



FALL/WINTER 2011



SPRING/SUMMER 2012

IN OVER 100 BOOKSTORES THROUGHOUT THE UNITED STATES

ABOUT FJORDS

Each issue of Fjords is comprised of new cultural developments in art and literature and maintains a high design aesthetic to match the top tier quality of our content.

We solicit writers and artists and maintain an open submission policy, which creates a diverse collection of national and international works from different eras, movements, and languages.

Fjords is an arts and literary review for the 21st century reader. The twice yearly magazine features new visual art, poetry, and short stories alongside translations and reviews.

FJORDS READER DEMOGRAPHICS

INTERNET USERS: 100% use the Internet (All Ads Recieve 6 month website side bar placement and newsletter placement)

SITE TRAFFIC: Over 1200 average monthly views
3:02 average time on site

TRAVEL: 40% travell for leisure over 5 days each year

EDUCATION: 18% Undergraduate Students

65% Bachelor's degree or higher

42% Masters degree or higher

BOOK BUYERS: 85% purchase eight or more books per year, 64% purchase ten or more books per year

BOOK READERS: 88% read 8 or more books per year

RUNS: Distributed to a large international subscriber base, in over 100 bookstores, distributed to select university and highschool programs. Each copy is read by

FOUNDED: 2010

SUBSCRIPTIONS: 1 YEAR (2 ISSUES) \$18

SINGLE ISSUE: \$10

FREQUENCY: Twice Yearly

Fjords

ARTS AND

LITERARY

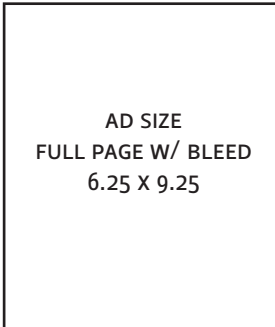
REVIEW

FOR THE

21ST

CENTURY

READER



*THE CHANNEL IS FJORDS REVIEW'S QUARTERLY NEWSLETTER.

FJORDS FEATURES

- + Award Winning Authors
- + Book and Art Reviews
- + Literature in Translation
- + Contemporary Fine Art
- + Essays, Articles and Reviews

ADVERTISING DEADLINES

ISSUE DATE	SPACE CLOSES	MATERIALS DUE	RELEASE DATE
MARCH 2014	2/5/2014	2/5/2014	3/20/2014
SEPTEMBER 2014	8/5/2014	8/5/2014	9/20/2014
MARCH 2015	2/5/2015	2/5/2015	3/20/15

AD SIZES

FULL PAGE (non-bleed)	6" x 9"
1/2 PAGE (3 columns)	3" x 4.5"
1/2 PAGE (2 columns)	4.5" x 3"

ADVERTISING BENEFITS

Each full page advertiser receives at least 4 social network posts across our network each month

Top spot inclusion in each our quarterly newsletters

Display and mention at each of our industry events
AWP, Southern Festival of the Book, Brooklyn Book Fest

Over 5,000 people read Fjords content.
More than 1,200 website hits per month.

BACK COVER

FOUR COLOR	1X	2X	4X
BACK COVER	\$ 2400	\$2000	\$1700

2011-2013 COVERS



INTERIOR

BLACK&WHITE	1X	2X	4X
FULL PAGE	\$ 900	\$850	\$800
1/2 PAGE	\$ 690	\$ 675	\$640

FOUR COLOR	1X	2X	4X
FULL PAGE	\$ 1300	\$1240	\$1190

AD COMPOSITION: Available upon request. Our design team will create and incorporate your ad.

PREFERRED MATERIALS: PDF, TIFF, JPG, or INDD files. FTP site available for file upload. Image resolution: 300dpi.

TERMS

AGENCY COMMISSION: 15% of gross billing to recognized agencies, provided account is paid within 30 days of invoice date.

1. The publisher reserves the right to reject or cancel any advertising.
2. Cancellations (and changes in insertion orders) will not be accepted by the publisher after the closing date.
3. The publisher is not responsible for errors in key numbers.
4. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies are binding on the publisher.

PAYMENT

1. 15% discount to recognized agencies, provided account is paid within 30 days of invoice date.
2. Materials are due to the publisher by the ADVERTISING DEADLINE date. Late arrivals are subject to a 1% per day fee, and materials more than 5 days late will not be accepted, though payment for the reserved space is due. Any alterations to materials or resubmissions are subject to a \$25/hour charge (min. 1 hour).

EDITORIAL

EDITOR IN CHIEF: John Gosslee

ASSISTANT EDITOR: Alex Carpenter

ONLINE CONTENT EDITOR: Caitlin McGuire

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Fjords