



Book News Rate Card

Book News is the Vancouver International Writers Festival's weekly e-newsletter. Each issue contains the latest book world highlights: local, national and international news, book reviews, author interviews and event listings delivered free to in-boxes each Thursday afternoon.

For the week of the Festival, October 18 to 23 in 2011, subscribers receive the daily Hot Sheet - a compendium of up to the minute Festival information.

Book News currently has 2,200 opt-in subscribers, all of whom have an active interest in books and literary activities. Vancouver International Writers Festival audiences are affluent and well educated; 80% are female, 25% are between the ages of 35 and 48 and 47% are between 49 and 65*.

Featured Links appear prominently in the left-hand column of the html-based newsletter. They comprise a full-colour image (approx. 144 x 80 pixels) that links directly to the advertiser's web page. A maximum of two featured links appear per edition.

2011 Rates

Featured Link	Regular Rate	Non-Profit Rate
1 to 4 consecutive insertions	\$50 per insertion	\$40 per insertion
5 to 9 consecutive insertions	\$35 per insertion	\$25 per insertion
10 or more consecutive insertions	\$20 per insertion	\$10 per insertion

To enquire about booking a Featured Link, please contact Sandra Millard at smillard@writersfest.bc.ca or call 604 681 6330 x109.

Please note, advertising terms and rates are subject to change.

*Data source: 2009 festival attendance survey.

