The Writer’s Chronicle

Your Guide to Advertising

Reach Teachers, Readers, Writers & Opinion-Makers

AWP is the threshold to one of North America’s most important literary markets. Advertising with AWP connects you with writers, teachers, students, critics, opinion-makers, and book lovers. Advertising with AWP is also an efficient, cost-effective way to promote your literary press, organization, program, or service.

AWP provides support and community to nearly 50,000 writers, 530 college and university creative writing programs, and 150 writers’ conferences & centers. More than 12,000 people attend the AWP Annual Conference & Bookfair. Our mission is to foster literary achievement; advance the art of writing as essential to a good education; and serve the makers, teachers, students, and readers of contemporary writing.

AWP offers effective marketing through both print and digital publications. You may also rent our mailing lists.

If you are interested in advertising with AWP please contact the advertising manager at advertising@awpwriter.org or (240) 696-7718.

2022 Conference Advertising

The Writer’s Chronicle

Print & Classified Advertising

Display Ad Rates & Dimensions

Classified Advertising

- available in our columns: Grants & Awards; Admissions; Conferences, Centers, Announcements, and Services
- $1.20 for the first 50 words, $2.50 for each additional word
- must be ready
- email text to advertising@awpwriter.org

2022 Conference Advertising

The Writer’s Chronicle

Print run: 15,000
Publication: 4 issues per academic year
Subscribers: 30,000
Readership/Issue: 43,800+

National and international distribution is supplied through Curtis Circulation Company Services. Members of AWP have free access to the magazine’s digital app.

Discounts

For display ads in The Writer’s Chronicle only:
- 5% programmatic due by copy deadline
- 5% AWP members & member schools
- 5% placement in two issues during contract year
- 10% placement in three or more issues
- 10% WCLC membership

2022 Planner Rate & Dimensions

The full page, full-color ad is the only way to see the planner.

The Writer’s Chronicle

Volume 53, Number 3, FEBRUARY 2021
A Publication of AWP • www.awpwriter.org

“Love You I Must”:
Dudley Randall and the Ballad Tradition

MORE THAN 100 OPPORTUNITIES FOR GRANTS, AWARDS, & PUBLICATION!

ON INAUGURAL POET—AMANDA GORMAN

ARTISTIC INTERPRETATIONS, ASSUMPTIONS, REPRESENTING THE UNSPOKEN INTERIOR

A DIALOGUE

ELI CLARE

The Writer’s Chronicle

Volume 53, Number 1, NOVEMBER 2020
A Publication of AWP • www.awpwriter.org

SUCCESS AND THE LATE HISTORICAL RESEARCH IN POEMS:
RUTH BADER GINSBURG:
AN OMNIBUS INTERVIEW

INTERSECTIONS IN CANADIAN AND AMERICAN POETRY

THE FIFTH WAVE: AN APPRECIATION

THE PARAGRAPH AS LITERARY IS

NEWSPAPER

JERicho BROWN

THE WRITER’S CHRONICLE

www.awpwriter.org/about/advertise_overview

#AWP22 Conference & Bookfair

2022 Planner Rate & Dimensions

The full page, full-color ad is the only way to see the planner.

2022 Program Rate & Dimensions

Placement is based on reservation date. All ads are full-color.

AWP22 Conference & Bookfair

2022 Conference Advertising

Website & E-newsletter

AWP Online

Digital Audience

Average monthly page views: 195,000+
Average monthly sessions: 52,000+
Average monthly visitors: 30,000+
Website views: Total: 110,590 Members: 12,800 Nonmembers: 97,790

Membership Enewsletter

Average readership: 11,600
Frequency: twice a month until the end of the February 2021:
Conferences emails are sent to previous and current registered attendees, AWP members, presenters, and exhibitors throughout the year. A conference runs from March through the end of the quarter. AWP members receive 15% off advertising in The Writer’s Chronicle.

Conference Email

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Ad Copy Requirements

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Free types: gif, jpg, png, pdf
The client must provide a URL to which the ad will be linked. No links or embedded code.

2022 Production Schedule

Issue Reserve By Copy Due On Stands
September 1/2/21 10/1/21 11/1/21
October 11/25/21 1/16/22 2/1/22
November 12/21/21 2/16/22 3/1/22
April 3/1/22 4/15/22

Display Ad Copy Requirements

For The Writer’s Chronicle display ads and 2022 conference publication ads, email copy to advertising@awpwriter.org as follows:

- 300 dpi PDF
- optimized for press
- font and graphics embedded

FTP Information

- available in our columns: Grants & Awards; Admissions; Conferences, Centers, Announcements, and Services
- $1.20 for the first 50 words, $2.50 for each additional word
- must be ready
- email text to advertising@awpwriter.org

For more information or to reserve today, contact advertising@awpwriter.org or 1-240-696-7718.