

# ROOM MAGAZINE

## Advertising & Media Kit

### ABOUT ROOM

*Room* (est. 1975) is Canada's oldest feminist literary journal. *Room* showcases fiction, poetry, reviews, artwork, interviews, and profiles by emerging and established writers and artists who identify as women or genderqueer. Past contributors include Marian Engel, Carol Shields, Eden Robinson, Nalo Hopkinson, Lorna Crozier, Evelyn Lau, Ivan Coyote, Hiromi Goto, Shani Mootoo, Marie Annharte Baker, Erin Moure, Carmen Aguirre, and Sina Queyras. Works that originally appeared in *Room* have been anthologized in the *Journey Prize Anthology*, *Best Canadian Poetry*, *Best Canadian Essays*, and *Best Canadian Stories*, and have been nominated for National Magazine Awards. *Room* is published by the West Coast Feminist Literary Magazine Society, a collective of volunteers and staff based out of Vancouver.

## CIRCULATION & DEMOGRAPHICS



### CIRCULATION

Print Run: ~2,400 per issue  
Circulation: ~1,700 per issue

### AUDIENCE

~85% Canadian  
~12% United States

### NEWSLETTER

2,250+ Subscribers  
40% Open Rate

### SUBSCRIBERS: ~1,500

Institutions: 5%  
Controlled: 8%  
Individual: 87%

### SOCIAL MEDIA

Twitter: 7,000+ Followers  
Facebook: 5,000+ Likes

### WEBSITE

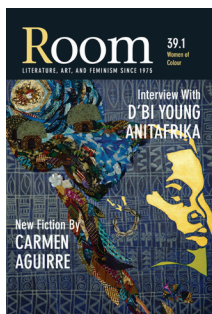
~26,500 pageviews per month  
~12,000 unique users per month



### DEMOGRAPHIC STATISTICS FROM SOCIAL MEDIA

Sources: Twitter Analytics, Facebook Analytics, Google Analytics (June 2016)

- ~86% of Facebook fans, ~80% of Twitter followers, and ~73% of website visitors identify as women
- ~50% of Facebook fans and ~44% of website visitors are between the ages of 25-44
- ~8.9% of website visitors, 8% of Twitter followers, and 9.8% of Facebook fans live in Toronto
- ~6.2% of website visitors, 10% of Twitter followers, and 11.2% of Facebook fans live in Vancouver
- ~91% of Twitter followers show an interest in "Book news and general info"
- ~35% of Facebook fans have a graduate degree, and 95% have some sort of post-secondary education



### HIGHLIGHTS FROM THE 2016 READER'S SURVEY

Total Number of Readers in Sample: n=246 / Total Number of Subscribers in Sample (s=139)

- ~15.4% of *Room* readers identify as students.
- ~92% of subscribers and ~94% of *Room* readers identify as a feminist.
- ~80.5% of readers say that the fact that *Room* is "by and about women" is important to them.
- ~68.7% of readers say that one of the main reasons they read *Room* is to "support women's literature".
- ~46% of readers who owned at least one copy of *Room* (N=211) say that multiple people read their issues.
- ~70% of subscribers said they planned on renewing their subscription to *Room*.

### MAILING ADDRESS

PO Box 46160, Station D  
Vancouver, BC V6J 5G5

### CONTACT

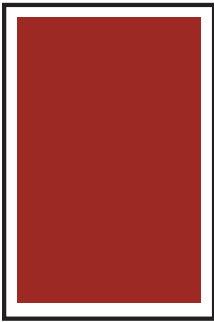
partners@roommagazine.com  
www.roommagazine.com

**Room**  
LITERATURE, ART, AND FEMINISM SINCE 1975

## PRINT ADS



### SIZES & RATES



#### FULL PAGE

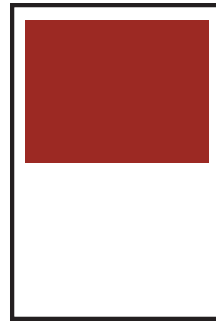
Size: 4.5" x 7.5"

Regular: \$350

Inside Back Cover: \$500

Buy 2 ads: Save 10%

Buy 3 or more ads: Save 20%



#### HALF PAGE

Size: 4.5" x 3.625"

Regular: \$200

Buy 2 ads: Save 10%

Buy 3 or more ads: Save 20%

### SCHEDULE

#### SPRING ISSUE (XX.1)

*Booking Deadline:* Nov 1

*Art Deadline:* Nov 15

*Release Date:* Early March

#### SUMMER ISSUE (XX.2)

*Booking Deadline:* Feb 1

*Art Deadline:* Feb 15

*Release Date:* Early June

#### FALL ISSUE (XX.3)

*Booking Deadline:* May 1

*Art Deadline:* May 15

*Release Date:* Early Sept

#### WINTER ISSUE (XX.4)

*Booking Deadline:* August 1

*Art Deadline:* August 15

*Release Date:* Early Dec

### FILE SPECIFICATIONS

Greyscale

300 dpi or higher

Accepted formats: TIF, EPS, PDF

## WEB & NEWSLETTER ADS



### WEBSITE - FILE SPECIFICATIONS

Dimensions: 220 pixels x 250 pixels

Maximum file size: 100kb

Maximum animation loops: 3 loops or 15 seconds

Accepted formats: JPG, PNG, GIF

### E-NEWSLETTER - FILE SPECIFICATIONS

Dimensions: 300 pixels x 250 pixels

Maximum file size: 100kb

Accepted formats: JPG, PNG, GIF

### WEBSITE - PRICES

1 Month: \$75 | 3 Months: \$175 | 6 Months: \$300

### E-NEWSLETTER - PRICES

1 Ad: \$40 | 2 Ads: \$70 | 3 Ads: \$90

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