

Your source for intelligent
reviews of English-language
books from Quebec.

mRb

MONTREAL REVIEW OF BOOKS

Three issues in 2017

March: New Spring Titles

July: Great Summer Reading

November: Fall Releases

ads@mtlreviewofbooks.ca

mtlreviewofbooks.ca

**Proudly producing
high-calibre reviews
of fiction, non-fiction, poetry, memoirs,
graphic novels, children's books and
more since 1997.**

C'est what?

Well known for its high literary standards, the **Montreal Review of Books (mRb)** is the only journal reviewing English-language books from Quebec. Successful since its inception 20 years ago, 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.

Why Montreal?

Montreal is a sophisticated literary metropolis with a thriving book culture; UNESCO designated it the 2005–06 “World Book City.” Boasting international literary festivals, popular literary salons, and many successful book fairs, 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?

Book buyers and book sellers across Canada! The **mRb** is followed with great enthusiasm by Anglophones and Francophones alike. 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.

Print circulation: 40,000 per issue

• 120,000 copies per year, over three issues

Digital circulation

300+ subscribed to receive digital copy by email

Print distribution

- 24,000 in the *Friday Globe and Mail* to home subscribers and newsstands across Quebec and in Ottawa;
- 9,000 to bookstores, cafés, and libraries in and around Montreal;
- 2,000 to bookstores, individual subscribers, libraries, and locations across Canada including nine independent bookstores in Ottawa;
- 1,000 to private school and university libraries, the media, Quebec Studies Programs in many American universities, and book industry stakeholders.



Advertising manager:

Michael Wile (National)
michael@mtreviewofbooks.ca
Tel: 416-531-1483

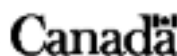
Anna Leventhal (Montreal)
Tel: 514-932-5633

mRb:

Anna Leventhal
1200 Atwater Suite 3
Westmount (Quebec)
H3Z 1X4
Tel: 514-932-5633
email: ads@mtreviewofbooks.ca
mtreviewofbooks.ca

3 ISSUES IN 2017: MARCH, JULY, NOVEMBER

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Canada Council
for the Arts
Conseil des Arts
du Canada



2017 advertising rates

Size	once	twice	three	Width x height (inches)
SPECIAL COLOUR PLACEMENT				
Outside back cover*	1500	1400	1350	10.25 x 13.5
Inside front cover*	1300	1150	1050	
Inside back cover*	1200	1050	980	
Full page colour*	1150	1000	950	10.25 x 13.5
Half page horizontal B&W*	595	575	550	10.25 x 6.5
Half page vertical B&W*	595	575	550	5 x 13.5
Half page colour*	675	650	625	
Quarter page horizontal B&W	475	425	395	10.25 x 3.25
Quarter page vertical B&W	475	425	395	2.4 x 13.5
Quarter page block B&W	475	425	395	5 x 6.5
Quarter page colour	550	500	495	
Eighth page horizontal B&W	225	200	185	5 x 3
Eighth page vertical B&W	225	200	185	2.4 x 6.5
Sixteenth page B&W	125	100	95	2.4 x 3

***Ads of one half page or greater include placement of a digital ad (to be provided by the client) on the mRb website until the release of the next issue.**

CONDITIONS OF CONTRACT

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.

Deadlines: 2017

SPRING: New Spring Titles

publication date	March 17
Artwork due	February 17
Ad reservation	February 10

SUMMER: Great Summer Reading

publication date	July 7
Artwork due	June 9
Ad reservation	June 1

FALL: New Fall Titles

publication date	November 3
Artwork due	October 6
Ad reservation	September 29

Mechanical specifications

- send queries and emails to David Leblanc at oneonone@videotron.ca
- A final press-optimised pdf for web-offset printing is best (170 dpi), making sure that all fonts and images are embedded before the pdf is made.

