



## Book News Rate Card

**Book News** is the Vancouver Writers Fest's weekly e-newsletter. Each issue contains the latest book world highlights: local, national and international news, book reviews, author interviews and event listings delivered free to inboxes each Thursday afternoon.

For the week of the Festival, October 18-23 in 2016, subscribers receive the daily Hot Sheet - a compendium of up to the minute Festival information.

Book News currently has 3,200 opt-in subscribers, all of whom have an active interest in books and literary activities. Vancouver Writers Fest audiences are affluent and well educated; 85% are female, 22% are between the ages of 35 and 48 and 44% are between 49 and 65\*.

**Featured Links** appear prominently in the left-hand column of the html-based newsletter. They comprise a full-colour image (**approx. 144 x 80 pixels**) that links directly to the advertiser's web page and **75-80 characters** of accompanying text. A maximum of two featured links appear per edition.

### 2016 Rates

Featured Link	Regular Rate	Non-Profit Rate
1 to 4 consecutive insertions	\$100 per insertion	\$80 per insertion
5 to 9 consecutive insertions	\$70 per insertion	\$50 per insertion
10 or more consecutive insertions	\$50 per insertion	\$30 per insertion

**To enquire about booking a Featured Link, please contact Trevor Battye at [advertising@writersfest.bc.ca](mailto:advertising@writersfest.bc.ca) or call 778-773-9397.**

Please note, advertising terms and rates are subject to change.

\*Data source: 2012 festival attendance survey.