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MEDIA PLANNER 2020





PW PUBLISHERS WEEKLY
FEBRUARY 13, 2017

Quercus Celebrates
Five Years
on Sale

The
World,
in Books

PW PUBLISHERS WEEKLY
SEPTEMBER 18, 2016

The Shadowhunter World will never be the same.

Queen of Air and Darkness
The epic conclusion to
CASSANDRA CLARE'S
bestselling THE DARK ARTIFICES series

PW PUBLISHERS WEEKLY
OCTOBER 2, 2017

REMARKABLE BOOKS

REMARKABLE GIFTS

PW PUBLISHERS WEEKLY
FEBRUARY 13, 2017

ADULT ANNOUNCEMENTS

SPRING

Our editors highlight more than 750 forthcoming titles and pick their top 10 books in each of 15 categories

PUBLISHERS WEEKLY ■ THE INTERNATIONAL NEWS MAGAZINE OF BOOKS, PUBLISHING, AND PROMOTIONS

PW PUBLISHERS WEEKLY

CHILDREN'S STARRED REVIEWS ANNUAL

PW PUBLISHERS WEEKLY

Children's Books in CHINA

A booming industry with new market entrants promotes homegrown talent and original works

PW PUBLISHERS WEEKLY
MARCH 12, 2016

"METAL is a celebration of the wackiest, craziest, most outright fun elements of the DC Universe." —Entertainment Weekly

THE DARK KNIGHTS RISE!

From the #1 New York Times best-selling creative team
SCOTT SNYDER • GREG CAPULLO

DARK NIGHTS METAL

PW PUBLISHERS WEEKLY

BookExpo Has a **NEW LOOK**

Our preview of **BOOK EXPO | bookcon**

New York will host the book world

PW PUBLISHERS WEEKLY

WINTER INSTITUTE

Memphis will play host to 675 booksellers

Keynote speakers include Pamela Paul and Sarah Jessica Parker

We round up authors to watch

**We
Wrote
the
BOOK
on
Publishing**

84,000,000

Web Ad Impressions Yearly

32,000,000

Web Page Views Yearly

14,500,000

Opened Emails Yearly

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1,150,000

Social Followers

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Publishers Weekly

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 **68K**

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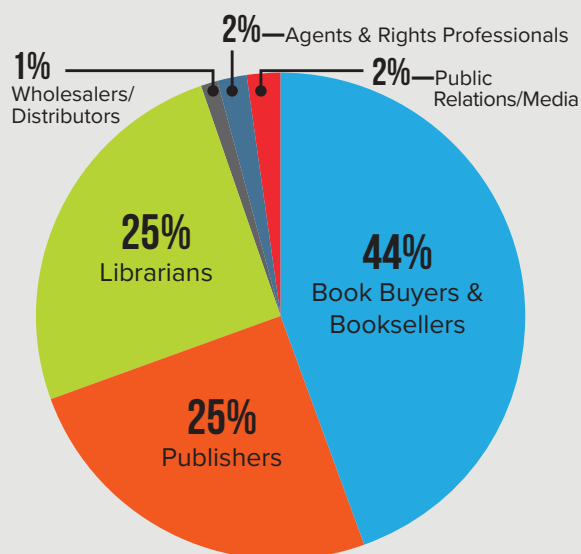
U.S. & International Trade Show Coverage


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PW Show Daily

The World Within Reach

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Bologna Show Daily
MARCH 26, 2018 VISIT PW AT HALL 26 B38

Big, Bold Moves

The Bologna Children's Book Fair is updating its facilities and reaching out to new audiences, including, for the first time, booksellers.

By Ely Novotka

This year's Bologna Children's Book Fair has a different look for the 1,200 exhibitors and other industry members expected for the 2018 event. The biggest change is the new construction in the Bioparco, the grounds of the grounds. Halls 29 and 30 have been dismantled, and the exhibitors who usually exhibit there have been moved to halls 21, 22, and 32.

"It was a challenge to move everyone, largely because the shape of the halls is different," says Elena Paschi, group product manager of the fair. "But it really fit our case."

She notes that halls 29 and 30 will support next year, which will again require another move. "It's a challenge for some publishers, but we really think they are going to love the new halls when they see the

"The construction is likely to be an ongoing process and an extension, and even though Bologna Children's Book Fair will be held on Thursday and Friday, the book fairs from the U.K. featured speakers such as children's book editor at the publisher and president of National Geographic UK at the fair where bookshelves in the future are expected to be built," Paschi says.

