

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: 2,900+ per issue
Circulation: 1,850+ per issue

SUBSCRIBERS: 1,650+

Institutions: 5%
Controlled: 7%
Individual: 88%

AUDIENCE

~84% Canadian
~13% United States

SOCIAL MEDIA

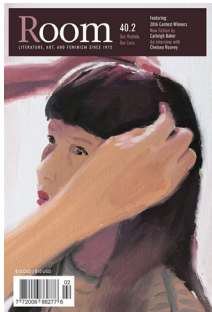
Twitter: 8,500+ Followers
Facebook: 6,500+ Likes

NEWSLETTER

2,250+ Subscribers
40% Open Rate

WEBSITE

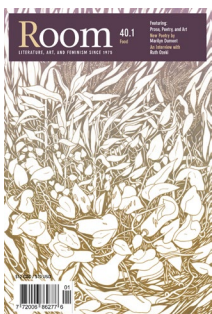
~26,500 pageviews per month
~12,000 unique users per month



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

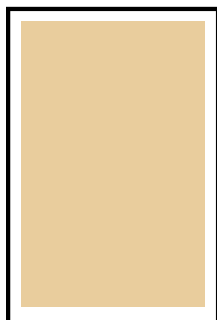
Room

LITERATURE, ART, AND FEMINISM SINCE 1975

PRINT ADS



SIZES & RATES



FULL PAGE

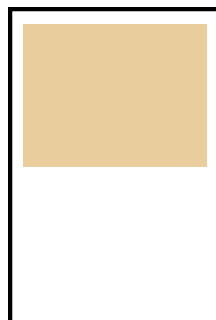
Size: 4.5" x 7.5"

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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SPONSORSHIPS & DONATIONS



EVENT SPONSORS

Room hosts multiple readings in Vancouver and Toronto throughout the year, and coordinates one major event, the Growing Room literary festival.

Growing Room is a multi-day festival literary festival in Vancouver. It attracted over 500 unique attendees to Vancouver's Mount Pleasant neighbourhood in its inaugural year (2017) and approximately 600 unique attendees in 2018, and will return to Vancouver every March. We have a wide range of sponsorship packages available for the festival, which you can learn about by visiting roommagazine.com/festival, or by emailing Meghan Bell at publisher@roommagazine.com.

As a small not-for-profit society, the West Coast Feminist Literary Magazine Society needs your help to host a successful event. We're always looking for spaces to host our events, as well as food and beverage donations.

We would be happy to negotiate a sponsorship arrangement that meets both the needs of *Room* and your company. In exchange for discounted or complimentary hospitality donations, we can offer you free advertising, accolades over social media, festival perks, and our eternal gratitude.

For additional sponsorship opportunities, please email Meghan Bell at publisher@roommagazine.com.

DONATIONS

We're able to publish *Room* with the generous support of the BC Arts Council, the Canada Arts Council, and individual donors.

Your donation helps us continue to pay our staff and contributors, and helps us cover the cost of printing and mailing, and run our annual writing contests.

LOOKING FOR A DONATION FROM ROOM?

We'll be happy to donate back issues and / or subscriptions of *Room* to events and organizations that align with our mandate.

CONTACT INFORMATION



SPONSORSHIP & DONATIONS

publisher@roommagazine.com

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