

# WORDWORKS MAGAZINE

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## MEDIA KIT 2018-2019

UPDATED May 29, 2018

[BUSINESS@BCWRITERS.CA](mailto:BUSINESS@BCWRITERS.CA)

A PUBLICATION OF THE FEDERATION OF BC WRITERS



# HELLO,



My name is Sherry Conly, and I am the Business Manager for WordWorks magazine.

As Business Manager, my job is to act as a conduit for information between the editorial staff of WordWorks and our advertisers. I'm here to answer your questions, convey digital information, direct financial transactions and make sure that advertisers are completely happy with your ads that appear in our magazine.

As a professional copywriter (Black Press, Stratis Publishing, etc) I know how important it is to pay attention to the details, making certain that everyone is literally on the same page, visually, technically and financially. I take pride in serving all of our advertisers to the best of my ability. When you choose to advertise with us, you can count on timeliness and prompt and positive replies to any questions or concerns that you might have.

Have a look at what we have to offer. I hope that it meets your needs and that I will hear from you soon to discuss the wonderful possibilities.

Cheers,

**Sherry Conly**

Business Manager  
WordWorks Magazine  
[business@bcwriters.ca](mailto:business@bcwriters.ca)



# WORDWORKS

BRITISH COLUMBIA'S MAGAZINE FOR WRITERS  
FALL 2016 \$6.95

fBCW  
FEDERATION  
of BC WRITERS



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Breaking Into Comics GARTH MATTHAMS

DIY Marketing ELLEN NIEMER

Food Journalism DON GENOVA



SPRING 2017 \$6.95

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WINTER 2018 \$6.95

fBCW  
FEDERATION  
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# WORDWORKS IS A WEST COAST LITERARY MAGAZINE DEDICATED TO HELPING WRITERS

## **PRINT**

32+ full colour pages

## **DIGITAL**

32+ full colour pages

## **TRI-ANNUAL**

Three issues a year filled with 80-90% editorial content

## **MORE THAN 100 ISSUES SINCE 1982**

Since 1982, the Federation of BC Writers (FBCW) has been printing WordWorks, a literary magazine for writers. It is printed triannually (Winter, Spring, Fall) and is 8.5" by 11". Since 1986, businesses who appeal to writers or the general craft of writing have advertised within the pages to great success. WordWorks has always been available to members of the FBCW, but in 2006 it became available online to all. In 2017, it began to be distributed to public libraries and public high schools across the province.

As a publication of the FBCW, WordWorks is guided by the objectives of the board of directors. Editorial and advertising decisions are also guided by the banner statement: British Columbia's literary magazine for writers. While editorial decisions have to be made by individuals, the sensitivity of those decisions to the needs of writers in all genres, at all stages of their writing career, and in every part of British Columbia can be improved by constant dialogue and planning with a diverse and representative Editorial Board. Sherry Conly meets frequently with the editorial board to ensure advertising campaigns will be of real interest to members of the FBCW, and to British Columbia writers as a whole.



# WE CATER TO OUR COMMUNITY

Not just anyone can advertise to our membership. We guarantee to our members and to our advertisers that the ads within WordWorks will suit the audience. Every copy of WordWorks is for a member of the literary community, so advertisements must be for something that would appeal to that community. That adds up to advertisements that are interesting to our readers, and a targeted audience for our advertisers. A win for everybody!

## OUR READERS ARE:

**73% Female**

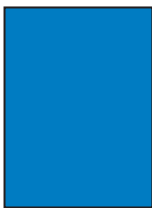
**50% 65+**

**41% 29-65**

**75% Print Subscribers**

More detailed statistics are available by request, regarding regions, interests, and more. Please contact Sherry Conly at [business@bcwriters.ca](mailto:business@bcwriters.ca)

# RATES



## FULL PAGE

### Inside

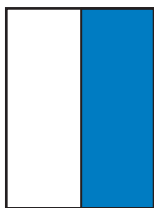
Size: width 7.5"  
height 9.5"

Rates: 1 x \$425  
3 x \$275

### Cover

Size: width 8.5"  
height 11"

Rates: 1x \$525  
3x \$450



## HALF PAGE

### Inside

Size: width 3.75"  
height 9.5"

Rates: 1 x \$250  
3 x \$200



## HALF PAGE

### Inside

Size: width 7.5"  
height 4.5"

Rates: 1 x \$250  
3 x \$200

### Cover

Size: width 8"  
height 5"

Rates: 1x \$350  
3x \$270



## THIRD PAGE

### Inside

Size: width 7.5"  
height 3.15"

Rates: 1 x \$175  
3 x \$150

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## DIGITAL ONLY:

Colour newsletter and website advertisements are available. One month will be \$40. Three months is \$100.00. all ads should be 250 x 250 pixels, unless otherwise negotiated.

