



PLOUGHSHARES
AT EMERSON COLLEGE

2024
MEDIA KIT



About

Ploughshares has published quality literature since 1971. Best known for our award-winning 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 about Ploughshares on our [website](#).

Praise

Ploughshares is considered to be one of the top ten literary journals in the country. The *New York Times* has commended 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

Awards

Since its founding in 1971, stories, poems, and essays from Ploughshares have appeared over 135 times in the *Best American Essays*, the *Best American Poetry*, the *Best American Short Stories*, the *Best American Nonrequired Reading*, *Prize Stories: the O. Henry Awards*, the *Pushcart Prize: Best of the Small Presses*, and *Best Canadian Stories*.

Ploughshares guest editors have been the recipients of Nobel and Pulitzer prizes, National Book Awards, MacArthur and Guggenheim fellowships, and numerous other honors.

History

- 1971** Ploughshares is founded by DeWitt Henry and Peter O'Malley
- 1978** Ploughshares receives a major National Endowment for the Arts grant
- 1989** Ploughshares becomes affiliated with Emerson College, remaining editorially independent
- 1990** The first Ploughshares International Fiction Writing Seminar takes place at Emerson's Kasteel Well in The Netherlands
- 1994** Don Lee is appointed Editor of Ploughshares
- 2004** The Ploughshares Blog launches
- 2008** Ladette Randolph becomes Editor-in-chief/Executive Director of Ploughshares
- 2009** Ploughshares fully merges with Emerson College
- 2011** Ploughshares celebrates its 40th anniversary, releasing a digital edition of the literary magazine and a new logo
- 2012** Ploughshares launches the Ploughshares Solos series of digital-first long stories and essays
- 2013** The first Ploughshares *Solos Omnibus* is published and all Ploughshares back issues are made available in digital formats
- 2014** Ploughshares launches a newly designed website
- 2018** Ploughshares publishes its first longform issue
- 2021** Ploughshares celebrates its 50th anniversary

Platforms

Ploughshares Literary Journal

Ploughshares' literary journal, started in 1971, is published four times a year. 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 [our advertising rates](#).



Ploughshares Blog

The Ploughshares Blog consistently publishes engaging, entertaining, and thought-provoking essays, interviews, and book reviews. The blog maintains a large audience that generates over 46,000+ page views per month.



Circulation

3,600+

JOURNAL SUBSCRIBERS

2,100+ Journal print + digital subscribers

600+ Journal print-only subscribers

800+ Journal digital-only subscribers

PSHARES.ORG:

84,700+
page views per month

18,300+
unique visitors per month

PLOUGHSHARES BLOG:

48,800+
page views per month

35,300+
unique visitors per month

Readership

69,800+
followers on Twitter

21,000+
likes on Facebook

6,300+
followers on Instagram

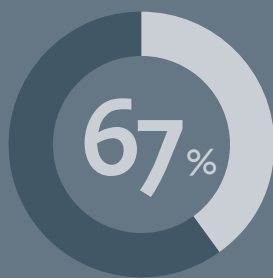
Friday Newsletter subscribers:

11,480+

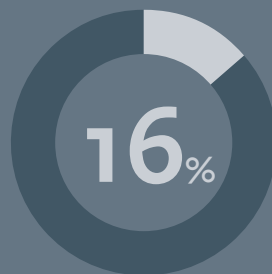
Open Rate
26%

Click Rate
2.96%

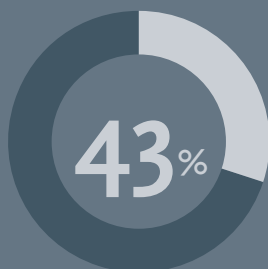
Readers of the *New Yorker*, the *Paris Review*, *Poetry Magazine*, *Granta*, *Kenyon Review*, *One Story*, *Tin House*, and *Creative Nonfiction*



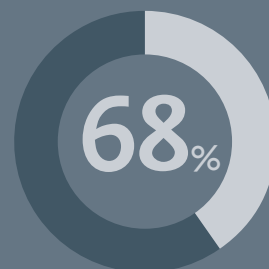
have a
graduate
degree



have an
MFA



have a
household
income
of \$100,000
or more



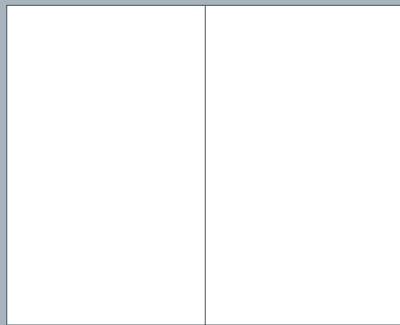
have a
household income
of \$50,000
or more

