Booklist

Leading book discovery

Media Kit

booklistonline.com

Portfolio of Products

Booklist Magazine

- **Audience:** Library workers
- **Publication schedule:** Monthly
- **Primary Purpose:** Support librarians in collection development and readers' advisory
- In addition to reviews, content includes interviews, top 10s, read-alikes, Essentials lists, Booklist Backlist

Rates reflect full-color ads

	Rate	Specs	
Full Page	$5,250	8.125 x 10.75	Trim size: 7.875 x 10.5 Vital matter: 7.125 x 9.75
2/3 page	$3,250	4.625 x 9.625	
1/2 page	$2,500	(H) 7 x 4.75	(I) 4.625 x 7.25 (V) 4.75 x 7
1/3 page	$1,750	(H) 7 x 3	(I) 4.625 x 4.625 (V) 2.25 x 9.625
1/6 page	$1,000	2.25 x 4.625	

Submission Guidelines

Advertisements should be submitted as a high-resolution PDF/X-1a file with all Type 1 Postscript fonts embedded, using graphics of 300 dots per inch, and CMYK color system only. Full-page ads should be centered, without crop or registration marks.

Editorial Calendar 2027 (*Booklist*)

January

Spotlight on Readers' Advisory
Spotlight on Book Groups
Spotlight on Early Reading
Ad Close: 11/10
Materials due: 11/30

February

Spotlight on History
Spotlight on Historical Fiction
Spring Announcements (Y &A)
Ad Close: 12/8
Materials due: 1/4

March

Spotlight on Environment
Spotlight on YA
Focus on Eco-Fiction including Cli-Fi (A)
Focus on Poetry
Ad close: 1/12
Materials due: 1/29

April

Spotlight on Health & Wellness (A)
Spotlight on Relationship Fiction (A)
Spotlight on Picture Books
Focus on empathy-building titles
Focus on Summer Reading (A)
Ad close: 2/16
Materials due: 3/5

May

Spotlight on Mystery & Thrillers
Spotlight on Series Nonfiction
Focus on True Crime
Ad close: 3/16
Materials due: 4/2

BONUS DISTRIBUTION
ALA Annual
Conference & Exhibition

June

Spotlight on SF/Fantasy, Horror
Spotlight on Audio
Focus on Technology
Ad close: 4/13
Materials due: 4/30

BONUS DISTRIBUTION
ALA Annual
Conference & Exhibition

July

Spotlight on Graphic Novels
Spotlight on Sports
Focus on Spanish-language titles
Ad close: 5/18
Materials due: 6/4

August

Spotlight on Bios, Memoirs
Fall Showcase
Focus on Holiday Books (Y)
Focus on Fiction in Translation (A)
Youth Preview
Ad close: 6/15
Materials due: 7/1

Editorial Calendar 2027 (*Booklist continued*)

September

Spotlight on Romance
Spotlight on Food
Banned Books Content
Ad close: 7/13
Materials due: 7/30

October

Spotlight on Arts
Spotlight on Middle Grade
Focus on Travel
Focus on Crafts & Hobbies
Focus on Arts Fiction (A)
Ad close: 8/17
Materials due: 9/3

November

Spotlight on First Novels
Spotlight on Series Nonfiction
Focus on Family Life and Self Help
Focus on Board Books
Ad close: 9/14
Materials due: 10/1

December

Stars Issue
Editors' Choice
Ad close: 10/12
Materials due: 10/29

Booklist Online

Utilize key locations on the *Booklist* website to promote your books and creators

Booklist Online offers free content to non-subscribers including a generous selection of reviews and features appearing exclusively online. Subscribers gain access to digital editions of* Booklist *and* Booklist Reader*, plus more than 30 years of archived content.

- All rates based on a 30-day run; ads are run-of-site unless specified on the IO
- All CPM ads are subject to inventory
- Materials due in 5 business days prior to posting

	Rate	Specs
Billboard Banner	$1,500	900 x 225
Badge Banner	$1,000	300 x 250
Skyscraper Banner	$1,000	160 x 600

Acceptable materials: JPEG, GIF, or rich text (Maxium 4 frames). 500 KB Max.

Social Media Followers

17K **8K** **7.3K** **1.4K** **2K**

Booklist Webinars

Direct Connections, Lasting Impressions

- Free-to-attend, hour-long online events focus on key topics in the library publishing world and give sponsors the opportunity to present titles, products, and authors
- *Booklist* will provide sponsors with two email lists of all webinar registrants, attendee questions and results from the webinar follow-up survey
- Videos uploaded to Booklist YouTube channel a month after the live date