Other new news includes author publishing, with the Author Publishers Agency among others. Another hall has devoted to children's book design, featuring Steve Cooney as Patron School of and publisher of Beach Lane



Frankfurt Show Daily
WEDNESDAY 11 OCTOBER 2017 VISIT PW AND BOOKBRUNCH AT HALL 6.9 STAND 042

PRH CEO Dohle highlights resilience

Penguin Random House CEO Mark Dohle, addressing the opening press conference of the 2017 Frankfurt Book Fair, highlighted the stability of the global book publishing business and underscored positive signs for the future, despite an unstable domestic political and challenging financial situation facing nations around the world.

By Ely Novotka

Book markets have seen growth in most countries, Dohle said, but consumer spending habits, and some emerging markets, had seen a "double-digit" growth. The contributing factor was the convergence of the print and digital markets.

"The resilience of the print and digital markets, overall, has been strong, with print accounting for 80% of total sales and digital 20%," Dohle said. "This is a good sign for the industry."

Dohle also noted that the industry is resilient to the economic challenges in the U.S. and Europe, and that the industry is looking for growth in emerging markets.

"The stability of the book business is a key reason for our success," Dohle said. "We have a proven track record for quality and price, and we are committed to the future of the industry."

BOOKCON SHOW DAILY
Sunday, June 1, 2018

- EVENTS
- AUTHOR SIGNINGS
- NEW TITLES
- PRODUCT DEMOS
- RIGHTS & LICENSING

LONDON BOOK FAIR

March 10–12

BOLOGNA CHILDREN'S BOOK FAIR

March 30–April 2

BOOKEXPO

May 28–29

BOOKCON

May 30–31

FRANKFURT BOOK FAIR

October 14–18

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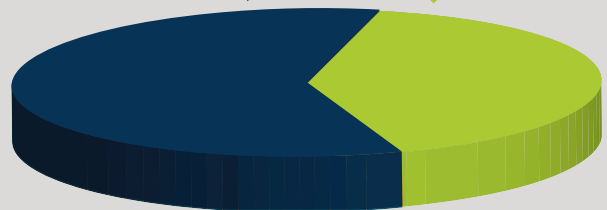


29%
Europe, Asia
& Australia

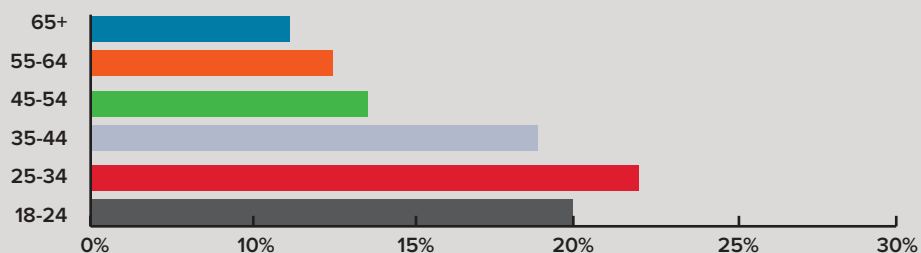
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AGE



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5.4% Average Newsletter
Engagement



PW DAILY

The most important news stories sent daily in this newsletter for the publishing industry

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Coverage of international rights deals, news and more

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THE BOOKLIFE REPORT

News coverage and educational tips sent to the self-publishing community

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PW PREVIEW FOR LIBRARIANS

A weekly newsletter packed with bestsellers lists, top 10 *PW* picks and forthcoming reviews

15K Subscribers

[Delivered every Friday]



PW MUST READS

Highlights of the week's publishing news

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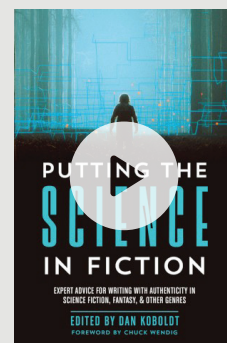
5,000 Average Monthly Listeners

ALL THE LATEST TRENDS



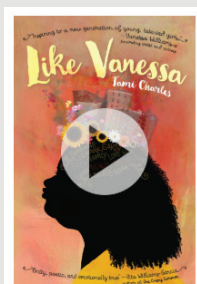
LITCAST

In-depth interviews with fiction and nonfiction authors shaping the literary landscape.



KIDSCAST

Children's, middle grade and YA authors and illustrators talk process, craft and characters and even get a little personal.



PW KidsCast: A Conversation with Tami Charles



FAITHCAST

Inspiration, wisdom and coping strategies from authors of religious and spiritual titles in conversation with a PW editor.



PW FaithCast: A Conversation with Robert Wolgemuth





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