

2017 Media Planner

*Advertising opportunities to reach
the IBPA community*



Circulation

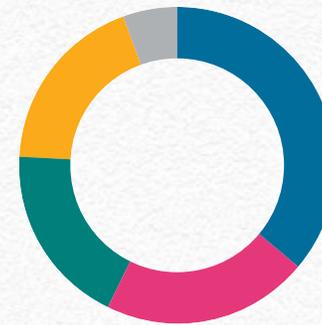


The **Independent Book Publishers Association (IBPA)** is a not-for-profit membership organization serving and leading the independent publishing community. With over 3,000 members, IBPA is the largest publishing trade association in the U.S.

IBPA Independent is the association's lauded magazine. Each month, it's sent to more than 5,000 readers.

CIRCULATION

Each issue of the *IBPA Independent* is mailed to more than 5,000 readers. Below are the estimated demographics of the magazine's readership based on IBPA's 2015 readership survey:



- 39%** I am a self-published author
- 23%** I publish my own work and the work of others
- 20%** I only publish the work of others
- 12%** Other
- 6%** I am an author



81%

of readership survey respondents read certain sections or the entire issue each month.



78%

of readership survey respondents save their issues for several months.



92%

of readership survey respondents spend at least 10 minutes with each issue; **42%** read up to an hour.

Editorial Calendar

Independent publishers work within a competitive, ever-changing environment, and they want content that can help them improve their business strategies and bottom lines. The magazine's content approach focuses on practical, how-to articles as well as data-driven and trend-based content on the business of independent publishing.

Email Kathy Sveen at Kathy@ibpa-online.org to learn more.

2017 EDITORIAL CALENDAR

Issue	Editorial Themes*
January	Partnerships/Collaborations
February	Operations & HR
March	Experimentation/Innovation
April	Marketing & PR
May	Digital Publishing
June	Award Winners/Shining Stars
July	Design & Packaging
August	Conventions & Meetings
September	Technology
October	Alternative Revenue Streams/M&A
November	Sales & Distribution
December	Editorial

* Subject to change

"The Independent pretty much covers a publisher's need over the span of issues, and it also encourages further reading for continual professional development."

"This is a terrific magazine and I feel fortunate to get it each month."

"The magazine is informative and useful. I often tear out articles to scan and save."



Advertising Specifications

IBPA wants to work with each vendor partner to build a custom advertising package that spans the magazine, the e-newsletter and the IBPA website to maximize reach within the IBPA community. Our goal is to help you meet your goals, and we feel that a consultative approach is the best approach.



ADVERTISING DEADLINES

Issue	Ad Close Date	Ad Materials Due
January	Nov. 7	Nov. 11
February	Dec. 8	Dec. 14
March	Jan. 11	Jan. 17
April	Feb. 9	Feb. 15
May	March 6	March 16
June	April 5	April 18
July	May 9	May 17
August	June 7	June 19
September	July 10	July 19
October	Aug. 7	Aug. 17
November	Sept. 6	Sept. 18
December	Oct. 4	Oct. 17

ADVERTISING PRICING

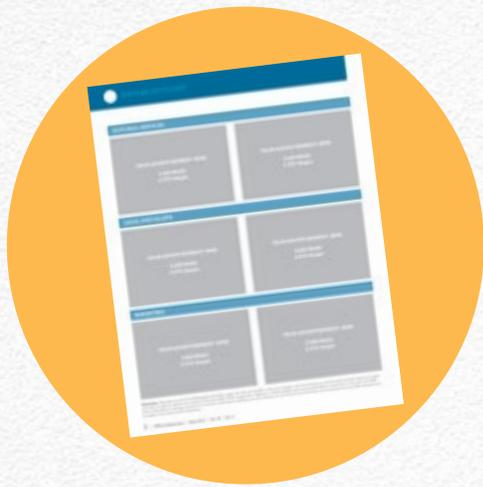
	1x		6x		12x	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
FP	\$1,255	\$1,355	\$1,195	\$1,315	\$1,125	\$1,255
1/2	\$655	\$775	\$610	\$735	\$585	\$680
1/4	\$435	\$490	\$390	\$455	\$365	\$450

* All ads should be supplied as a high-resolution Adobe Acrobat PDF with fonts embedded and all colors/images at 300 dpi with CMYK color attributes.