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Unless otherwise agreed, payment for ads will be required net 30 days from invoice. For three-times rates, payment for the final ad must be made with the initial ad in the series. Please supply digital files only. Save files to JPEG or PDF format at a resolution of 300 DPI. Please let us know if you require design services to help make up your ad, and we will connect you with an appropriate designer. For alternate sizes or other questions, please contact us.

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## MEMBERS:

Members are eligible to place postings regarding new publications in the "Launched" section of WordWorks free of charge, as well as make short topical news posts in the biweekly newsletter. Please contact Shaleeta Harrison at [communications@bcwriters.ca](mailto:communications@bcwriters.ca) for these options.

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**BUSINESS MANAGER: SHERRY ONLY: [BUSINESS@BCWRITERS.CA](mailto:BUSINESS@BCWRITERS.CA)**



# OTHER WAYS TO WORK WITH US

Would you like to advertise with us, but need something a little different? Let us know! We can accommodate most requests, including but not limited to:

## **ALTERNATE SIZES**

We have listed our most popular sizes as options, but can also accommodate 1/4 and other sizes. Something else in mind? Let us know!

## **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. If your organization is interested in trading out for ad space, please contact us to set up a trade for the 2018/2019 editorial term.

## **MEMBER OFFERS**

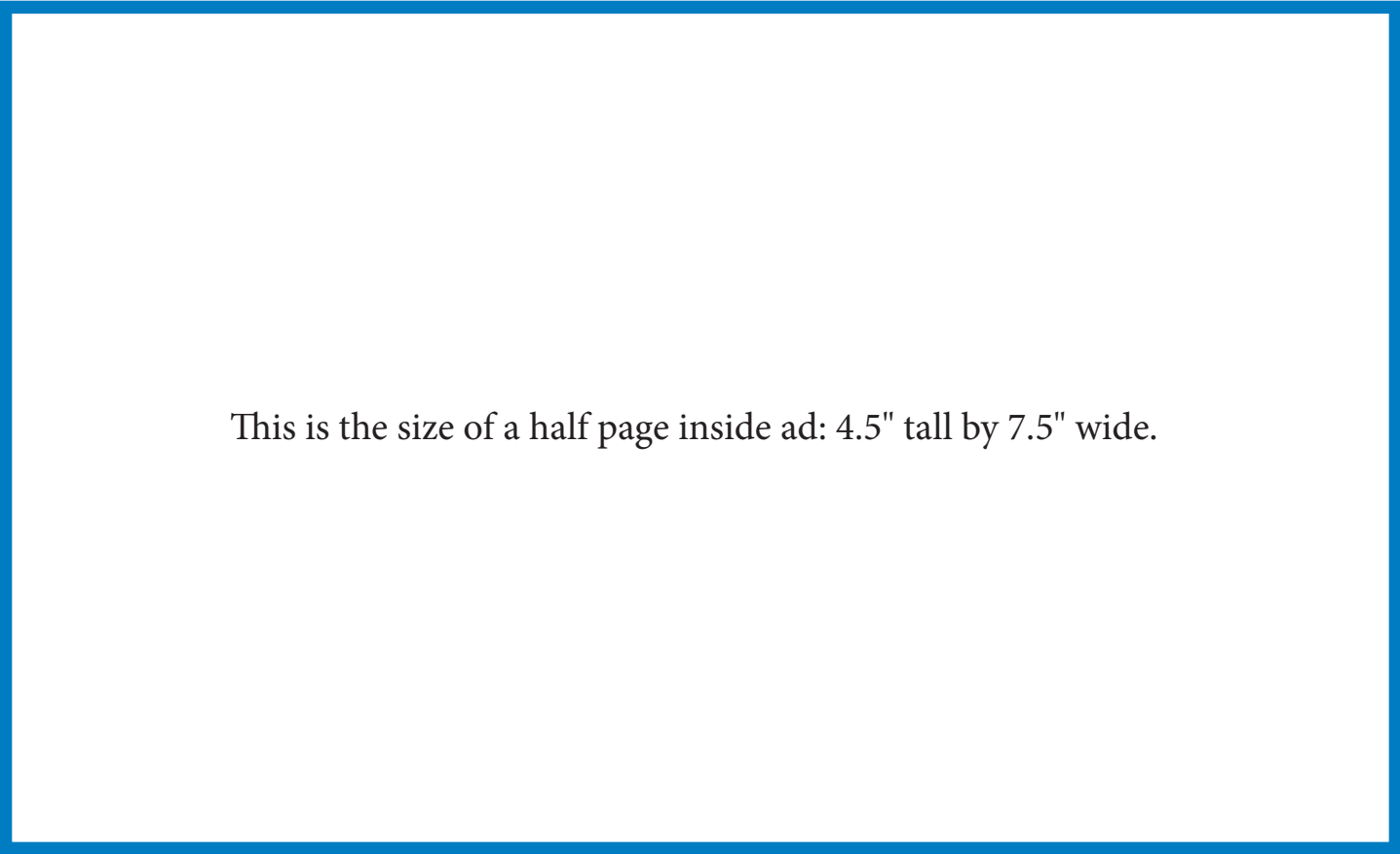
Would you like to offer our members a discount on your services? If so, we may be able to offer you a reduced price for your advertisement.

