

PLOUGHSHARES AT EMERSON COLLEGE

2025 MEDIA KIT



About

Ploughshares has published quality literature since 1971. Since 1989, we have been based at Emerson College in downtown Boston. *Ploughshares* is published four times a year in January, April, July, and October. Two issues a year are guest-edited by prominent writers. 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.”

Recognition

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.

“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*

“When I worked for *Ploughshares*, I’d witnessed many guest editors curate brilliant, diverse issues—and my own journey to shape an issue was equal parts daunting, joyful, and illuminating... The magazine continues to edify and delight me as a reader, to expand my sense of what fiction can do and be.”

*Laura van den Berg,
Guest Editor, Spring 2021*

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
- 2018** *Ploughshares* reimagines the *Solos* series as a longform issue released each fall
- 2021** *Ploughshares* celebrates its 50th anniversary
- 2025** Ladette Randolph retires and John Skoyles is named interim Editor in Chief. *Ploughshares* establishes partnership with Trident Booksellers for launch events

Circulation

3,600+
JOURNAL SUBSCRIBERS

3,100+ Journal print + digital subscribers

600+ Journal print-only subscribers

500+ Journal archive and digital-only subscribers

PSHARES.ORG:

84,700+
page views per month

18,300+
unique visitors per month

Reach

71,185+
followers on Twitter

23,200+
followers on Facebook

16,600+
followers on Instagram

4,300+
followers on Threads

Friday Newsletter subscribers:

13,200+

Open Rate
38%

Click Rate
1.45%

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

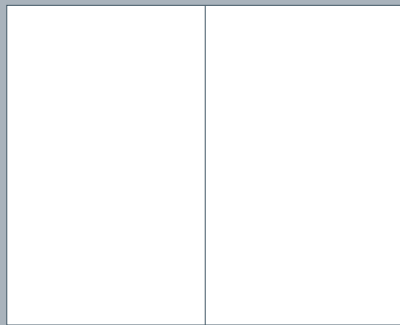


Journal Ad Rates and Specs

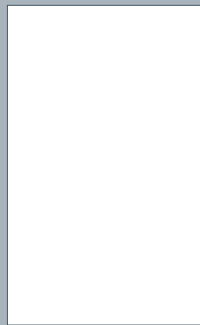
Calendar

Issue Number 51.2	Issue Number 51.3	Issue Number 51.4	Issue Number 52.1
Guest Editor Victor LaValle	Editor Staff Edited	Editor Staff Edited	Guest Editor Annie Finch
Genre Fiction and Nonfiction	Genre Longform Fiction and Nonfiction	Genre Fiction, Nonfiction, and Poetry	Genre Fiction, Nonfiction, and Poetry
Reservations Due May 1, 2025	Reservations Due August 1, 2025	Reservations Due October 18, 2025	Reservations Due January 17, 2026
Art Due May 20, 2025	Art Due August 19, 2025	Art Due November 1, 2025	Art Due January 31, 2026
Issue on Stands July 9, 2025	Issue on Stands October 8, 2025	Issue on Stands January 14, 2026	Issue on Stands April 8, 2026

Advertising Options



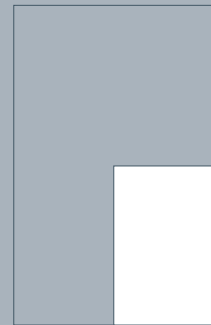
Spread \$1,750 *[print only*]*
9.0 x 7.25 inches



