

# mRb

Montreal Review of Books

## 2023 Advertising Rates

[ads@mtlreviewofbooks.ca](mailto:ads@mtlreviewofbooks.ca)

[mtlreviewofbooks.ca](http://mtlreviewofbooks.ca)

Three issues in 2023!

March 16: new spring titles

July 6: great summer reading

November 2: fall releases

Proudly producing high-calibre reviews of fiction, non-fiction, poetry, memoirs, graphic novels, children's books and more for over 25 years.



# Montreal Review of Books

Well known for its high literary standards, the *Montreal Review of Books* is the only journal reviewing English-language books from Quebec: fiction, non-fiction, poetry, graphic novels, and children's titles. Successful since its launch in 1997, the *mRb* has grown to be a valuable resource for booksellers, teachers, librarians, cultural associations, students, and other book buyers.

## Who should advertise?

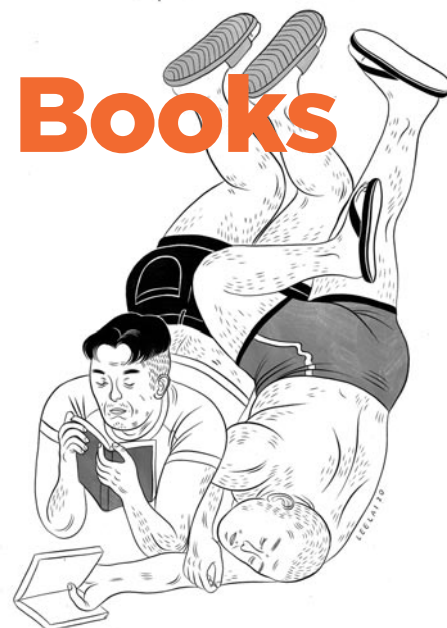
Book publishers and booksellers, of course! And others, too—the *mRb* attracts readers with broad and diverse interests, so ads for book fairs, workshops, festivals, language and arts services, writing retreats, visual and performance arts, educational opportunities, and other cultural initiatives draw notice from our readers. Advertise in the *mRb* three times a year and receive our special 3-issue discount—extend your marketing dollar with the *mRb* and reach lovers of English-language books in Quebec and beyond.

## Why Montreal?

Montreal is a sophisticated literary metropolis with a thriving book culture. Boasting a variety of book fairs, popular literary salons, and international literary festivals such as Blue Metropolis, Montreal is cherished by booklovers, most of whom read in both official languages and follow provincial, national, and international literary stars and trends.

## Who Does Your Ad Reach?

Readers, booksellers, librarians, and literature enthusiasts across Canada! The *mRb* is read by Anglophones and Francophones alike.



**Print circulation**  
**35,000 per issue**

• 105,000 copies per year, over three issues

**Digital circulation**

1000+ subscribed to receive digital copy by email

**Print distribution**

- 21,000 in the Thursday *Montreal Gazette* to home subscribers;
- 8,400 in the Friday *Globe and Mail* to home subscribers and newsstands across Quebec and in Ottawa;
- 2,000 to bookstores, cafés, and libraries in and around Montreal;
- 1,000 to bookstores, individual subscribers, libraries, and locations across Canada.



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**3 ISSUES IN 2023: MARCH, JULY, NOVEMBER**

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for the Arts  
Conseil des arts  
du Canada

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SODEC  
Québec

## 2023 Advertising rates (Please see new sizing)

Size	colour	orientation	once	twice	three	Width x height (inches)
Outside back cover	colour	N/A	\$1,500	\$1,400	\$1,350	10" x 14"
Inside front cover	colour	N/A	\$1,300	\$1,150	\$1,050	10" x 14"
Inside back cover	colour	N/A	\$1,200	\$1,050	\$980	10" x 14"
Full-page	colour	N/A	\$1,150	\$1,000	\$950	10" x 14"
Half-page	B&W	horizontal	\$595	\$575	\$550	10" x 6.75"
Half-page	B&W	vertical	\$595	\$575	\$550	4.75" x 14"
Half-page	colour	horizontal	\$675	\$650	\$625	10" x 6.75"
Half-page	colour	vertical	\$675	\$650	\$625	4.75" x 14"
Quarter-page	B&W	horizontal	\$475	\$425	\$395	10" x 3.25"
Quarter-page	B&W	vertical	\$475	\$425	\$395	2.4" x 14"
Quarter-page	B&W	block	\$475	\$425	\$395	4.75" x 6.75"
Quarter-page	colour	horizontal	\$550	\$500	\$495	10" x 3.25"
Quarter-page	colour	vertical	\$550	\$500	\$495	2.4" x 14"
Quarter-page	colour	block	\$550	\$500	\$495	4.75" x 6.75"
Eighth-page	B&W	horizontal	\$225	\$200	\$185	5" x 3"
Eighth-page	B&W	vertical	\$225	\$200	\$185	2.4" x 6.75"
Sixteenth-page	B&W	vertical	\$125	\$100	\$95	2.4" x 3"
Sixteenth-page	B&W	horizontal	\$125	\$100	\$95	3" x 2.4"

## Deadlines: 2023

### SPRING: New Spring Titles

### SUMMER: Great Summer Reading

### FALL: New Fall Titles

Publication date	March 16	Publication date	July 6	Publication date	November 2
Ad artwork deadline	February 16	Ad artwork deadline	June 7	Ad artwork deadline	October 5
Ad sales deadline	February 10	Ad sales deadline	May 31	Ad sales deadline	September 28

## Mechanical specifications

- Format: A final press-optimized PDF for web-offset printing is best (170 dpi), making sure that all fonts and images are embedded before the PDF is made.
- No bleed is necessary.
- For any other design questions please contact David Leblanc at [oneone@videotron.ca](mailto:oneone@videotron.ca)



### CONDITIONS OF CONTRACT

Special placement is only guaranteed for the inside front cover, inside back cover, and back cover. All advertising is subject to approval of the publisher. Advertising booked but not delivered will be invoiced as if advertisement appeared in the publication. Additional charges may apply for production on ads not sent in correct format. The publisher is not bound by any conditions not covered by the rate card. All rates subject to change with 60 days notice. Publisher is not bound by any verbal agreements or conditions not covered by this rate sheet.