Contact your sales rep for pricing

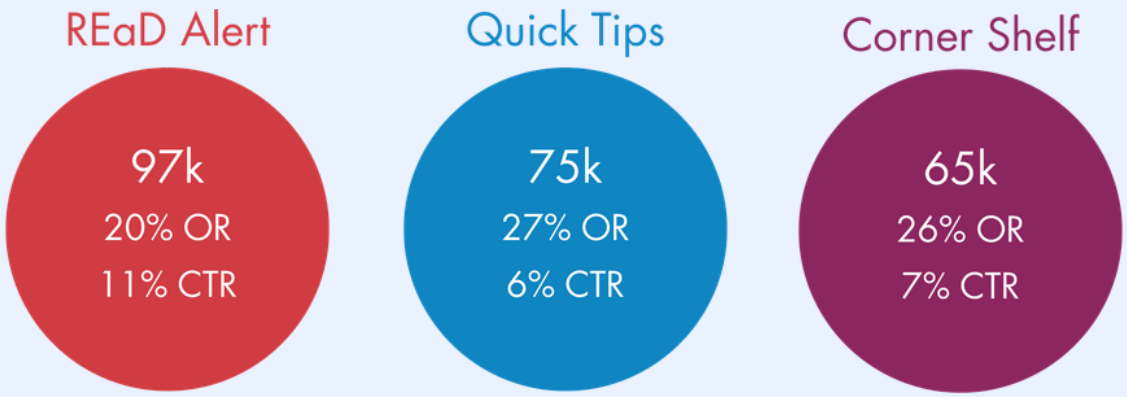
896

Average webinar registrants in 2026

76% of *Booklist* webinar attendees purchase presented titles or recommend the titles presented be purchased by their library

Booklist Newsletters

Qualified Leads, Exceptional Content

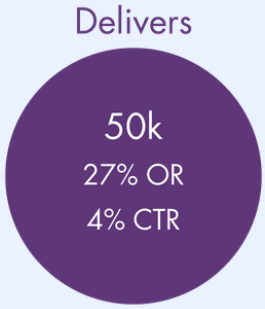


	Rate	Specs
Leaderboard Banner	$2,500	600 x 150
Badge Banner	$1,250	300 x 250
Sponsored Post	$2,850	628 x 360

Booklist Delivers

Your Message, Our Targeted Audience

- Reach your audience with our extensive lists for Youth, YA, and Adult libraries
- Select a mailing list of 25,000 or 50,000
- Lead information provided on all clicks



Acceptable materials:
JPEG, GIF, HTML. Max size 700 x 800 pixels.
File must be under 10 MB.

Contact your sales rep for pricing

Booklist Newsletter Schedule

January

Read Alert 1 *(materials due 1/5)*
Read Alert 2 *(materials due 1/19)*
Quick Tips *(materials due 1/8)*

February

Read Alert 1 *(materials due 2/2)*
Read Alert 2 *(materials due 2/16)*
Quick Tips *(materials due 2/5)*
Corner Shelf *(materials due 2/11)*

March

Read Alert 1 *(materials due 3/2)*
Read Alert 2 *(materials due 3/16)*
Quick Tips *(materials due 3/5)*

April

Read Alert 1 *(materials due 4/6)*
Read Alert 2 *(materials due 4/20)*
Quick Tips *(materials due 4/9)*

May

Read Alert 1 *(materials due 5/4)*
Read Alert 2 *(materials due 5/18)*
Quick Tips *(materials due 5/7)*
Corner Shelf *(materials due 5/13)*

June

Read Alert 1 *(materials due 6/1)*
Read Alert 2 *(materials due 6/15)*
Quick Tips *(materials due 6/4)*

July

Read Alert 1 *(materials due 7/6)*
Read Alert 2 *(materials due 7/20)*
Quick Tips *(materials due 7/8)*

August

Read Alert 1 *(materials due 8/3)*
Read Alert 2 *(materials due 8/17)*
Quick Tips *(materials due 8/6)*
Corner Shelf *(materials due 8/12)*

September

Read Alert 1 *(materials due 8/31)*
Read Alert 2 *(materials due 9/14)*
Quick Tips *(materials due 9/3)*

October

Read Alert 1 *(materials due 10/5)*
Read Alert 2 *(materials due 10/19)*
Quick Tips *(materials due 10/8)*
Corner Shelf *(materials due 10/14)*

November

Read Alert 1 *(materials due 11/2)*
Read Alert 2 *(materials due 11/16)*
Quick Tips *(materials due 11/5)*

December

Read Alert 1 *(materials due 11/30)*
Read Alert 2 *(materials due 12/14)*
Quick Tips *(materials due 12/3)*

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Copy and Contract Regulations

All advertising is subject to the publisher's approval. The publisher reserves the right to refuse advertising. Advertisers and advertising agencies assume liability for all printed advertising content (text and illustrations) and also assume responsibility for any claims against the publisher resulting from that content. Cancellations are not accepted after the closing dates for space reservations. Covers and special positions are noncancelable.

Payment

First-time advertisers or agencies are required to pay at the time of the initial order. Other accounts are payable within 30 days of the invoice. Non-U.S. advertisers are required to pay in U.S. currency at the time of each order. Advertisers and agencies share dual liability for payment. Contrary agreements between advertisers and agencies, even if listed on insertion orders, are superseded by this condition of the American Library Association