

POETRY MEDIA KIT



Founded in 1912 by Marjorie Monroe
Volume 222, Number 1

POETRY
APRIL 2023

119

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Featuring
CA Conrad
Frances Cisneros

Julia Sanchez
Patti Smith
Arthur Sze

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ABOUT *POETRY* MAGAZINE

Poetry magazine has been a home for bold, beautifully crafted work since it was founded by Harriet Monroe in 1912.

Based in Chicago and published by the [Poetry Foundation](#), *Poetry* publishes 10 book-length issues per year, featuring contemporary poetry, translation, prose, and visual work.



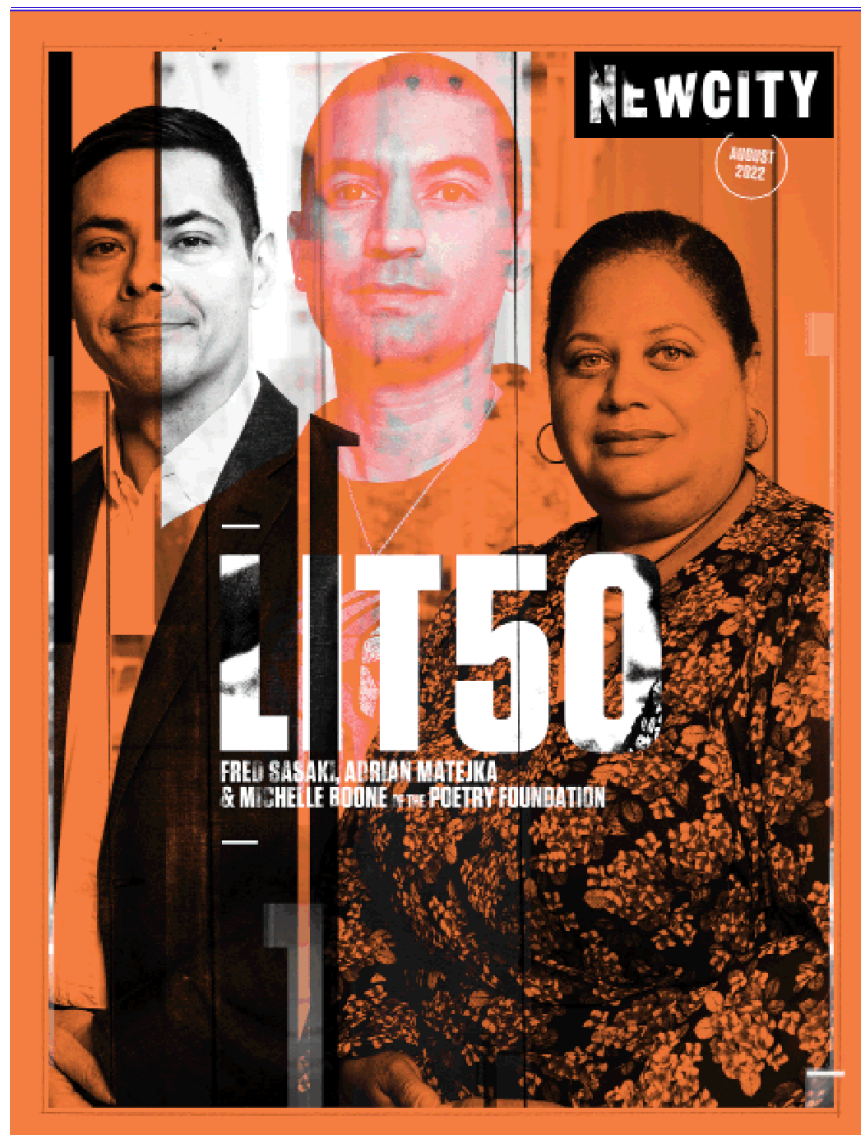
Many of the best-known poets writing in English—including Nobel and Pulitzer Prize winners, and poets laureate—have published work in *Poetry*'s pages:

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

PRAISE FOR POETRY



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.



“Poetry is one of the most vital of the arts...It was here before movies, before radio, before novels. Poetry as an art helps us to recognize we’re not alone.”

—Adrian Matejka, editor of *Poetry*, in an interview with Tess Taylor for CNN.

CIRCULATION



Total Print Circulation:

28,000

Total Print Subscribers:

23,000

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 13,000 copies in 2023 to community organizations and events

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: 40% are 66+ years old; 35% are 46-65; 25% are 18-45
- Household: 29% single-person households; 26% 2-person household; 45% 3+ person household
- Artistic: 82% create and write poetry themselves
- Top Interests: Music, fine arts, and collectibles & antiques
- Top Spending: Home office, video, arts & antiques, and travel

*Based on data from 2019 survey

\$85,000

average household income

92%

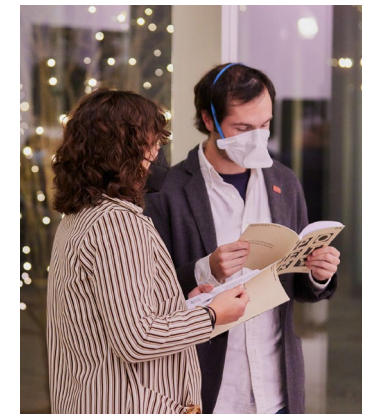
have college educations

66%

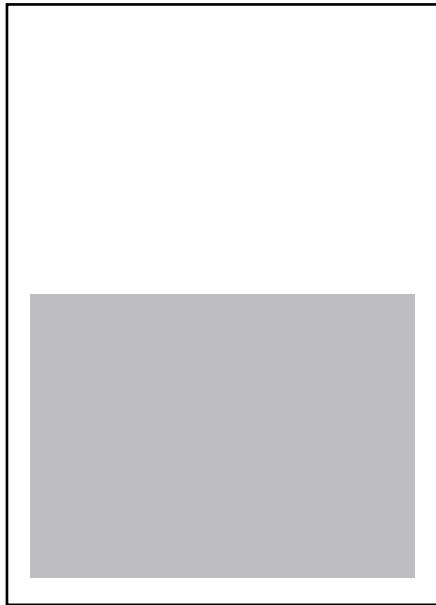
have post-graduate degrees

23%

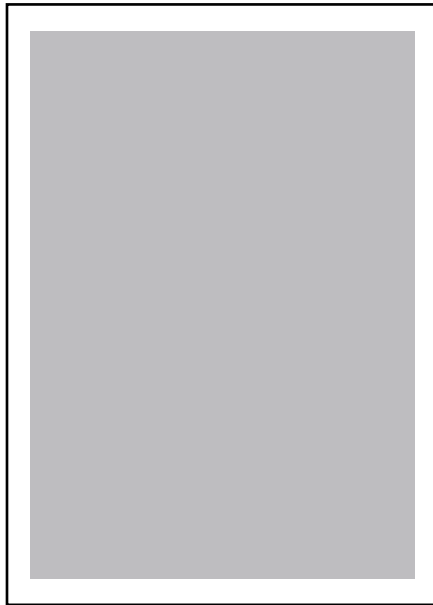
work in education



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	

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

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

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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