



# mRb

Montreal Review of Books

**Three Issues in 2024!**

March 14: New Spring Titles

July 4: Great Summer Reading

October 31: Fall Releases

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

**2024 Advertising Rates**

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

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



# 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?

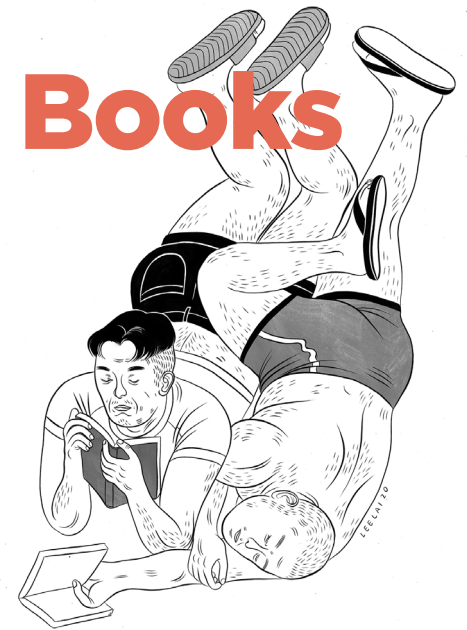
Book publishers and booksellers, of course! And others, too—the *mRb* attracts readers with broad and diverse interests, so ads for book fairs, workshops, festivals, language and arts services, writing retreats, visual and performance arts, educational opportunities, and other cultural initiatives draw 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**  
40,000 per issue

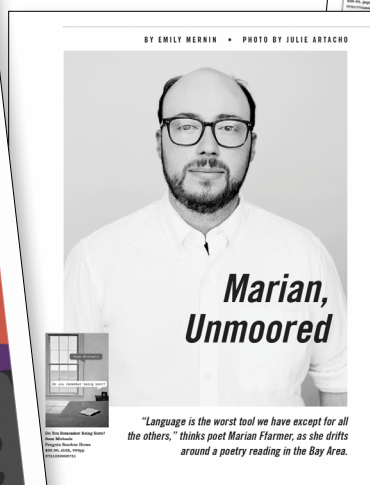
• 120,000 copies per year, over three issues

**Digital Circulation**

1,300+ subscribed to receive digital copy by email

**Print Distribution**

- 17,500 in the Thursday *Montreal Gazette* to home subscribers;
- 7,000 in the Friday *Globe and Mail* to home subscribers and newsstands across Quebec and in Ottawa;
- 10,000 in *Cult MTL* distributed across Montreal;
- 5,200 to bookstores, cafés, and libraries across Canada;
- 350 to individual subscribers.



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**3 ISSUES IN 2024: MARCH, JULY, NOVEMBER**

We wish to thank the Canada Council for the Arts, the Government of Canada, SODEC, and the Conseil des arts de Montréal for their generous support.



Canada Council for the Arts  
Conseil des arts du Canada



Montréal

## 2024 Advertising Rates

Size	Colour	Orientation	One	Two	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	colour	horizontal	\$675	\$650	\$625	10 x 6.75
Half-page	colour	vertical	\$675	\$650	\$625	4.75 x 14
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	colour	horizontal	\$295	\$250	\$225	5 x 3
Eighth-page	colour	vertical	\$295	\$250	\$225	2.4 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	\$175	\$150	\$125	2.4 x 3
Sixteenth-page	B&W	horizontal	\$175	\$150	\$125	3 x 2.4

## Deadlines: 2024

### SPRING: New Spring Titles

Publication date	March 14
Ad artwork deadline	February 16
Ad sales deadline	February 12

### SUMMER: Great Summer Reading

Publication date	July 4
Ad artwork deadline	June 7
Ad sales deadline	May 31

### FALL: New Fall Titles

Publication date	October 31
Ad artwork deadline	October 4
Ad sales deadline	September 27

## 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.