

Foreword

REVIEWS OF INDIE BOOKS SINCE 1998



MEDIA KIT

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SPECIFICATIONS
& POLICIES

DIGITAL ADVERTISING

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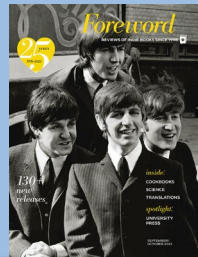
TESTIMONIALS





WHO WE ARE

Since 1998, Foreword has been the only review publication exclusively dedicated to reviewing books from independent and university presses. In print and online, our readership consists of a loyal trade audience including librarians, booksellers, rights agents, plus avid readers and industry professionals. The importance of a vibrant indie press community cannot be underestimated, and our readers rely on Foreword as a trusted source of credible, beautiful book reviews and other services designed to give more visibility to indie titles and their publishers.



Our readers want to know about your books.

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

33% subscriber increase during the past three years.

Bonus distribution at domestic and international trade shows.

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

2,600 American Booksellers Association members receive a copy of each issue.

Your advertising message is *being heard!*

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

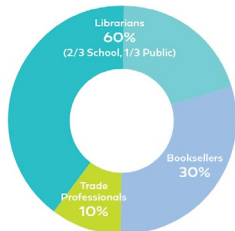
92% of readers reference our website.

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



REACH A HIGHLY QUALIFIED AUDIENCE

Annually, Foreword has a readership of nearly 200,000 in print and 1.5 million page views online. These readers make book purchasing decisions directly from our pages and indirectly through their wholesale accounts at Ingram, Baker & Taylor, Bowker, Cengage, and many more. We offer book marketing professionals consistent visibility to the trade and a growing consumer base who are finding out about books through reviews, social media, and at trade shows.



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EDITORIAL CALENDAR & DATES WORTH NOTING

We dedicate each issue of Foreword to the discovery and curation of notable 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 date. This trade "process" is in place so librarians and booksellers have titles on their shelves when consumers hear about them.

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 in each issue are designed to give readers an idea of trends we see coming from small presses. We also highlight poetry, climate change, and books worth sharing as gifts. Finally, some issues feature a special section dedicated to the most requested books in genres including University Presses, Children's, and LGBTQ+ titles.

ISSUE	FEATURES	EDITORIAL SUBMISSIONS DUE	ADVERTISING CLOSE	PUBLISH DATE
JAN/ FEB	Writers of Color, Romance, Historical Fiction, Home, Health & Wellness	Sept 10	Nov 24	Jan 1
MAR/APR	Biography, Fantasy and Science Fiction, Expanded Children's and YA Book section, Women's Issues	Nov 10	Jan 24	March 1
MAY/JUNE	Body/Mind/Spirit, Travel Memoirs, Debut Fiction, <i>LGBTQ+ Spotlight</i>	Jan 10	March 24	May 1
JULY/AUG	Social Science, Mysteries/Thrillers, Autobiography & Memoir, Religion	March 10	May 24	July 1
SEP/OCT	Cookbooks, Science Translations, <i>University Press Spotlight</i>	May 10	July 24	Sept 1
NOV/DEC	Nature, Self-Help, Literary Fiction, <i>Children's Spotlight</i>	July 10	Sept 24	Nov 1

Ask your sales rep about Early Booking incentives

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1/3 Page (vertical or square)		\$1,414	\$1,342	\$1,276
1/6 Page		\$715	\$660	\$633

THE COLLECTIVE: a 1/10 page group ad—\$315 (design included)

Register online at publishers.forewordreviews.com/groupads

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

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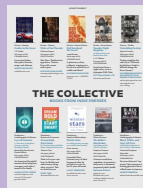
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REPRODUCTION REQUIREMENTS:

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.



REVIEW CONSIDERATION GUIDELINES

Our mission is to discover and share the best upcoming independent and university press titles, and we look forward to receiving your forthcoming books for review consideration. The editorial calendar lists the genres we're planning to feature in each issue, but please note that we cover all genres in the general review section, each and every issue.

With your book submission, don't forget to include a detailed tip sheet with a title description, the ISBN, the author's credentials and an indication of how you plan to distribute. We work four months in advance, so sooner is always better. Once you have completed manuscripts or advanced reading copies (ARCs) ready for reviewers, send them our way. PDF files are now preferred, and can be sent to our Editor in Chief Michelle Schingler at mschingler@forewordreviews.com. Hard copies may be sent to Book Review Editor, Foreword Reviews, 12935 SW Bay Shore Dr., Suite 380, Traverse City, MI 49684. We look forward to seeing your books!

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REACHING OUR ONLINE AUDIENCE

WEBSITE ADS:

- Our site receives over 1.5 million page views annually.
- Leaderboard (728px x 90px), Sidebar square ads (300px x 250px), and Sidebar Recommended ads are available. Ads are maximized for desktop and mobile.
- \$18/CPM (cost per thousand).

