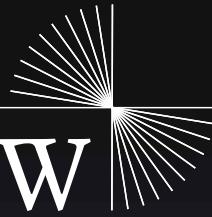
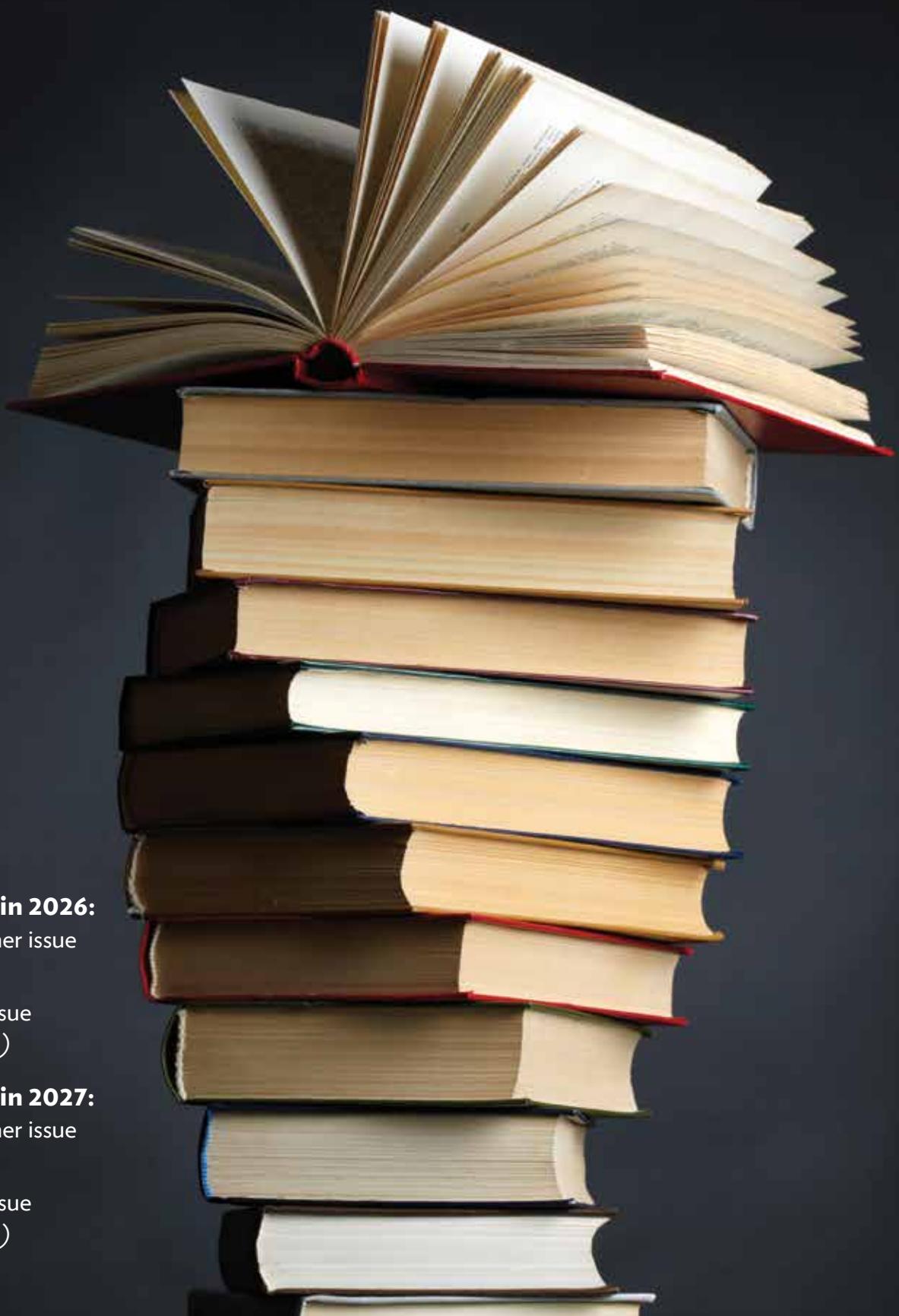


2026/2027
ADVERTISING RATE KIT

Prairie books NOW



prairiebooksnow.ca



Two issues in 2026:

Spring/Summer issue
(May 15)

Fall/Winter issue
(October 31)

Two issues in 2027:

Spring/Summer issue
(May 15)

Fall/Winter issue
(October 31)

Why advertise in *Prairie books NOW?*

Prairie books NOW (*PbN*) is a print and digital magazine dedicated to promoting books from and about the Canadian Prairies. Twice yearly (during the spring and fall), *PbN* is sent out to book buyers, booksellers, librarians, schoolteachers, readers, the media, and more.

Prairie writers contribute to our diverse culture through novels, poetry, children's books, works of non-fiction and more, and are taking their place on the national stage.

