

FEDERATION OF BC WRITERS

Sponsorship & Advertising Opportunities **2021**



fBCW
FEDERATION
of BC WRITERS

www.bcwriters.ca

A Message from our Executive Director



The Federation of British Columbia Writers is an active and engaged organization with over one thousand members. We strive to support writers wherever they are in their creative journeys by offering programming and services that fit into three primary categories: craft, connection, and career.

We have learned so much through the pandemic. One lesson I try to remember is that, in our most difficult days, we turned to the arts. We binged television shows. We dove into novels. We absorbed poems.

The arts support us. The Federation supports artists.

Our members show up. They read our newsletters and volunteer regularly when we put out a call. They attend programming in large numbers, and they are in regular contact with ideas and requests. It is common for our newsletter to have a 50-70% open rate. These are the kind of people your sponsorships will reach.

We know that our messaging resonates and, as such, we protect our lists with diligence. We ensure that our content is relevant and worthwhile because our members pay attention.

Benefits of sponsoring our organization:

- Your brand reaches a niche market.
- The writing community is, more than anything, made up of readers.
- They engage with content like no one else.
- Our members are active. Our newsletters have a 50-70% open rate.
- Our programming supports writers throughout their careers; the skills developed through our programming will last a lifetime.

What we deliver for your support:

- Direct recognition in all related print, web, social media, and e-mail communications.
- Verbal recognition at events from our team.
- Opportunities to host special programming that feature your brand front and centre.
- Tailored opportunities to engage our membership that benefit you and our community.
- A link to the community. We all know that it takes more than one engagement to draw an interaction.

We will work with you to make certain you reach your audience in an array of messaging.

Bryan Mortensen
Executive Director,
Federation of BC Writers

Our Themes



Supporting the
mastery of
craft & skill
advancement
for emerging
& established
writers

Connecting
writers to
communities
for support &
guidance

Providing a
platform for
writers to
advance their
careers &
reach new
audiences

Our Audience

The Federation of BC Writers serves a membership that is over 1000 members strong from across BC. A significant number of our members live in the Greater Vancouver and Victoria areas. Of these members, 60% are seniors, 37% are adults, and 3% are youth.

We reach this audience through our full-colour magazine, WordWorks, three times per year, as well as via social media and email campaigns. Our members are highly engaged; our email newsletter, WriteOn, has a 50-70% open rate.

We are committed to attracting more young, emerging writers through initiatives such as our planned Mentor-in-Residence program.



WriteOn
Newsletter

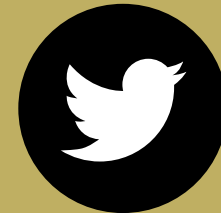
2700+ subscribers



Facebook

1760 followers

76% women



Twitter

2516 followers



Instagram

736 followers

85% women

Our Work

How we further craft:

- The BC Writer's Summit, an annual conference for writers of all skill levels
- WordWorks, our full-colour magazine for writers, also available online
- Sunday webinars which encourage participants to develop new skills
- Planned Writer-in-Residence program, a one-on-one mentorship opportunity for emerging writers, and more

How we support connection:

- The WriteOn email newsletter, which keeps writers apprised of opportunities and events
- Our social media channels
- Throwback Thursday articles, which support our past contributors
- Future writing retreats
- Planned writing spaces for members from marginalized communities, and more

How we springboard author careers:

- The ReadOn newsletter, which publicizes our members' latest books
- In/Verse, a monthly poetry reading
- Telling the Truth, a monthly session on writing creative non-fiction
- Regional Spotlights
- Literary contests, and more





WordWorks is a literary magazine dedicated to helping writers in all genres, at all stages of their writing careers, in every part of BC and Yukon.

Print

32 full colour pages
8.5 by 11 inches

In addition to our circulation of 1,200, we have thousands of viewers in libraries and online.

Digital

32 full colour pages

Available to the public on the FBCW website and Issuu.

Tri-annual

Three issues per year filled with 80-90% editorial content.

More than 100 issues since 1982

We are guided by the objectives of the diverse and representative FBCW Editorial Board.



We cater to our community

Not just anyone can advertise to our membership. WordWorks is part of the BC literary community, so advertisements must appeal to that community. We only publish ads that are of use to our readers. This creates a highly targeted audience for our advertisers.

WordWorks readers are:

- 73% Female
- 75% Print Subscribers
- A blend of published and emerging writers

WordWorks Ads & Rates

PRINT SPECIFICATIONS

Supply JPG, TIFF or PDF files at minimum 300 dpi resolution. Note that PDF files containing images less than 300 resolution will be pixellated. PDFs are only as good as their source content.

PAYMENT

Payment is due 10 days from emailed invoice.

DESIGN

Need help designing your ad? We can connect you with a designer.