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 or AWP: 15%

Past Guest Editors and Contributors: 15%

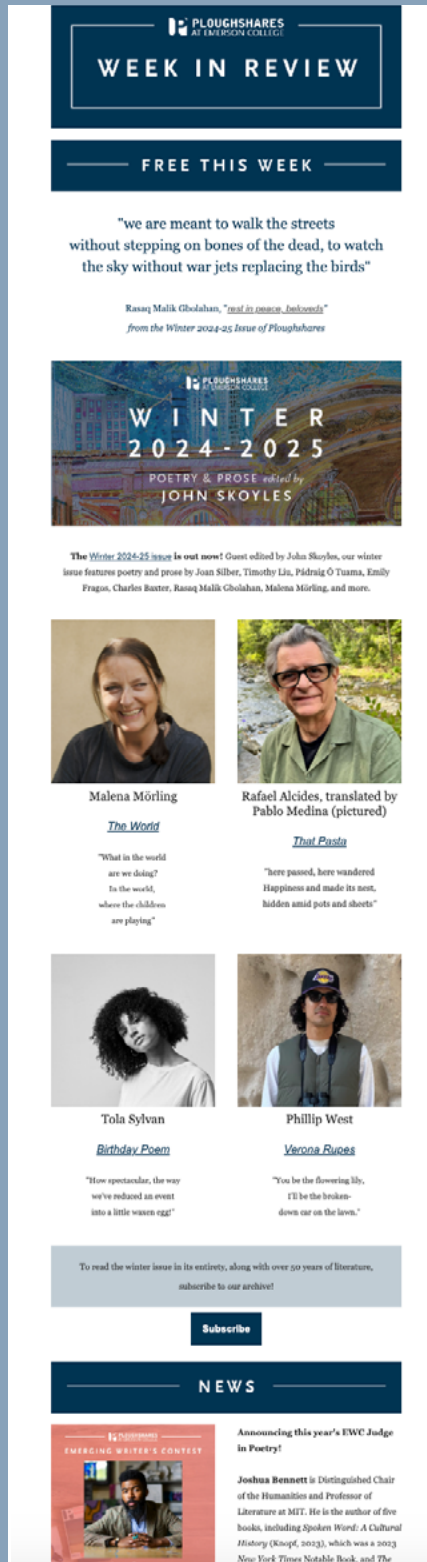
Discounts may be combined for a maximum total discount of 30% on print ads.

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



Featured Placement Includes:

Image: (700 x 300 px)

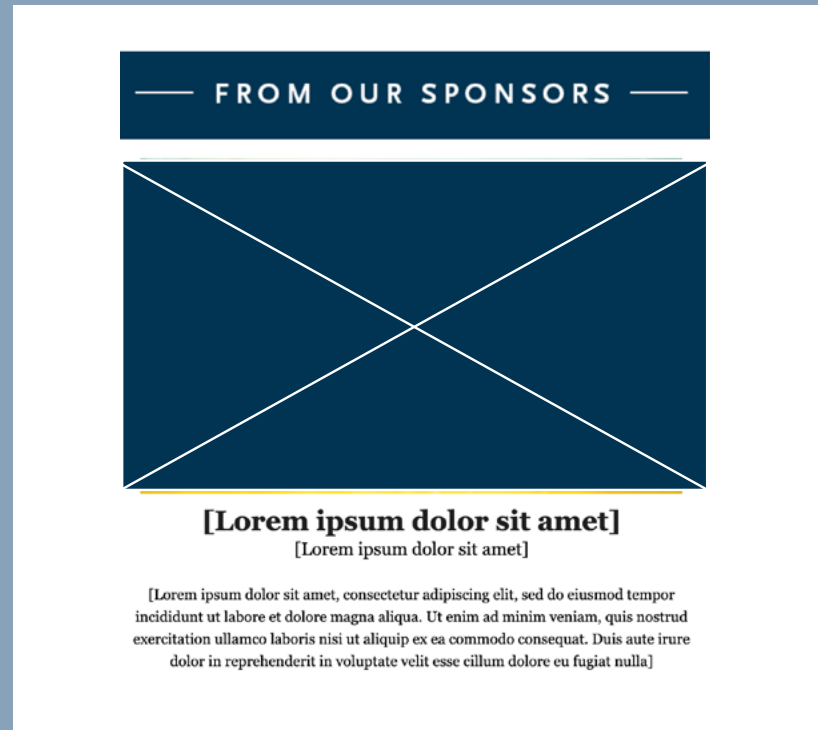
Text: up to 50 words

Rates:

\$475, 1 week

\$900, 2 weeks

\$1350, 4 weeks



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.

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Past Guest Editors and Contributors: 15%

Contact Us

Ning Ma

Director of Finance and Business Development

business@pshares.org

Contact Ning to purchase ads on our platforms.