Journal Ad Rates and Specs

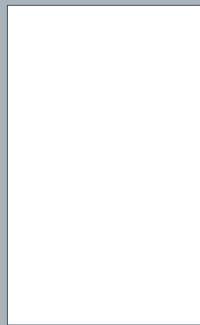
Calendar

Issue Number	Issue Number	Issue Number	Issue Number
50.3	50.4	51.1	51.2
Editor	Editor	Guest Editor	Guest Editor
Ladette Randolph	John Skoyles	Peggy Shumaker	Victor LaValle
Genre	Genre	Genre	Genre
Longform Fiction and Nonfiction	Fiction, Nonfiction, and Poetry	Fiction, Nonfiction, and Poetry	Fiction and Nonfiction
Reservations Due	Reservations Due	Reservations Due	Reservations Due
August 1, 2024	October 18, 2024	January 17, 2025	May 1, 2025
Art Due	Art Due	Art Due	Art Due
August 19, 2024	November 1, 2024	January 31, 2025	May 20, 2025
Issue on Stands	Issue on Stands	Issue on Stands	Issue on Stands
October 9, 2024	January 8, 2025	April 9, 2025	July 9, 2024

Advertising Options



Spread \$1,750 [print only*]
9.0 x 7.25 inches



Full page \$750
4.5 x 7.25 inches



1/2 page \$450
4.5 x 3.5 inches



1/4 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%

Past Guest Editors and Contributors: 15%

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.* All ads must be grayscale and delivered in PDF or JPG format via email. We run a very limited number of book advertisements. To submit yours for consideration, please send a galley to business@pshares.org.

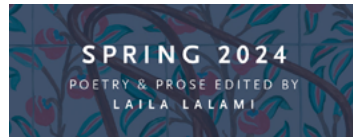
**Purchase of a spread will include a spread in the print edition and a full-page ad in the digital edition.*

Newsletter Featured Placement



"Flo knew the best way to kill a chicken and it was this."

Alice Munro, "Characters"
from the Fall 1978 Issue of Ploughshares



The Spring 2024 Issue, guest-edited by Laila Lalami, features poetry and prose by Mosab Abu Toha, Nathalie Handal, January Gill O'Neill, Farah Abdessamad, Francisco Goldman, Tommy Orange, and more.



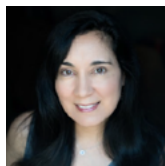
Ehsaneh Sadr
Mornings at the Ministry
"That he gone too far, seeing words that might cause her to doubt her worth? All he wanted was to protect her."



Rob Shapiro
Speaker Phone: Our Father, the Great Plains
"Sometimes, we let ourselves believe we're talking to his ghost."



Andrew Porter
Angelo
"Did I fall in love with Angelo that summer? It's hard to say. It's hard to put a name on it."



Vandana Khanna
The oracles say the quiet part
"To survive, you must drown a heart that wants to float, muscle atrophying in salt."

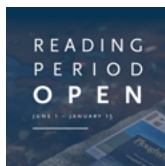
To read the spring issue in its entirety, along with over 50 years of literature, subscribe to our archive!

Subscribe



Our Regular Reading Period opens tomorrow!

We welcome unsolicited submissions of fiction, poetry, and nonfiction during our regular reading period. We publish four issues a year: issues of poetry and prose in the Spring and Winter, a prose issue in the summer, and a longform prose issue in the Fall, with two of the four issues per year guest-edited by a different writer of prominence.



Submit to the Regular Reading Period

Featured Placement Includes:

Image: (XXX x XXX)

Text: up to 50 words

Rates:

\$475, 1 week

\$900, 2 weeks

\$1350, 4 weeks



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Text Specifications

Text beneath the ad image is optional and determined by the advertiser. Text used may not exceed 50 words.

File Specifications

Ads must be delivered in JPG, PNG, GIF, or SWF format. All ads are hyperlinked to a URL determined by the advertiser. We run a very limited number of book advertisements. To submit yours for consideration, please send a galley to business@pshares.org.

Discounts

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

Past Guest Editors and Contributors: 15%

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.*

Ad Design

Our award-winning design department offers custom ad design services to those wishing to place ads in our issue, newsletter, or blog. We will work with you to fit your organization's branding and marketing goals. Please refer to the advertising rates and reservation deadlines in the Journal, Newsletter, and Blog sections of our media kit for more information on the ad sizes and placements we offer. We're happy to discuss the options to find the best fit for your needs.

Request Deadlines

Journal: Please place a request for ad design one month before the art deadline listed for the issue in which you would like your ad to run.

Blog: Please place a request for ad design one month before the date you'd like your campaign to begin.

Newsletter: Please place a request for ad design one month before the date you would like your campaign to begin.

Ad Design

We will work with you to design your ad for placement in our issues, newsletter, and/or blog.

\$150

Ad Design & PDF Delivery

We will work with you to design your ad. You will receive a PDF (or other digital file of your choosing) once the ad is placed, allowing you to run the ad with other media properties.

\$200

Ad Design, PDF, & InDesign Delivery

We will work with you to design your ad. You will receive a PDF (or other digital file of your choosing) as well as the editable InDesign file, allowing you to make edits to the ad over the course of multiple campaigns.

\$250

Fees

Ad design pricing is the same regardless of size or medium of ad purchased. Ad creation prices listed are in addition ad placement costs. Ad design prices include one free round of edits before finalizing; the fee for additional edits is \$50 per round.

Discounts

Discounts will be applied to the total cost of your ad placement and design.

Nonprofit and/or member of CLMP, WCC, or AWP: 15%

Prepayment: 5%

Past Guest Editors and Contributors: 15%

Contact Us

Ning Ma

Assistant Director, Business & Development

business@pshares.org

Contact Ning to purchase ads on our platforms and to arrange sponsorships.