No other publication or catalogue targets the Prairie market as effectively as *PbN*. With an estimated readership of about 90,000, *PbN* is the single best way to promote your Prairie published or authored titles, upcoming events, business, and love of Prairie books. *PbN* reaches the book readers and buyers that you want to reach!

Fiction, non-fiction, poetry, drama, children's books, middle-grade readers, young adult books, graphic novels and more are all featured in *PbN*. Turn to *PbN* for a fresh view of our publishing industry and our reading community.

PbN acts as a catalogue for consumers, and also for library, school and book store buyers, while creating media opportunities for publishers and authors.

Why does *PbN* work?

While readers turn to *PbN* for the latest news about Prairie books in all genres, *PbN* also acts as a catalogue for libraries, schools and bookstore buyers, with features on about 150 new Prairie books in each issue. We include ordering information for each title.

Based on surveys, readers indicate that *PbN* is a reliable source for information on Prairie titles, both in terms of editorial and advertising content. Prairie bookstores and library buyers tell us that they use *PbN* to order books for their stores/libraries and readers.

Who gets *PbN*?

PbN is distributed to over 90 communities and more than 300 venues across Canada. *PbN* is sent to many elementary, middle years and high schools in Western Canada. It is also sent to libraries, First Nations communities, university bookstores, major chain stores, independent booksellers, and other locations throughout Canada and the US midwest.

PbN is sent to an extensive media and subscriber list. We also insert copies of *PbN* in the Alberta, Saskatchewan and Manitoba home-subscriber editions of *The Globe and Mail* and to select home-subscribers of the *Winnipeg Free Press*.

PbN is online!

We have a dedicated web site at www.prairiebooksnow.ca with articles and features from the magazine, and online exclusive content, and advertisements.

ADVERTISING SALES

Michelle Peters – pbnmarketing@ambp.ca / (204) 947-3335

To book your ads, send the booking confirmation form by email. Questions? Contact:

Michelle Peters
Tel: (204) 947-3335
Email: pbnmarketing@ambp.ca

DEADLINES

Spring/Summer Issue

Booking April 11
Artwork April 17
Issue released May 15

Fall/Winter Issue

Booking September 6
Artwork September 13
Issue released October 31

COLOUR

Inside colour advertisements are available on a first come, first served basis. All cover advertisements are full colour.

SAVE WHEN YOU BOOK IN MULTIPLE ISSUES!

Ad size	Width x Height (inches)	1 x rate	2 x rate	3 x rate	4 x rate
Full page	8.125 x 10.25 (trim) *Add .125" bleed on all sides. Safe area for text is 7.375" x 9.5" (.375" margin from trim)	\$1450 b&w \$1595 colour	\$1375 b&w \$1513 colour	\$1300 b&w \$1430 colour	\$1225 b&w \$1348 colour
1/2 page	Horizontal – 6.875 x 4.35 Vertical – 3.35 x 8.86	\$800 b&w \$880 colour	\$760 b&w \$836 colour	\$720 b&w \$792 colour	\$680 b&w \$748 colour
1/3 page	Square – 4.52 x 4.35 Vertical – 2.17 x 8.86	\$650 b&w \$715 colour	\$620 b&w \$682 colour	\$585 b&w \$644 colour	\$550 b&w \$605 colour
1/4 page	3.35 x 4.35	\$450 b&w \$495 colour	\$425 b&w \$468 colour	\$405 b&w \$446 colour	\$385 b&w \$424 colour
1/6 page	Horizontal – 4.52 x 2.1 Vertical – 2.17 x 4.35	\$350 b&w \$385 colour	\$330 b&w \$363 colour	\$315 b&w \$347 colour	\$300 b&w \$330 colour
Outside back cover	8.125 x 10.25 (trim) *Add .125" bleed on all sides. Safe area for text is 7.375" x 9.5" (.375" margin from trim)	\$1800 colour	\$1600 colour	\$1500 colour	\$1400 colour
Inside front cover	8.125 x 10.25 (trim) *Add .125" bleed on all sides. Safe area for text is 7.375" x 9.5" (.375" margin from trim)	\$1650 colour	\$1550 colour	\$1450 colour	\$1300 colour
Inside back cover	8.125 x 10.25 (trim) *Add .125" bleed on all sides. Safe area for text is 7.375" x 9.5" (.375" margin from trim)	\$1500 colour	\$1450 colour	\$1400 colour	\$1250 colour

ELECTRONIC SPECIFICATIONS:

Formats accepted:

- 1) *Adobe Acrobat PDF file*
All fonts must be embedded
Saved at 300 dpi resolution or higher
- 2) *TIFF or JPG files*
Saved at 300 dpi resolution or higher
- 3) *InDesign files*
Collected for output. All fonts and
graphics included (**Note:** postscript fonts
are no longer supported by Adobe as of
2023). Email as a compressed file
(stuffit or zip)

Please note, we cannot accept Microsoft
Publisher or Word, Corel files, or
Pagemaker files.

