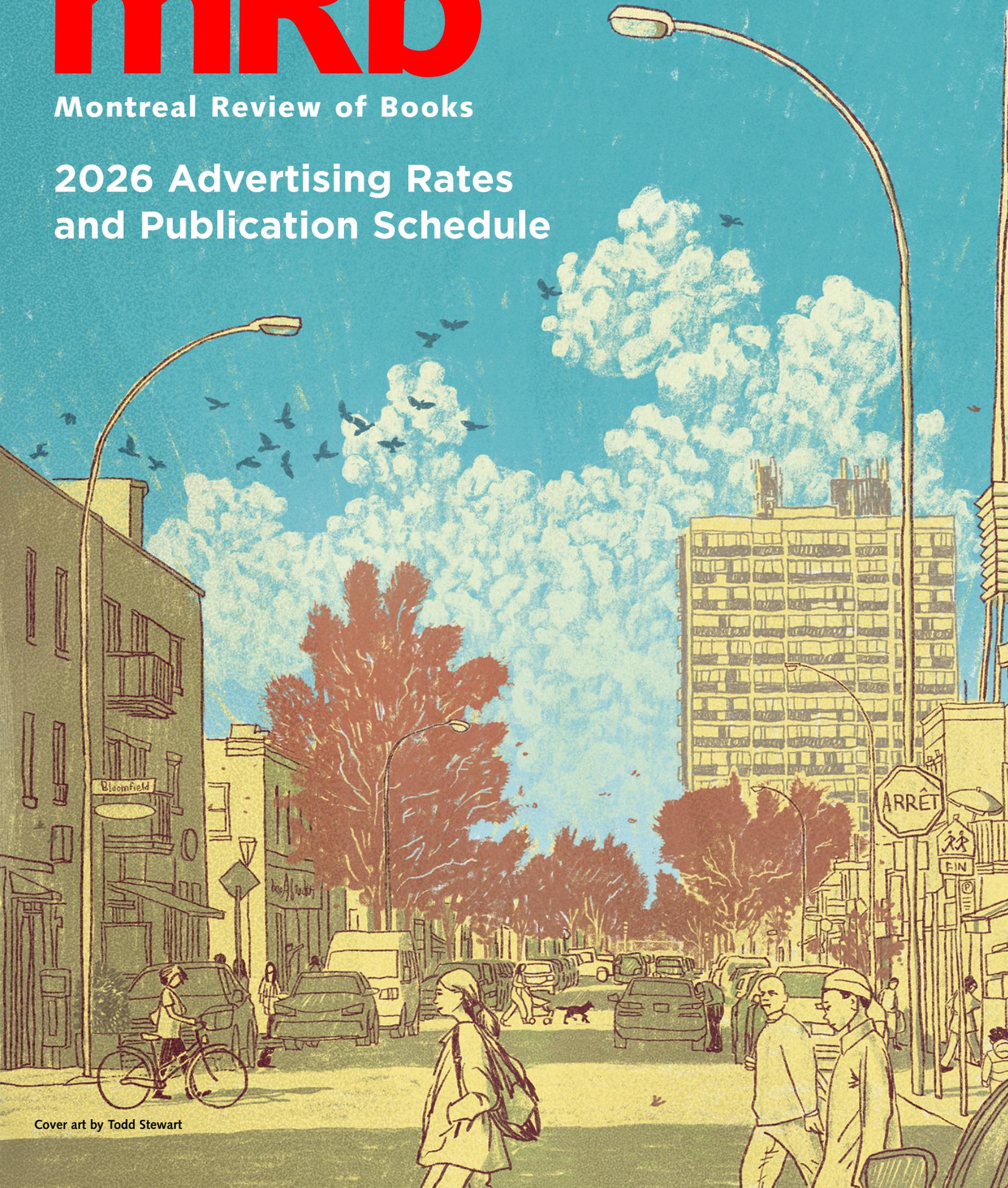


mRb

Montreal Review of Books

2026 Advertising Rates and Publication Schedule



Colour Rates

Size	General Rate	3-issue Discount	AELAQ & LPG Member Rate
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PREMIUM PLACEMENT

Outside back cover	\$1,500	\$1,350	\$1,300
Inside front cover	\$1,300	\$1,050	\$1,050
Inside back cover	\$1,200	\$980	\$980

STANDARD SIZES

Full-page	\$1,150	\$950	\$950
Half-page	\$675	\$625	\$595
Quarter-page	\$550	\$495	\$475

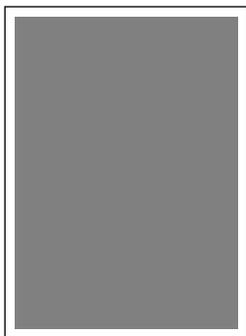
Black & White Rates

Size	General Rate	3-issue Discount	AELAQ & LPG Member Rate
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STANDARD SIZES

Eighth-page	\$225	\$185	\$185
Sixteenth-page	\$175	\$125	\$115

Full-page



W 10" x H 14"

Half-page horizontal



W 10" x H 6.75"

Half-page vertical



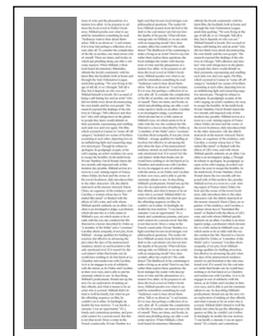
W 4.75" x H 14"

Quarter-page horizontal



W 14" x H 4.75"

Quarter-page vertical



W 2.4" x H 14"

Quarter-page block



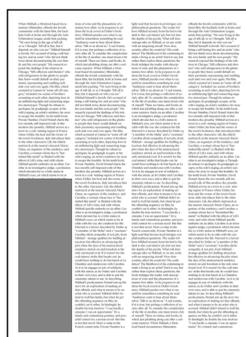
W 4.75" x H 6.75"

Eighth-page horizontal



W 5" x H 3"

Eighth-page vertical



W 2.4" x H 6.75"

Sixteenth-page horizontal



W 3" x H 2.4"

Sixteenth-page vertical



W 2.4" x H 3"

2026 Publication Schedule

No.	Issue	Reservation Due	Artwork Due	Publication Date
79	Spring	February 11	February 13	March 11
80	Summer	May 29	June 5	July 2
81	Fall	September 25	October 2	October 28

Circulation

Print

34,000 per issue

- 12,000 in the Wednesday *Montreal Gazette* to home subscribers;
- 6,500 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;
- 300 to individual subscribers

Digital

1,700+ subscribed to receive digital copy by email

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 oneonone@videotron.ca

Publisher Policies

- 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.
- The Publisher assumes no liability for errors in client-supplied media.
- Advertising booked but not delivered will be invoiced as if advertisement appeared in the publication.
- Payment is due 30 days from invoice date.
- Prepayment is required for new and international advertisers.
- 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.

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Contact ads@mtlreviewofbooks.ca or (514) 932-5633 for bookings