DEADLINES

Volume I

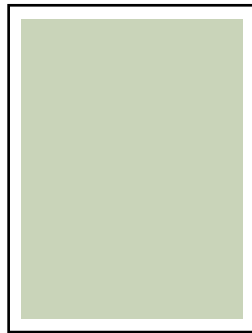
- In mailboxes September 1
- Submit artwork by July 15

Volume II

- In mailboxes January 1
- Submit artwork by November 15

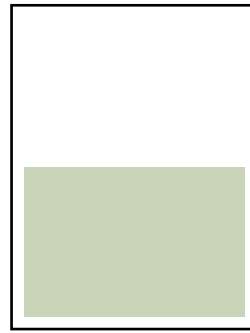
Volume III

- In mailboxes April 15
- Submit artwork by March 1



Full Page
INSIDE

7.25" by 9.125"
1 for \$425
3 for \$375 each



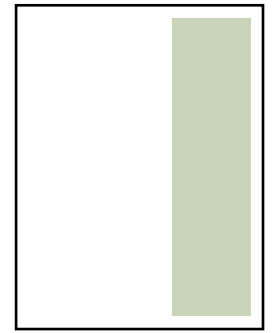
Half Page
INSIDE

7.25" by 4.5"
1 for \$250
3 for \$200 each



Third Page
HORIZONTAL,
INSIDE

7.25" by 3.15"
1 for \$175
3 for \$150 each



Third Page
VERTICAL,
INSIDE

2.3" by 9.125"
1 for \$175
3 for \$150 each

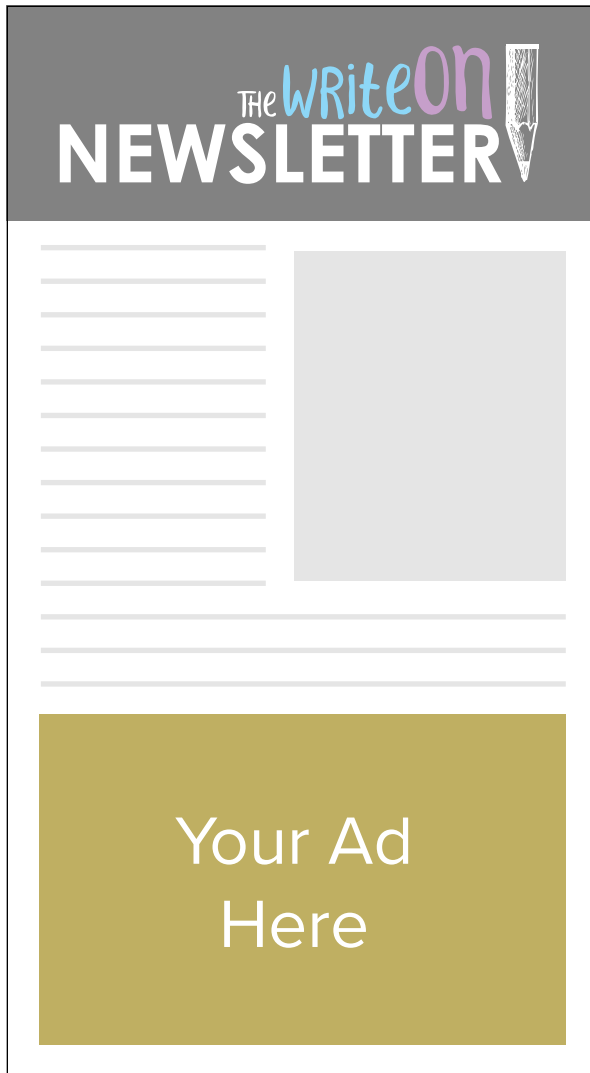
Back Cover Full

8.5" by 11"
Bleeds: .25" each edge,
except for spine
1 for \$525
3 for \$450 each

Inside Cover Half

Width 7.25" by 4.5"
1 for \$350
3 for \$270 each

Newsletter Ads & Rates



The Federation of BC Writers publishes its newsletter, WriteOn, twice per month. WriteOn goes out to over 2,600 inboxes and features contests, festivals, member news, and more. There are two advertisement spots available per newsletter. Sole sponsorships are also available.

SINGLE AD

Ad: \$75
Ad + design: \$105
Size: 1080 x 566 pixels
Resolution: 72 dpi
File type: JPG or PNG
Recommended:
click-through link

SPONSORSHIP

Ad: \$150
Ad + design: \$180
Size: 1080 x 566 pixels
Resolution: 72 dpi
File type: JPG or PNG
Recommended:
click-through link

WordWorks & WriteOn Bundles

Would you like to purchase an ad in both WriteOn and WordWorks?
Enjoy a 10% discount on bundled ad services.

More advertising opportunities!

We can accommodate most requests, including but not limited to:

Inserts

WordWorks can accept inserts, but remember these only go to print subscribers. Contact us to learn more.

Trades

We have a few opportunities to trade ads with other advertisers when space allows.

Member offers

Would you like to offer our members a discount on your services? If so, we may be able to offer you a reduced price for your advertisement.

For more information about these opportunities, contact the Advertising Manager at meaghan@bcwriters.ca.

Member Benefits

Members are eligible to announce their new books in the “Launched” section of WordWorks free of charge. Visit the Federation of BC Writers website at bcwriters.ca/launched.

On WordWorks Magazine:

“...thanks for a very good issue. Lots of interesting and useful content, from Apps For Writers to valuable & personal articles on various kinds of writing. Nicely laid out, too! Attractive to look at and read.”

- Cynthia Flood



Contact Us

To support the Federation in its mission to reach more writers throughout British Columbia, and for general inquiries, contact:

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