## **NEWSLETTERS**

WriteOn is a newsletter sent to 1000 writers (and growing) every month. Contact us to learn more about this opportunity.

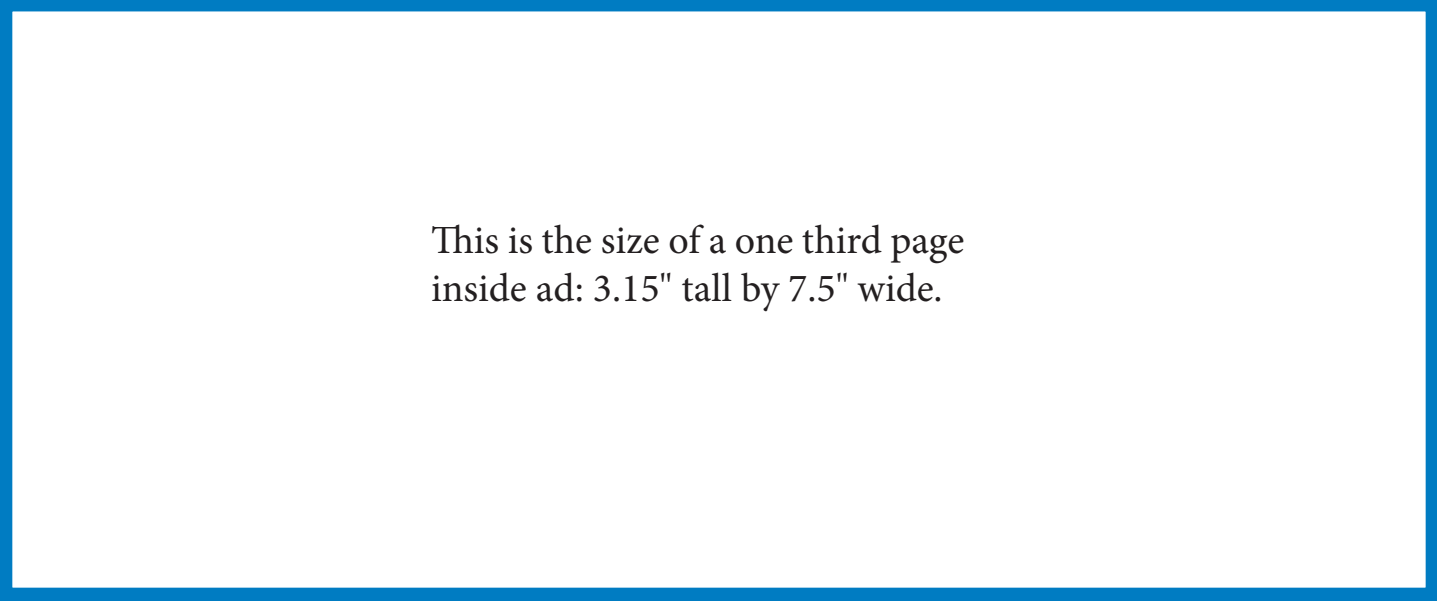
## **WEBSITE**

bcwriters.ca gets well over 4000 views a month, and we offer your advertisement on every single page, to ensure you the maximum views.



This is the size of a half page inside ad: 4.5" tall by 7.5" wide.

**If these sizes don't suit your  
needs, alternatives are available.**



This is the size of a one third page  
inside ad: 3.15" tall by 7.5" wide.



This is the size of a full page inside ad: 9.5" tall by 7.5" wide.

**TO ADVERTISE OR LEARN  
MORE, CONTACT:**

**Sherry Conly**

Business Manager

[business@bcwriters.ca](mailto:business@bcwriters.ca)

**FOR EDITORIAL QUESTIONS, CONTACT:**

**Shaleeta Harrison**

Managing Editor, Executive Director

[communications@bcwriters.ca](mailto:communications@bcwriters.ca)

250-741-6514

**FOR QUESTIONS ABOUT THE  
FEDERATION OF BC WRITERS, CONTACT:**

**Ann Graham Walker**

President of the Board

[president@bcwriters.ca](mailto:president@bcwriters.ca)

