shelf media group

what to read next in independent publishing

middle shelf
COOL READS FOR KIDS.

PODSTER

www.shelfmediagroup.com
about shelf unbound:

Shelf Unbound book review magazine, the 2015 Maggie Award Winner for Best Digital-Only Magazine, features the best of small press and independent books. Each issue reaches more than 125,000 avid readers.

2016 Issues

February/March
April/May
June/July
August/September
October/November
December/January 2016:

Shelf Unbound Writing Competition Award Winners

★ 2015 WINNER for Best Digital-Only Magazine in the Western Publishing Association’s Maggie Awards

advertising rates:

Full page - $700
Quarter page - $350

Ad design included at no cost.

what advertisers are saying:

“Every time I place an ad for my novels in Shelf Unbound, I can watch an almost immediate uptick in sales on my publisher's dashboard. Run an ad, sell some books. It is that simple. And Shelf Unbound has done all the heavy lifting for me.”

—John Crawley, author of Letters from Paris

“On the first day the Shelf Unbound April/May issue went out I received 5,000 readers that went to my webpage to find out more about my series.”

—Elaine Bassett, author of The Xidoran Prophecy

“I've advertised my paranormal romance, The Vampire Girl Next Door, in Shelf Unbound ever since my novel came out in 2013. I like the magazine’s book reviews, the photography, and its international distribution.”

—Richard Arbib, author of The Vampire Girl Next Door

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circulation:
125,000+

www.shelfmediagroup.com
about middle shelf:

Middle Shelf: Cool Reads for Kids curates the best new books for readers ages 8 to 14. Each issue includes interviews with leading authors and illustrators, reviews, excerpts, and more. Since launching in fall 2013, Middle Shelf has received more than 450,000 impressions on our digital newstand.

2016 Issues

January/February
March/April
May/June
July/August
September/October
November/December

★★ 2014 & 2015 Finalist for Best Digital-Only Magazine in the Western Publishing Association’s Maggie Awards

advertising rates:

- Full page - $500
- Quarter page - $250
- 2 Quarter pages - $375

from the editor:

“If you’re a kid between the ages of 8 and 14, and you like to read, this magazine is for you. And parents, librarians, teachers ... if you’re looking for the best in today’s kids’ books, including titles from small and indie presses, this magazine is for you, too.”

—Laurisa White Reyes, Editor in Chief, Middle Shelf

what advertisers are saying:

“Utilizing the ad space in Middle Shelf magazine made a huge difference in the outreach and promotion of my children’s novel. The ability to place my title directly before the eyes of middle grade readers was priceless. I found the sales bump an added bonus.”

—Dorine White, author

Available Amazon and Indiebound.

circulation:

300,000+

impressions

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about podster:

Podster is a magazine about podcasts and podcasters that helps listeners discover their next favorite podcast. Each issue includes interviews with podcasters about themselves and their podcasts, reviews, discoveries, excerpts, and more.

2016 Issues

January
March
May
July
September
November

from the editor:

“Like our readers, we can’t get enough of podcasts, and we created Podster to curate the best of them and find undiscovered ones to fill our “need for feed.”

— Margaret Brown
Publisher/Editor, Podster

advertising rates:

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Quarter page - $350