



The UK's biggest and best writing magazine

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www.writers-online.co.uk

Advertising Account Manager: Mark Dean on 07503 707023 /

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The Magazine

Writing Magazine offers a comprehensive range of in-depth articles, tips and advice on how to write from beginner to advanced level.

We interact with our readers on a regular basis via our website, e-newsletter, social media and new app platform to ensure we still satisfy our readers' needs and deliver the writing package that meets their high standards, with an exhaustive array of regulars, snippets and one off features.

Writing Magazine reaches well-educated, passionate writers who are actively learning and improving their skills – which means:

- Entering competitions
- Taking training courses
- Going on retreats
- Attending literary festivals
- Joining literary organisations and associations

Our readers are typically ABC1, mostly women (82%) and a majority are over the age of 35 (75%), with the rest between 18 and 34 (25%).

The printed and digital edition of the magazine currently has a circulation of 19,000 per issue



Brand reach

More than just a magazine, Writing also reaches thousands of enthusiastic web users via our website, social media, e-newsletters and digital edition...

Current reach: *

Printed magazines: 15,000

Website - unique visitors: 41,850

E-newsletter: 22,939

Social media: 67,530

Active digital app downloads: 39,719

Total reach: 187,038



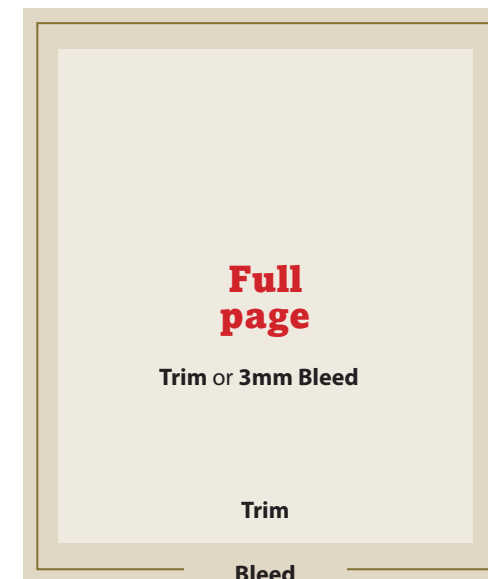
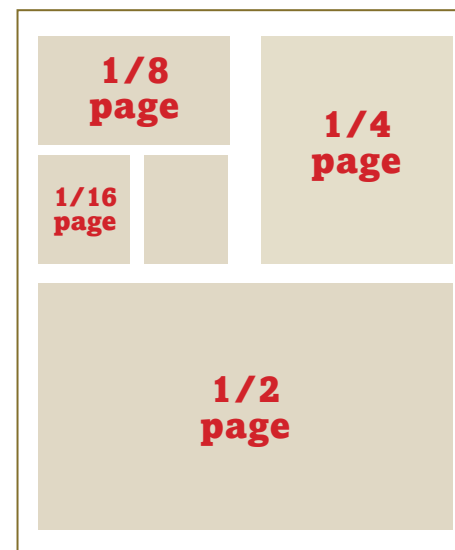
*Figures can vary, but are correct at time of publication

Rates & Specs

Position	Size (mm)	Colour price
Covers	303 x 216 (Bleed) 296 x 210 (Trim) 274 x 190 (Text area)	£1792
Full page	303 x 216 (Bleed) 296 x 210 (Trim) 274 x 190 (Text area)	£1442
Half page	130 x 190 (Landscape) 274 x 94 (Portrait)	£785
1/4 page	130 x 92 (Portrait)	£409
1/8 page	62.5 x 92 (Landscape)	£228
1/16 page	62.5 x 44 (Portrait)	£144

Classified (44mm width x 30mm deep min)	Colour price
Per column cm	£15

Inserts	Price
Flyer inserts (under 10 grams)	£46 per thousand
Brochure inserts (under 40 grams)	£63 per thousand



Digital edition

Writing Magazine is available as an interactive digital edition, allowing us to reach a worldwide audience.

