

# LOCUS



## THE MAGAZINE OF THE SCIENCE FICTION & FANTASY FIELD

*Locus* is the only periodical I read from cover to cover including adverts! –**Sir Arthur C. Clarke**

If you love science fiction and fantasy, *Locus* is a must. I've been reading it for nearly 50 years; rarely missing an issue. With its extensive and entertaining coverage of our community and its works, it is truly "The Magazine of the Science Fiction & Fantasy Field." –**Tom Doherty, Tor Books Publisher**

Through my entire professional life, *Locus* has been the prime source of information on the culture, craft, and business of science fiction and fantasy publishing. –**Elizabeth Bear**



One of our most important jobs at Borderlands is to be right on top of books in our field, both new releases and forthcoming titles. *Locus* magazine is *a*, if not *the*, critical tool that we use. –**Alan Beatts, bookseller**



The very first thing I do, on the first of the month, is download the new issue of *Locus*. It's essential reading. –**Ann Leckie**



## MAGAZINE & WEBSITE COLOR AD RATES

MAGAZINE	1X	2X*	3X*
Full page	\$1,500	\$1,350	\$1,200
Two-thirds page	\$1,050	\$950	\$850
One-half page	\$800	\$700	\$600
One-third page	\$525	\$475	\$400
One-quarter page	\$400	\$350	\$300
One-sixth page	\$275	\$250	\$225

\*Multiple insertion discounts apply only to the same copy inserted more than once. No agency discounts offered.

### ADDITIONAL OPTIONS\*

Full bleed	+ \$25
Inside front cover, or back cover	+ \$550
Two-page center spread, or inside back cover	+ \$400
Live Link for the Digital Edition	+ \$75

\*Insert your postcard or full-page flyer or advertise on the back of our mailing insert. Insertions reach all domestic subscribers. Call for details.

WEBSITE	Home Page	Sections*	Run of Site
Header Banner	\$1,100	\$875	\$1,500
Mid Banner	\$750	n/a	n/a
Mid Tall Banner	\$950	n/a	n/a
Footer Banner	\$500	n/a	n/a
Footer Tall Banner	\$600	n/a	n/a
Tall Box	\$850	\$600	\$1,250
Box	\$675	\$400	\$800
Half Box	\$300	\$150	\$550

\*Section options are run of News & Features pages or run of Reviews pages. Run of Site is over 5,500 pages.

**WWW.LOCUSMAG.COM**, the Hugo Award-winning website, is seen by over 85,000 unique visitors per month, with 1,100,000 page views monthly. The topmost banner or box position on the homepage may be reserved for an additional \$50. Rates shown are monthly. Call for other rates or durations.

## DISCOUNTS

*LOCUS* offers a 5% prepayment discount on **all non-contract ads** and a 5% discount on **concurrent magazine and website ads**. Discounts are not available to our contract advertisers but can be combined. Contract discounts are 10% off three print/online ads of any size; 15% off three full-page print ads/online banner ads or six print/online ads of any size; 20% off six full-page print ads/online banner ads or nine print/online ads of any size; 25% discount for nine full-page print ads/online banner ads or twelve print/online ads of any size. Call us to build an ad package!

## EDITORIAL PROFILE

*LOCUS* is a monthly full-color trade journal, founded in 1968, promoting science fiction, fantasy, and horror literature. Our readership consists of chain and independent book buyers, librarians, publishers, bookstore owners and managers, and other science fiction professionals, as well as dedicated SF readers. The magazine has won the Hugo Award, science fiction's highest honor, 30 times. Available in print, epub, kindle, and PDF formats.

*LOCUS* is famous for its book reviews and author interviews, recommended titles lists and analysis of the SF field, monthly bestseller list, comprehensive monthly listing of SF books published, and coverage of newsworthy events. Our average reader is 45 years old, college educated, has been reading science fiction since their teenage days, and spends over \$2,000 per year on science fiction books, magazines, movies, and conventions.

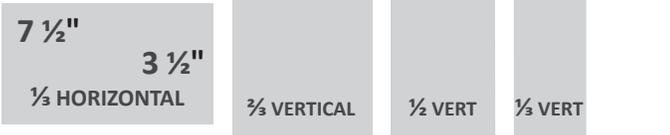
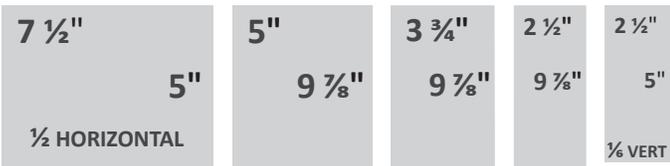
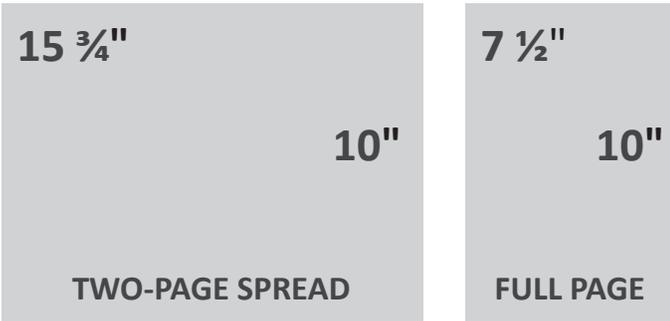
Without *Locus* we would be groping around in the dark. But *Locus* is there, shining light into all the dark corners. —**Robert A. Heinlein**

It is impossible to overstate how important *Locus* is to our community and the greater speculative fiction genre. One of my absolute favorites. —**Seanan McGuire**

*Locus* continues to be the central point for all serious authors, artists, and fans of both fantasy and science fiction. It is our water-cooler, the start and end of the conversations that inform this field. —**Todd McCaffrey**



## PRINT SPECS



**TWO-PAGE SPREAD BLEED:**  
**17" x 11 1/8"**

**TWO-PAGE SPREAD TRIM:**  
**16 3/4" x 10 7/8"**

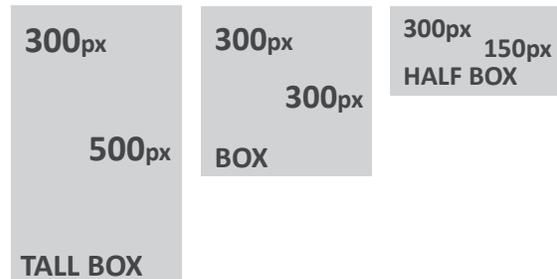
**FULL-PAGE BLEED:**  
**8 5/8" x 11 1/8"**

**FULL-PAGE TRIM:**  
**8 3/8" x 10 7/8"**

## ONLINE SPECS

**BANNER** 728px x 90px

**TALL BANNER** 728px x 200px



## DEADLINES

Materials are due on the 20th of the month, six weeks before issue date; e.g.: March 20th for the May issue.

## AD MATERIALS, SPECS

Submit electronic copy as an attached file to <locus@locusmag.com>. **For print advertising:** all documents must be submitted as PDF files. CMYK files must be 350 dpi and grayscale files must be 300 dpi. No RGB files. All fonts (Postscript Fonts and Open Type fonts only; no True Type fonts), TIFFs, and EPSs used must be embedded. No artificial bolds or italics. **For website advertising:** accepted file types are .jpg and .gif. No flash files. Please provide link with ad.

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