FOREWORD THIS WEEK NEWSLETTER ADS:

- FTW is emailed every Thursday to 5,000+ requestors who are dedicated to indie books and authors.
- Three ads per email (530px x 250px).
- Rates range from \$200–\$250.

EBLASTS:

- A significant 30% average open rate!
- Choose your preferred audience.
- JPEG (RGB), 520px by 800px.
- \$995.

FANFARE INTERVIEWS:

- Only available to a preferred group, select publishers can tap into Foreword's editorial expertise to build a valuable and shareable author interview dedicated to your Foreword or Clarion 5 star reviewed book.
- \$1,495.
- 5 week+ lead time required.

Foreword



REVIEWS OF
INDIE BOOKS
SINCE 1998

(type review)

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Book Review

Old Scores

by Ciera Taylor

'Old Scores' is a gorgeous sampler of a novel—supple with fantastic, horrible, and anxious elements. Moody, bloody, and set against the bright background of modern, wintry Chicago, A. J. Harrison's fantasy novel 'Old Scores'... [Read More](#)



Book Review

The Catraps Murders

by Ciera Clark

A surprising serial killer goes up against an atypical detective in the thrilling novel 'The Catraps Murders' by Ciera Clark. New York City in Howard St... [Read More](#)



Book Review

Visions of Destiny

by Linae Gonzalez

Bittersweet and troubling, 'Visions of Destiny' is a fantasy novel in which a gifted boy cannot escape what the future has in store for him. In Edward B. Lerner's...

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Foreword

VIEW ONLINE



Foreword This Week

December 14, 2023

Librarians Respond to the Bombs at Pearl Harbor: Reviewer Kristin Rabe Interviews Philip Deloria, Son of Vine Deloria Jr., Author of *God is a Rebel: A Native View of Religion*. 50th Anniversary Edition

Eighty-two years ago today, Japanese bombers and fighter planes attacked the American naval base at Pearl Harbor. Hours later the US entered World War Two. Okay, you know that.

But did you know that thousands of librarians from around the country—practically that the whole field turned out—turned over a hundred million books under their noses. Another a million and a half months collected more than eighteen million books for American GIs? And that those soldiers went out for the books. So much so, the US government shipped in and by way of printed 100 million more paperback books. Now, consider that the average drafted kid at 11th grade education, yet two million of them came home with such a love for reading and education that they enrolled in college through the GI Bill.

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FOREWORD CLARION FEE FOR REVIEWS

Paying for a review is a smart alternative if you've missed our pre-pub deadlines for the print magazine, have been overlooked by other trade journals, or simply need a good critique of your book from a trusted source and by seasoned reviewers ASAP.

Clarion was the original fee for review service, and its greatest value lies in the opportunity to have your titles syndicated to the wholesaler sources like Ingram, Baker & Taylor, Bowker and many more places where librarians and booksellers buy books!

Register your book today, and in 4-6 weeks, you'll receive a 450 word review that can be used for back cover copy and other marketing materials. Plus, with your permission, we will supply it to the wholesaler databases and post to our busy website. Fees start at \$549, and we also work with BlueInk on a two for one package.

Go to publishers.forewordreviews.com/clarion to begin your submission process.



INDIES BOOK OF THE YEAR AWARDS

Whether you're a librarian, a bookseller, or just a general lover of books, you know that independent presses and authors are publishing some of the most innovative, creative, and beautiful books. Since 1998, Foreword's INDIES Book of the Year Awards, have earned a reputation as the preeminent awards program for independent presses. What differentiates us is that our final judges are booksellers and librarians who use their relevant awareness and patron experience to help us choose the top titles in 56 categories.

Finalist and Winner announcements in March and June are made to a national audience, and help create renewed interest in a book that has moved to your backlist.

Winning an INDIES award gives a book additional credibility in the eyes of readers, journalists, librarians, foreign publishers, and distributors.

Register online at [publishers.
forewordreviews.com/awards](https://publishers.forewordreviews.com/awards)



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TESTIMONIALS

"Just for a moment, I'm going to gush—about how beautiful the Foreword publication is. At our library we see many review publications, but we don't get the same sense of wonder about what we're going to find inside as we do with Foreword. It could stand simply on the content, but you go above and beyond with both the visual aesthetic and the actual feel—and dare I say smell—of the paper (very important to the library lot)!"—R.B., Athol Public Library

"When I have advertising dollars I only go to Foreword Reviews. Yours are the only ads I've seen make any traction with sales, and I tell other publishers the same thing."—T.H., Red Hen Press

"I can rely on Foreword Reviews to introduce me to new authors and publishers that aren't generally featured in other review magazines. The design and production of each issue is beautiful as well!"

—D., Denver Public Library



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DOLLARS TO
WORK**

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