The digital version is available on the following platforms:

- iPad (app store)
- iPhone (app store) - Made for Mobile feature
- Android Tablet (Android)
- Android Smartphone (Android) - Made for Mobile feature
- Kindle Fire (www.pocketmags.co.uk)
- PC (www.pocketmags.co.uk)
- Mac (www.pocketmags.co.uk)

As an advertiser in the digital edition, we can provide direct links to your website with a single tap, while advertisements can **include image galleries and videos** to create an engaging, interactive promotion. Current active digital app downloads now total 37,660 since its launch.



E-newsletter

Our monthly e-newsletter is sent out to over 17,368 users worldwide, with this number constantly growing by an average of 200 new sign ups per month (2019)

Our readers are keen to receive the latest industry news, our forthcoming editorial features, notable event dates, recent competition details and information on services and products available to them, along with any discount offers available, this is why we have an impressive 36% open rate on each email (industry standard is a 20% open rate).

We currently offer two alternative packages on our e-newsletter which are mailed each month and include a promotional slot on our e-newsletter and an advert on our website **www.writers-online.co.uk**

View a sample copy of our e-newsletter here:

<http://writ.rs/mediapacknewsletter>

E-newsletter packages	Price
Premium Package – One Large Promotional Slot	£650
Bronze Package – One Small Promotional Slot	£350
Bespoke e-newsletter	£950
Targeted e-newsletter	£750



www.writers-online.co.uk

The popular Writers Online e-newsletter has two promotional slots available...



Big opportunities and competitions



SUBSCRIBERS! Feature in Writing Magazine and on Writers Online. WRITERS' GROUPS! Share your news and attract new members. [Send us details now](#)

Get in the spirit or fight the festive feeling with [Ink Pantry's Krampus Poetry Competition](#)

Win £300 and publication for 'a novella in flash', from [Bath Flash Fiction](#)

Stories about a hypothetical end of the world could win £500 in Storgy's [Annihilation Radiation competition](#)

BUY PRINT

BUY DIGITAL

Travel-related writing in all genres could win \$1,000 from [Nowhere travel Journal](#)

Win an Arvon course place in the [Writers and Artists Short Fiction Prize](#)

Earn £200 and industry feedback for poems and short stories in [Bournemouth University's Fresher Writing Prize](#)

Win a \$2,000 first prize for environmental flash fiction on the theme '[city in a wild garden](#)'

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The website

Writers Online is the country's most popular website for writers, updated daily with news stories, articles, events and competitions.

The site, which serves as the online home for *Writing Magazine*, currently attracts **32,250+** unique visitors each month with visitors spending a minimum of nine minutes on the site per visit, reading up to 3 pages. It also offers advice, competitions, writing courses and much more.

Traffic is continually being increased through our regular activity on our popular social media pages and forum, which together have more than **62,000** followers. Opportunities to be included in our social media updates are available.

Website Ad	Size	Cost
Leader board (Top)	90 x 728	£400 a month
Double MPU	300 x 600	£450 a month
MPU	250 x 300	£250 a month
Large Footer Banner	250 x 970	£350 per month
Social Media		£200 per post
Blog/ Sponsored content		£450



Combined Packages

At Writing and Writers Online we understand that customers sometimes want to tap into our combined web reach and engage with our audience in different ways. We have put together a number of combined packages to do just that.

Package	Web	Blog	App	Social	ENews	Print	Price
Launch Pad	✓			✓	✓	✓	£788
Business Boost	✓	✓		✓	✓		£750
Web Package	✓	✓	✓	✓	✓		£775
Writing Comps	✓		✓	✓	✓	✓	£981
Self Publishing	✓	✓	✓	✓	✓	✓	£1100

Package contains different elements and are priced accordingly.
All details for each package are available, just speak to Mark for more details.

