

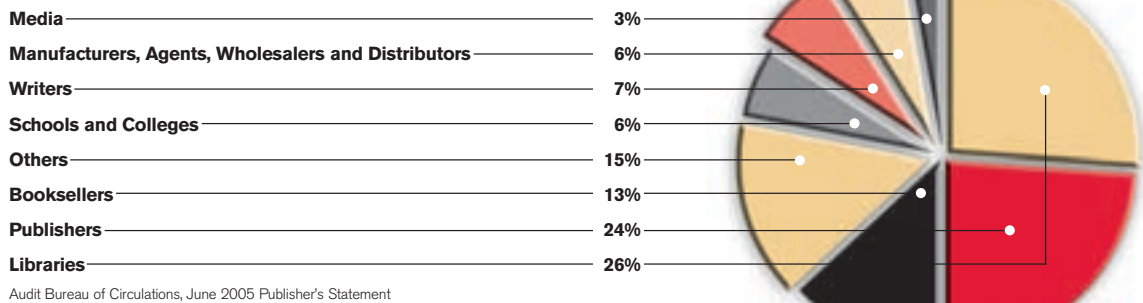
“ I love the tone you bring to your editorials—you're inclusive, chatty, and make me, a small publisher way up in Vermont, feel as much a part of the overall publishing world as any house in New York.

You are a breath of fresh air, and I love it!  
Lauri Berkenkamp, Nomad Press/Nomad Communications ”

# AUDIENCE

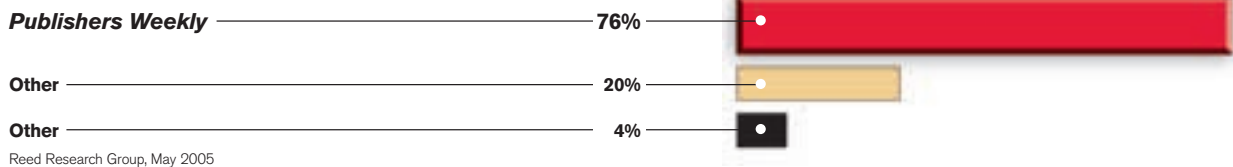
## Delivering Total Market Coverage Each and Every Week Since 1872

*PW* is the industry's leading publication, serving the entire book publishing industry —from writers and printers to distributors and retailers. *PW*'s 24,000 world-wide circulation gives you total reach when you need it.



No other print publication is as widely subscribed to for information about the publishing industry as *PW*.

Among those who read multiple industry publications, *Publishers Weekly* is rated "most useful in your work" by 76%...nearly 4 times higher than the second-place publication.



**PW's  
Bookseller  
Reach:**

**33%** are employed at large chains or big box retailers (*B&N, Borders, Walmart, Costco, Target, Kmart, Sams Club*).

**67%** are employed at independent booksellers/retailers.