Colour: All files should be in CMYK.
RGB colours should not be used in any
element of your ad.

Filename: Please include advertiser name in
the ad filename.

Send electronic files to pbn@relishbranding.ca.
In the subject line of your email please include
the words "PbN Ad" followed by the name
of your company.

MECHANICAL SPECIFICATIONS:

Printing process: Web Offset

Trim Size: 8.125" x 10.25"

Stock: 35 lb Protext

Halftone screen: 85 lpi

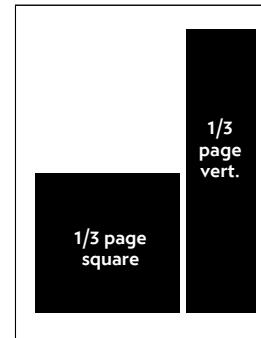
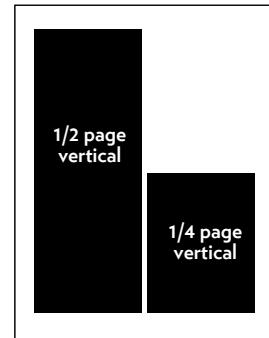
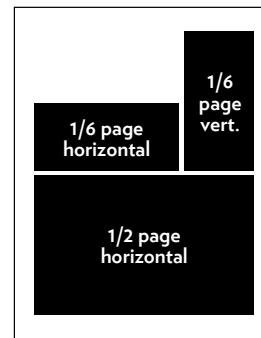
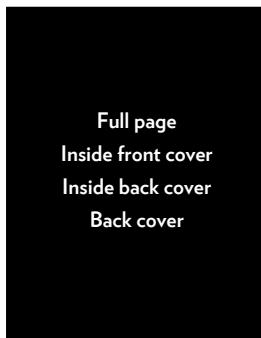
Binding: 1/4 fold

Rates: Rates are for space only. Production
costs are additional.

Payment: Accounts are due upon receipt
of invoice by advertiser. *Prairie books NOW*
reserves the right to cancel future ads in
cases of non-payment.

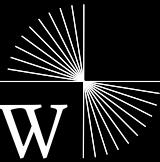
BOOKINGS:

To book your ad, please send the
booking confirmation form to
pbnmarketing@ambp.ca by the appropriate
deadline (see booking confirmation sheet).



ADVERTISING SALES

Michelle Peters – pbnmarketing@ambp.ca / (204) 947-3335



Prairie books NOW

**PLEASE FORWARD THIS FORM TO
pbnmarketing@ambp.ca**

2026/2027 ADVERTISING CONFIRMATION

This is to confirm that _____ (the advertiser)
is booking advertising space in *Prairie books* NOW for:

4x 3x 2x 1x

The ad(s) should run in

Spring/Summer 2026 Fall/Winter 2026 Spring/Summer 2027 Fall/Winter 2027

For the following size(s)

<input type="checkbox"/> Full page	8.125 x 10.25 (trim)	<input type="checkbox"/> 1/6 page	Horizontal – 4.52 x 2.1
<input type="checkbox"/> 1/2 page	Horizontal – 6.875 x 4.35	<input type="checkbox"/> 1/6 page	Vertical – 2.17 x 4.35
<input type="checkbox"/> 1/2 page	Vertical – 3.35 x 8.86	<input type="checkbox"/> Outside back cover	8.125 x 10.25 (trim)
<input type="checkbox"/> 1/3 page	Square – 4.52 x 4.35	<input type="checkbox"/> Inside front cover	8.125 x 10.25 (trim)
<input type="checkbox"/> 1/3 page	Vertical – 2.17 x 8.86	<input type="checkbox"/> Inside back cover	8.125 x 10.25 (trim)
<input type="checkbox"/> 1/4 page	3.35 x 4.35		

If you wish to book different sizes in different issues, please note sizes and issues here:

Agreement Cost

\$ _____ \times _____ issues = \$ _____

The advertiser agrees to supply *Prairie books NOW* electronic copy by the deadlines outlined on the rate card.

Company: _____

Name: _____

Phone:

Signature:

Email:

This form is a contract

Note

No cancellation after deadline (see rates page)

No cancellation after deadline. (see rates page)
Cancellations prior to deadline will result in prorated adjustment charges if discounts have been given toward multiple issue placements.

Prairie books NOW
404-100 Arthur St.
Winnipeg, MB. R3B 1H3

ADVERTISING SALES

Michelle Peters – pbnmarketing@ambp.ca / (204) 947-3335