ADVERTISING SPECIFICATIONS

Advertising Unit	Width	Height	Placement
Trim Size	8.5	10.875	
(A) Full page with bleed	8.75	11.125	
(B) Full page, no bleed	7.5	9.8125	
(C) 1/2 page vertical	3.6	9.5625	
(D) 1/2 page horizontal	7.5	4.75	
(E) 1/4 page	3.6	4.75	

Content Sponsorship Opportunities



IBPA SUPPLIER SPOTLIGHT

Gain visibility to the IBPA membership through this special back-of-the-book section—a low-cost option that quickly lets readers learn about your company.

ELEMENTS OF PUBLISHING



Align your company to *IBPA Independent* themes by positioning your company's logo within an editorial section of the magazine.



HOW TO PUBLISH LIKE A PRO



Stand out as an industry thought leader with this exclusive sponsorship opportunity wherein your company provides the editorial content for a magazine spread.

Website Advertising Opportunities

Use the power of direct-response, call-to-action banner advertising on IBPA-Online.org to reach the market. Deliver product and service offers to current and prospective members of IBPA as well as other publishing professionals visiting the site. Encourage click-throughs to receive more information or to receive special offers.

IBPA publishes industry-leading “how-to” tips and resources for independent publishers and self-published authors in all stages of development—from information gathering to making final vendor selections.

12-month Google Analytics Dashboard	
Total page views:	967,441
Number of visits:	193,320
Unique visitors:	130,731

Ad Unit Size	Specifications (Width x Height)	Per-Month Rates
Top Banner	675 pixels x 83 pixels	\$500
Side Banner	300 pixels x 250 pixels	\$350

CONTRACT AND MATERIAL DEADLINES

Contracts and ad files must be submitted two weeks prior to the start of the month the ad is scheduled to run.

FILE FORMAT

RGB image as either JPG or GIF; animated GIFs are acceptable; 72 DPI; maximum file size is 40K; include a link to URL. Flash and SWF files are not accepted.

** No delivery level guarantee. No special positioning offered. Ads are displayed throughout the site excluding the IBPA landing page (home page) and vendor listing page returned by a search in the “Find Suppliers and Vendors” database. In rotation with a maximum of five vendor Top and Side banners (in each position) and two IBPA house ads at a time. Google Analytics delivery and click-through reports will be provided upon request.*

TOP BANNER

SIDE BANNER



E-newsletter Advertising Opportunities

Independent Publishing Now! is published monthly and is a lively, up-to-date chronicle about members' activities, complete with member photos, tips, and quotes. It's a fun, easy-to-read connection to the IBPA community.

Independent Publishing Now! now offers more ad sizes and rates to connect vendors with independent publishers and self-published authors who both need your services and are qualified to make purchasing decisions. Use the "click-here" call-to-action to invite readers to learn about:

- Special offers
- Late-breaking news
- Tradeshow events and specials
- Company news

Ad Unit Size	Specifications (Width x Height)	Per Placement Rates
Top Banner	675 pixels x 83 pixels	\$500
Top Side Banner	204 pixels x 170 pixels	\$350
Mid Banner	675 pixels x 83 pixels	\$250
Lower Side Banner	300 pixels x 250 pixels	\$175

CIRCULATION

Independent Publishing Now! is distributed to more than 10,000 readers.

DISTRIBUTION SCHEDULE

Each issue is distributed on the third Thursday of each month.

CONTRACT AND MATERIAL DEADLINES

Contracts and ad files must be submitted two weeks prior to the distribution date of the issue.

FILE FORMAT

RGB image as either JPG or GIF; animated GIFs are acceptable; 72 DPI; maximum file size is 40K; include a link to URL. Flash and SWF files are not accepted.

TOP BANNER

TOP SIDE BANNER

MID BANNER

LOWER SIDE BANNER

