

# MEDIA KIT



## FOREWORD REVIEWS

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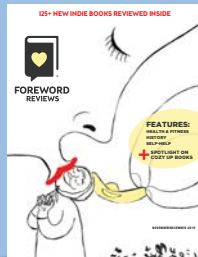
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**BE FEARLESS. READ INDIE. THINK FOREWORD.**



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.



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# 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.

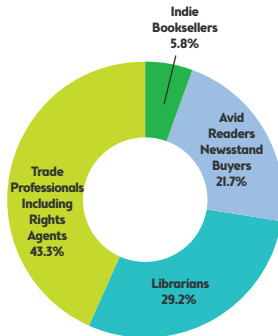
**92%** of readers reference our website.

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



## REACH A HIGHLY QUALIFIED AUDIENCE

Foreword Reviews has a focused trade audience. As the only media covering indie presses exclusively, we make your marketing decisions easier by offering consistent visibility to the industry professionals you hope to reach.





## 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 University Presses, Children's, CozyUp!, Women's Issues, LGBTQ+, and Religion.

ISSUE FEATURES		EDITORIAL SUBMISSIONS DUE	ADVERTISING CLOSE	PUBLISH DATE
<b>SEP/OCT 2020</b>	Body/Mind/Spirit, Translations, Science, <i>University Press Spotlight</i>	May 15	July 24	Sept 1
<b>NOV/DEC 2020</b>	Nature, Self-Help, Literary Fiction, <i>Children's Spotlight</i>	July 15	Sept 24	Nov 1
<b>JAN/FEB 2021</b>	Writers of Color, Romance Fiction, Historical Fiction, <i>CozyUp! Home, Health &amp; Wellness Spotlight</i>	Sept 15	Nov 24	Jan 1
<b>MAR/APR 2021</b>	TBD, Fantasy/Sci-Fi, Expanded Children's and YA Book section, <i>Women's Issues Spotlight</i>	Nov 15	Jan 24	March 1
<b>MAY/JUNE 2021</b>	Body/Mind/Spirit, Travel Memoirs, Debut Fiction, <i>LGBTQ+ Spotlight</i>	Jan 15	March 24	May 1
<b>JULY/AUG 2021</b>	Social Science, Mysteries/Thrillers, Autobiography & Memoir, <i>Religion Spotlight</i>	March 15	May 24	July 1

*Ask your sales rep about Early Booking incentives*

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## BI-MONTHLY

### 4-COLOR RATES

	Frequency: 1x	2-4x	5-8x	9-12x
Covers	\$4,050	\$3,750	\$3,375	\$3,038
Full Page	\$3,250	\$2,995	\$2,700	\$2,430
2/3 Page	\$2,350	\$2,150	\$1,950	\$1,794
1/2 Page	\$1,950	\$1,790	\$1,625	\$1,495
1/3 Page (vertical or square)	\$1,285	\$1,220	\$1,160	\$1,095
1/6 Page	\$650	\$600	\$575	\$545

**THE COLLECTIVE:** a 1/10 page group ad—\$305 (design included)

Register online at [publishers.forewordreviews.com/groupsads](http://publishers.forewordreviews.com/groupsads)

See examples of group ads at [publishers.forewordreviews.com/examples](http://publishers.forewordreviews.com/examples)

**Full Page Trim Size**  
8<sup>7</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"

**Full Page Bleed Size**  
8<sup>7</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"

**Full Page Live Area**  
7<sup>3</sup>/<sub>8</sub>" x 9<sup>5</sup>/<sub>8</sub>"

**1/3 Page Vertical**  
2<sup>1</sup>/<sub>4</sub>" x 9<sup>5</sup>/<sub>8</sub>"

**2/3 Page Vertical**  
4<sup>3</sup>/<sub>4</sub>" x 9<sup>5</sup>/<sub>8</sub>"

**1/3 Page Square**  
4<sup>3</sup>/<sub>4</sub>" x 4<sup>3</sup>/<sub>4</sub>"

**1/6 Pg. Vert.**  
2<sup>1</sup>/<sub>4</sub>" x 4<sup>3</sup>/<sub>4</sub>"

**1/2 Page Horizontal**  
7<sup>3</sup>/<sub>8</sub>" x 4<sup>3</sup>/<sub>4</sub>"



## 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](http://forewordreviews.com/advertising) or contact [barbara@forewordreviews.com](mailto:barbara@forewordreviews.com).

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## 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](mailto: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!

## 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:

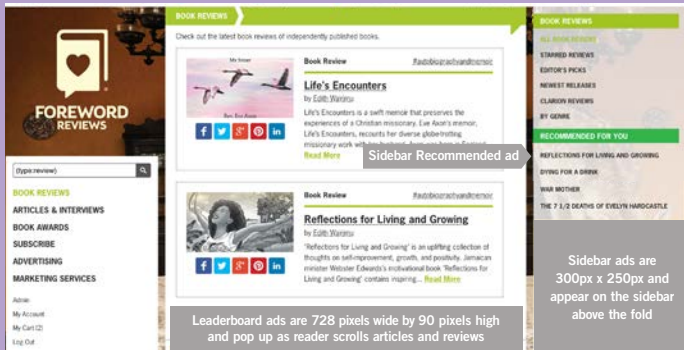
- Sent to 4,700+ subscribers every Thursday.
- Three ads per email (530px x 250px).
- Rates range from \$200-\$250.

## EBLASTS:

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

## FANFARE:

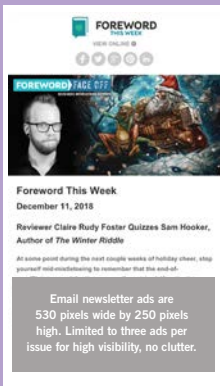
- Tap into Foreword's editorial expertise to build a valuable newsletter dedicated to your Foreword or Clarion 5 star review.
- Rates start at \$1,495.



The screenshot shows the Foreword Reviews website interface. At the top, there's a navigation bar with 'BOOK REVIEWS' highlighted. Below it, a banner ad for 'Life's Encounters' by Edith Yorlano is displayed. To the right of this banner is a 'Sidebar Recommended ad' for 'Reflections for Living and Growing' by Edith Yorlano. On the far right, a vertical sidebar contains a 'RECOMMENDED FOR YOU' section with a book cover for 'Reflections for Living and Growing'.

Leaderboard ads are 728 pixels wide by 90 pixels high and pop up as reader scrolls articles and reviews

Sidebar ads are 300px x 250px and appear on the sidebar above the fold



The screenshot shows an email newsletter titled 'Foreword This Week' dated December 11, 2018. It features a 'Reviewer Claire Rudy Foster Quilizes Sam Hooker, Author of The Winter Riddle' and includes a small image of the reviewer and the book cover. Below the main content, there is a grey box with text about email newsletter ad specifications.

Email newsletter ads are 530 pixels wide by 250 pixels high. Limited to three ads per issue for high visibility, no clutter.

Order your digital ads at [publishers.forewordreviews.com/digital](http://publishers.forewordreviews.com/digital)

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

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**CLARION**  
THE ORIGINAL FEE FOR  
REVIEW SERVICE

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](https://publishers.forewordreviews.com/clarion) to begin your submission process.



## INDIES AWARDS

### 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](https://publishers.forewordreviews.com/awards)





## FOREIGN RIGHTS & TRADE SHOWS

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](https://forewordreviews.com/publishers).  
[forewordreviews.com/trade-shows](https://forewordreviews.com/trade-shows)

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