POSITIONS

(4-color only)—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.

A Dropbox site is available for uploading larger files. Please contact 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
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www.forewordreviews.com

Advertising Rate Card effective January 2013

