MEDIA KIT

BE FEARLESS. READ INDIE. THINK FOREWORD.

WHO WE ARE
OUR READERS
EDITORIAL CALENDAR, DATES & RATES
SPECIFICATIONS & POLICIES
DIGITAL ADVERTISING
CLARION REVIEWS
INDIES AWARDS
FOREIGN RIGHTS & TRADE SHOWS
Since 1998, Foreword has been the only review publication exclusively reviewing books from independent and university presses. In print and online, our readership consists of a loyal community of librarians, booksellers, and industry professionals who understand the importance of a vibrant indie press and rely on Foreword as a great source of trustworthy book reviews.
Our readers want to know about your books.

A readership of over 30,000+ librarians, booksellers, trade professionals, avid readers, and foreign rights agents.

50 dedicated buyers of indie press books at Barnes & Noble receive directly.

Bonus distribution at domestic and international trade shows.

83% of our readers make purchasing decisions for their library/store.

750 indie booksellers get copies in the ABA’s Monthly Box.

Your advertising message is being heard!

85% of readers order books as a result of an ad or review.

92% of readers reference our website.

70% of readers share their copies with colleagues, and 50% save their copies longer than three months.

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## Editorial Calendar, Dates & Rates

We dedicate each issue of Foreword to the discovery and curation of great books coming from independent presses. Our goal is to provide this information in advance of, or as close as possible to, the book’s publication.

Our review section is a constant representation of the most popular genres requested from our readers in fiction and nonfiction. In addition, three or four category close-ups each issue are designed to give readers an idea of trends we see coming from small presses. When space permits, we highlight areas of great concern and interest to us, including poetry, climate change, and books worth sharing as gifts.

Finally, every issue has a special section dedicated to the most requested books in genres including Children’s, Diversity, LGBTQ+, Religion, and University Presses.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>FEATURES</th>
<th>SUBMISSIONS DUE</th>
<th>CLOSE</th>
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<tbody>
<tr>
<td>JAN/FEB</td>
<td>Women’s Issues, Writers of Color, Travel/Adventure, <em>Children’s Spotlight</em></td>
<td>Sept 15</td>
<td>Nov 24</td>
<td>Jan 1</td>
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<td>MAR/APR</td>
<td>Biography, Fantasy/Sci-Fi, Expanded Children’s and YA Book section, <em>Diversity Spotlight</em></td>
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<td>Jan 24</td>
<td>March 1</td>
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<td>MAY/JUNE</td>
<td>Cookbooks, Nature/Environment, Debut Fiction, <em>LGBTQ+ Spotlight</em></td>
<td>Jan 15</td>
<td>March 24</td>
<td>May 1</td>
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<td>JULY/AUG</td>
<td>Autobiography/Memoir, Mysteries/Thrillers, Political/Social Science, STEM for kids, <em>Religion Spotlight</em></td>
<td>March 15</td>
<td>May 24</td>
<td>July 1</td>
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*Ask your sales rep about Early Booking incentives*
## REVIEW CONSIDERATION GUIDELINES

We’re eager to discover and share great upcoming independent and university press titles, and hope that you’ll submit your forthcoming books for review consideration. Our editorial calendar will give you an idea of the genres we’re planning to feature in each issue; please note that we cover all genres in our general review section, each and every issue. Don’t forget to include a detailed tip sheet with a book description, your ISBN, and an indication of how you plan to distribute. We work four months or more in advance, so sooner is always better: as soon as you have completed manuscripts or advanced reading copies ready for reviewers, send them our way! PDF titles can be sent to Managing Editor Michelle Schingler directly, at mschingler@forewordreviews.com; hard copies should be sent to

Attn Book Review Editor  
Foreword Reviews  
413 E Eighth Street  
Traverse City, MI 49686

We look forward to seeing your books!

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### BI-MONTHLY

**4-COLOR RATES**

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### THE COLLECTIVE:

A 1/10 page group ad—$305 (design included)

Register online at publishers.forewordreviews.com/groupads

See examples of group ads at publishers.forewordreviews.com/examples

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**REPRODUCTION REQUIREMENTS:**

Preferred ad materials are press quality pdfs or jpeg files. All graphics should be at 100% size, 300 dpi. We encourage advertisers to create all web addresses and emails within your ad as hyperlinks.

For information please visit forewordreviews.com/advertising or contact barbara@forewordreviews.com.
WEBSITE ADS:
- Leaderboard (728px x 90px), Sidebar ads (300px x 250px), and Sidebar Recommended ads are available. Ads are maximized for desktop and mobile.
- $18/CPM (cost per thousand)
- Our site receives over 2 million page views annually.

FOREWORD THIS WEEK NEWSLETTER ADS:
- Sent to 4,700+ subscribers every Thursday.
- Three ads per email (530px x 250px).
- Rates range from $200–$250.

EBLASTS:
- 30% average open rate.
- Choose your target market.
- JPEG (RGB), 520px by 800px.
- Rates start at $995.

FANFARE:
- Tap into Foreword’s editorial expertise to build a valuable newsletter dedicated to your Foreword or Clarion 5 star review.
- Rates start at $1,495.

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Ask your ad rep for details on ordering eblasts and fanfare digital advertising

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Paying for a review is a great alternative if you’ve missed our pre-pub deadlines for the print magazine, have been overlooked by other trade magazines, or simply need a good critique of your book by seasoned reviewers ASAP.

Register your book today, and in 4-6 weeks, you’ll receive a 450 word review you can use for back cover copy and other marketing materials. Plus, with your permission, we will supply it to the wholesaler databases where librarians and booksellers gather to buy books. $499 per review.

Go to publishers.forewordreviews.com/clarion to begin your submission process.
THREE REASONS TO ENTER YOUR TITLES INTO OUR BOOK OF THE YEAR PROGRAM:

1. **INCREASED BOOK SALES:**
   An award seal on a book’s front cover is a sign that the book is worthy of attention.

2. **ANNOUNCEMENTS OF WINNERS AND FINALISTS TO A NATIONAL AUDIENCE:**
   Creates renewed interest in a book that has moved to your backlist.

3. **VALIDATION FOR AN AUTHOR’S WORK:**
   Winning an award gives a book additional credibility in the eyes of readers, journalists, librarians, foreign publishers, and distributors.

Register online at publishers.forewordreviews.com/awards
The Foreword Indie Press Collective provides authors and publishers with the opportunity to get their titles showcased at the most important book fairs around the world. We have a knowledgeable staff at the stand who will introduce your titles in a professional way to interested attendees and send you any inquiries after the show.

**Domestic:** $190, $825 special rate for five titles

**International:** $215, $950 special rate for five titles
$2,500 for 20 books with signage (international only)

**TRADE SHOW CALENDAR:**
- **ALA Midwinter,** United States, January
- **Bologna Children’s Book Fair,** Italy, April
- **American Library Association,** United States, June
- **Frankfurt Book Fair,** Germany, October
- **China Children’s Book Fair,** Shanghai, November

Register today at publishers.forewordreviews.com/trade-shows