About

Ploughshares has published quality literature since 1971. Best known for our award-winning *Ploughshares* Literary Journal, we also publish *Ploughshares* Solos—digital-first long stories and essays—and a lively literary blog. Since 1989, we have been based at Emerson College in downtown Boston. You can find more information and updates about Ploughshares on our website: http://www.pshares.org.

Praise

*Ploughshares* is considered to be one of the top ten literary journals in the country. *The New York Times* has hailed *Ploughshares* as “the triton among minnows,” and the *Literary Magazine Review* has hailed the journal for publishing “a good deal of what has become our significant contemporary American literature.”

“The guest editor feature keeps *Ploughshares* preternaturally fresh. Nowhere else do we get a sense, not only of the diversity of writing in America, but of the diversity of thinking about writing.”

**Gish Jen, Guest Editor, Fall 2000**

“There’s wonderful stuff [in other journals], but you often don’t come up with many surprises. That’s the result of the same people admiring the same things. *Ploughshares’s* freshness comes from different people admiring different things.”

**Tim O’Brien, Guest Editor, Winter 1995-1996**

“The quantity and quality of literary journals is staggering and delightful, and the best of them—for my money *Ploughshares* would stand at the top of any such list—should count among our most valuable literary treasures.”

**Campbell McGrath, Guest Editor, Spring 2004**

Awards


*Ploughshares* guest editors have been the recipients of Nobel and Pulitzer prizes, National Book Awards, MacArthur and Guggenheim fellowships, and numerous other honors.
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>Ploughshares is founded by DeWitt Henry and Peter O’Malley</td>
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<tr>
<td>1978</td>
<td>Ploughshares receives a major National Endowment for the Arts grant</td>
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<tr>
<td>1989</td>
<td>Ploughshares becomes affiliated with Emerson College, remaining editorially independent</td>
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<tr>
<td>1990</td>
<td>The first Ploughshares International Fiction Writing Seminar takes place at Emerson’s Kasteel Well in The Netherlands</td>
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<tr>
<td>1994</td>
<td>Don Lee is appointed Editor of Ploughshares</td>
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<tr>
<td>2001</td>
<td>Ploughshares celebrates its 30th anniversary</td>
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<tr>
<td>2004</td>
<td>The Ploughshares Blog launches</td>
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<tr>
<td>2008</td>
<td>Ladette Randolph becomes Editor-in-Chief/Executive Director of Ploughshares</td>
</tr>
<tr>
<td>2009</td>
<td>Ploughshares fully merges with Emerson College</td>
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<tr>
<td>2011</td>
<td>Ploughshares celebrates its 40th anniversary, releasing a digital edition of the literary magazine and a new logo</td>
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<tr>
<td>2012</td>
<td>Ploughshares launches the Ploughshares Solos series of digital-first long stories and essays</td>
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<tr>
<td>2013</td>
<td>The first Ploughshares Solos <em>Omnibus</em> is published and all <em>Ploughshares</em> back issues are made available in digital formats</td>
</tr>
<tr>
<td>2014</td>
<td>Ploughshares launches a newly designed blog and website</td>
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Platforms

Ploughshares Literary Journal
The Ploughshares Literary Journal, started in 1971, is published three times a year, comprising, along with the annual Ploughshares Solos Omnibus, a four-issue year-long subscription. As of 2013, all issues are available in both print and digital editions—designed for reading on e-reader devices, including Kindle and Nook.
See page 8 for advertising rates.

Ploughshares Solos
Ploughshares is excited to be breaking ground as one of the first literary publishers to explore a long-form and digital-first format with Ploughshares Solos. Edited by Ploughshares Editor-in-Chief Ladette Randolph, Solos give us an opportunity to publish the work of authors whose writing doesn’t fit in traditional print journals. New Solos are published regularly and are available for download on e-reader devices including Kindle and Nook.
No advertisement spaces in Ploughshares Solos are available at this time.

Ploughshares Solos Omnibus
Once a year, Ploughshares collects its Ploughshares Solos and publishes them in a printed Ploughshares Solos Omnibus. The Solos Omnibus arrives at the households of subscribers as the third issue in a year-long subscription.
No advertisement spaces in the Ploughshares Solos Omnibus are available at this time.

Ploughshares Blog
The Ploughshares Blog consistently publishes engaging, entertaining, and thought-provoking pieces on topics ranging from psycholinguist Steven Pinker’s ruminations on craft to the mistakes writers make on their social media profiles. The blog maintains a large audience that generates over 33,000+ page views per month.
See page 9 for advertising rates.
Circulation

Print Subscribers

*Ploughshares* Literary Journal:

**4,800+**

Enjoying the *Ploughshares* Solos Omnibus:

**2,300+**

Digital Consumers

*Ploughshares*

**3,300+**

digital subscribers

*Ploughshares Solos:*

**500+**

sold yearly

Web Presence

Pshares.org:

**65,000+**

/ **16,000+**

page views per month

unique visitors per month

Ploughshares Blog:

**24,000+**

/ **13,000+**

page views per month

unique visitors per month

**TWITTER:** 50,000+ followers

**FACEBOOK:** 16,000+ likes / Weekly reach of 15,000

*All statistics are accurate as of March, 2016.*
Demographics

Ploughshares subscribers are:

