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Circulation: 29,000 booksellers, media, librarians, publishers, and distributors.
Frequency: Weekly
Web Page: www.publishersweekly.com
Rates:

Full Page	\$5,480
2/3 Page, Vertical	\$4,350
1/2 Page, horizontal	\$3,650
1/2 Page, island	\$3,650
1/3 Page, vertical or square	\$2,651
1/6 Page, vertical	\$1,452
1/3 Page Forecast, vertical only	\$1,884
1/6 Page Forecast	\$1,159

All PW ads are 4-color. NBN receives 4-color, free-of-charge.
NBN Publishers receive a special 50%+ discount and free color with this publication.

Reservation and Design Info:

To reserve your ad space, you must fill out an insertion order that is located on the NBN website, sign it, and fax to Jessica. After Jessica has reserved the space for you, all further conversations about the ad should be directed to Jerry Arotsky at *PW* at 646-746-6603.

Due dates occasionally vary so check the editorial calendar at www.publishersweekly.com or call Jessica.

If you join the NBN Spring or Fall Announcement ads, NBN designs and pays for ad. Wait for Jessica's email regarding reserving space in the Announcement issues.

Editors' E-mail Daisy Maryles (dmaryles@cahners.com) with story ideas and information about hot, new titles.

Very Important: An easy, yet effective way to publicize your titles is to respond promptly to PW's "Call for Information" found on the table of contents page every week.