ABOUT POETRY MAGAZINE

Poetry magazine has been a home for bold, beautifully crafted work since it was founded by Harriet Monroe in 1912.

Based in Chicago and published by the Poetry Foundation, Poetry publishes 10 book-length issues per year, featuring contemporary poetry, translation, prose, and visual work.

Many of the best-known poets writing in English—including Nobel and Pulitzer Prize winners, and poets laureate—have published work in Poetry’s pages:

Gwendolyn Brooks  
E.E. Cummings  
Joy Harjo  
Terrance Hayes  
Marie Howe  
Langston Hughes  
Ilya Kaminsky

Yusef Komunyakaa  
Li-Young Lee  
Ada Limón  
Marianne Moore  
Aimee Nezhukumatathil  
Frank O’Hara  
Carl Phillips

Sylvia Plath  
Adrienne Rich  
Diane Seuss  
Rabindranath Tagore  
Ocean Vuong  
Margaret Walker  
Kevin Young
PRAISE FOR POETRY

Poetry has earned four National Magazine Awards from the American Society of Magazine Editors (ASME), one of the most prestigious awards a magazine can receive.

Numerous poems have been featured in Best American Poetry, the Pushcart Prize Anthology, and many other anthologies year after year.

“Poetry is one of the most vital of the arts...It was here before movies, before radio, before novels. Poetry as an art helps us to recognize we’re not alone.”

—Adrian Matejka, editor of Poetry, in an interview with Tess Taylor for CNN.
CIRCULATION

Total Print Circulation: 28,000
Total Print Subscribers: 23,000

Where Poetry Is Read

Top 10 US States by Subscriptions*

1. California       6. Texas
3. Illinois         8. Florida
5. Pennsylvania     10. Ohio

*Based on data from March 2024

Community Copies

In an effort to bring more poetry to more people we:

• Provide issues of Poetry to all branches of the Chicago Public Library
• Donated 13,000 copies in 2023 to community organizations and events
CIRCULATION

Bookstores
We are in over 600 bookstores in the United States, including small chains and independent bookstores, and are distributed in Europe by Central Books. We are most represented in:

1. Barnes & Nobles (460+ locations)
2. Books-A-Million (75+ locations)
3. Independent Bookstores (50+ locations)

Top States By Bookstore Locations Served
1. California
2. Florida
3. New York
4. Texas
5. Pennsylvania
6. Virginia
7. North Carolina
8. Michigan
9. Georgia
10. New Jersey

*Based on data from March 2024
## Subscriber Demographics

Our subscribers are engaged, creative, curious people.

- **Age:** 40% are 66+ years old; 35% are 46-65; 25% are 18-45
- **Household:** 29% single-person households; 26% 2-person household; 45% 3+ person household
- **Artistic:** 82% create and write poetry themselves
- **Top Interests:** Music, fine arts, and collectibles & antiques
- **Top Spending:** Home office, video, arts & antiques, and travel

*Based on data from 2019 survey*

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<tbody>
<tr>
<td>Average household income</td>
<td>$85,000</td>
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<tr>
<td>Have college educations</td>
<td>92%</td>
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<tr>
<td>Have post-graduate degrees</td>
<td>66%</td>
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<td>Work in education</td>
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PRINT ADVERTISING RATES & REQUIREMENTS

Discounts

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<th>Frequency (must be ordered before first insertion)</th>
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<tr>
<td>Nonprofit</td>
<td>40%</td>
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<td>6-9 insertions</td>
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<td>10 insertions</td>
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The nonprofit discount cannot be combined with any other discount.

HALF PAGE
3.75” tall x 4.25” wide
$800

FULL PAGE
8” tall x 4.25” wide
$1200

• To submit an ad placement request, please use this form.
• For questions or further information, please email Ads@PoetryMagazine.org.

• Please submit materials as a high-res (300 dpi or greater) grayscale PDF.
## PUBLISHING SCHEDULE

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<th>Issue</th>
<th>Reservation Deadline</th>
<th>Artwork Deadline</th>
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<tr>
<td>January/February</td>
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<td>March</td>
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<td>December</td>
<td>Sep. 5</td>
<td>Oct. 5</td>
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*April - Poetry Month issue
**October - Poetry Anniversary issue
ADVERTISING PRINCIPLES & GUIDELINES

Payment Policies

• Prepayment is required for new accounts. The advertiser and advertising agency are jointly and separately responsible for payment.
• Payment may be made by Visa, Mastercard, American Express, Discover and check or money order.
• Advertiser’s account must be in good standing before advertisement will be accepted.
• Cancellations or changes cannot be made after the ad closing date—all cancellations must be submitted in writing. A 25% reservation fee will be charged on all cancellations before the ad closing date.

Additonal Information

• If copy is received after the deadline, the Poetry Foundation will not be held responsible for errors.
• The positioning of advertisements is at the discretion of the Publisher.
• The Publisher is not liable for the delay in delivery and/or non-delivery in the event of an act of God, action of government, fire, flood, riot, explosion, transportation interruption of any kind or any condition beyond the control of the Publisher affecting production or delivery.
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