Engaged

300,000 visits to the Ploughshares Blog annually


Enthusiastic

600 people engaged with Ploughshares posts on Facebook per week

200 retweets per week

85 Twitter mentions of Ploughshares per week

Educated

67% have a graduate degree

16% have an MFA

43% have a household income of $100,000 or more

68% have a household income of $50,000 or more
Journal Ad Rates and Specs

Calendar

<table>
<thead>
<tr>
<th>Issue Number</th>
<th>Guest Editors</th>
<th>Genre</th>
<th>Reservations Due</th>
<th>Art Due</th>
<th>Issue on Stands</th>
</tr>
</thead>
<tbody>
<tr>
<td>43.1</td>
<td>Jennifer Haigh</td>
<td>Fiction and Poetry</td>
<td>January 15, 2017</td>
<td>February 1, 2017</td>
<td>April 14, 2017</td>
</tr>
<tr>
<td>43.2</td>
<td>Stewart O’Nan</td>
<td>Fiction</td>
<td>May 1, 2017</td>
<td>May 15, 2017</td>
<td>July 14, 2017</td>
</tr>
<tr>
<td>43.3</td>
<td>Ladette Randolph</td>
<td>Long-form Fiction and Nonfiction</td>
<td>No advertisement spaces in the Ploughshares Solos Omnibus are available at this time.</td>
<td>Issue on Stands</td>
<td>October 16, 2017</td>
</tr>
<tr>
<td>43.4</td>
<td>Ploughshares Staff</td>
<td>Fiction, Nonfiction, and Poetry</td>
<td>Reservations Due</td>
<td>Art Due</td>
<td>Issue on Stands</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>October 15, 2017</td>
<td>November 1, 2017</td>
<td>January 12, 2018</td>
</tr>
</tbody>
</table>

Advertising Options

- **Spread $1,750 [print only]**
  - 9.0 x 7.25 inches
- **Full page $750**
  - 4.5 x 7.25 inches
- **½ page $450**
  - 4.5 x 3.5 inches
- **¼ page $250**
  - 2.25 x 3.5 inches

Discounts

- Multiple placement: 15% for 2 issues, 20% for 3 issues, 30% for 6 issues
- Nonprofit and/or member of CLMP, WCC, or AWP: 15%
- Prepayment: 5%

*Discounts may be combined for a maximum total discount of 30% on print ads.*

Printing and File Specifications

Ads will appear in the back matter of both the print and digital editions of the *Ploughshares* Literary Journal*. Specific page reservations cannot be accommodated except in the instance of a Tier 3 Sponsorship purchase. All ads must be grayscale and delivered in PDF or JPG format via email.

*Purchase of a spread will include a spread in the print edition and a full-page ad in the digital edition.*
# Blog Ad Rates and Specs

## Advertising Options

<table>
<thead>
<tr>
<th>Top Banner</th>
<th>Side Banner</th>
<th>Side Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>(728 x 90)</td>
<td>(300 x 600)</td>
<td>(300 x 250)</td>
</tr>
<tr>
<td>$250, 1 week</td>
<td>$150, 1 week</td>
<td>$100, 1 week</td>
</tr>
<tr>
<td>$400, 2 weeks</td>
<td>$250, 2 weeks</td>
<td>$175, 2 weeks</td>
</tr>
<tr>
<td>$600, 4 weeks</td>
<td>$450, 4 weeks</td>
<td>$300, 4 weeks</td>
</tr>
</tbody>
</table>

## Discounts
- Nonprofit and/or member of CLMP, WCC, or AWP: 15%
- Prepayment: 5%

## File Specifications
- Ads must be delivered in JPG, PNG, GIF, or SWF format. All ads are hyperlinked to a URL determined by the advertiser. Hyperlink URL may not change more than once per week.
- No more than 1 banner, 1 side banner, and 1 side box will run at a time on the Ploughshares Blog.
Sponsorships

Advertisers wishing to place ads in our journal and on our blog simultaneously may receive special discounts for participating in our sponsorship program. A sampling of our sponsorship packages is listed below; others can be designed to meet your company’s needs.

**Tier 1**

$1,000

Receive 1 half-page ad in both the print and digital editions of the *Ploughshares* Literary Journal as well as 8 weeks of online advertising via the side banner on the Ploughshares Blog.

**Tier 2**

$2,000

Receive 1 full-page ad in both the print and digital editions of the *Ploughshares* Literary Journal as well as 12 weeks of online advertising via the top banner and side box on the Ploughshares Blog.

**Tier 3**

$3,500

Receive 1 spread in the print edition of the *Ploughshares* Literary Journal, 1 full-page ad in the same issue of the digital edition of the journal, and 12 weeks of online advertising via the top banner and side box on the Ploughshares Blog. In addition, receive 1 full-page ad in an additional issue of both the print and digital editions of the journal with an exclusive reservation of the last page of the back matter.*

Print and blog ad discounts do not apply to sponsorships.

*Subject to availability. Discounts apply if a Tier 3 Sponsorship has been purchased and applied to the last page of your desired issue.
Contact Us

Cory Bailey
Operations Assistant
pshares@pshares.org
Contact Cory to purchase ads on our platforms and to arrange sponsorships.

Erin Jones
Marketing Associate
marketing@pshares.org
Contact Erin to solicit ads for your platforms.