

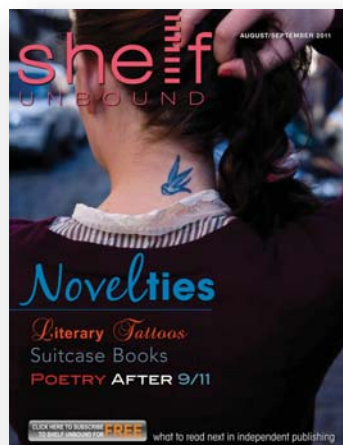
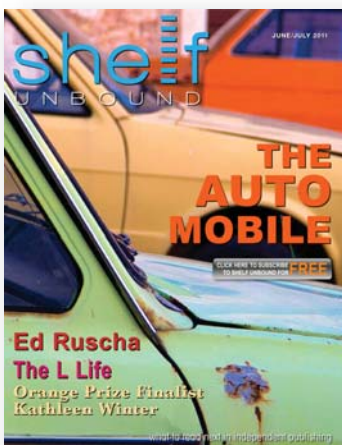
what to read next in independent publishing

www.shelfmediagroup.com

about shelf unbound

- Each issue of *Shelf Unbound* is distributed to an audience of more than 125,000 avid readers in the U.S. and 40 countries around the globe. *Shelf* is published six times a year.
- Shelf Unbound* distills the best of independent publishing into a digital magazine for the iPad generation.
- Curated by editors with their fingers on the pulse of small press, independent, and self-published books, *Shelf Unbound* features "must read" new fiction and nonfiction releases.
- Each issue includes fascinating interviews with authors ranging from Pulitzer Prize winners to emerging voices.
- Shelf Unbound* is a visually dynamic magazine, described by *Publisher's Weekly* as "richly designed" and presenting spectacular photography and graphics.
- Variously referred to as a digital magazine, an online magazine, and an e-zine, the point is: *Shelf* is digital, which means all books featured are hotlinked to an information and purchasing source, and each issue includes multi-media bonuses such as video book trailers and audio book excerpts.
- We are an experienced and enthusiastic staff of editors and designers from a variety of national and international magazines, book publishers, and independent presses. We are Kindle, Nook, and iPad owners and users. We are mobile readers and browsers. And we believe in books.

check out what's on our shelf.



our readers

Each issue of Shelf Unbound is distributed to more than 125,000 avid readers in the United States as well as 40 other countries around the globe.

- * 75% are between the ages of 31 and 65
- * 96% describe themselves as regular or fanatic readers
- * 60% have annual household income over \$50,000
- * 17% have annual household income over \$100,000
- * 48% have purchased and/or read a book they discovered in Shelf Unbound
- * 30% are in book clubs
- * 85% have recommended Shelf Unbound to a friend or say they are likely to do so.

Source: November 2011, Survey Monkey.

our story

Shelf Unbound founder and publisher Margaret Brown jumped into the digital publishing world after a 25-year career as an editor at leading national magazines. "Shelf Unbound is the happy convergence of my long-standing interest in small press and indie books, my interest in techie gadgets such as the iPad, Kindle, and Nook, and my love of and experience with the magazine format," Margaret says. "I had the idea of launching a magazine to help promote the fantastic array of books coming out of small presses and from self-published authors, and am thrilled that as we move into our second year we are distributed to more than 100,000 readers in the United States as well as 17 other countries. I believe the digital revolution is creating unprecedented opportunities for readers and writers from around the world to connect. It's a thrilling time to be involved in this industry."

advertising

| Space | Size | Resolution |
|--------|---------------|--------------------|
| 1 page | 8.375 x 10.75 | 300 dpi or greater |

*All ads may include hot links.

Ad materials submission guidelines

Advertisements should be submitted as a high-resolution pdf/x-1a file with Type 1 postscript fonts embedded, graphics of 300 dpi, and CMYK color system only. Advertisements submitted in other formats may be assessed an additional processing charge.

Sending materials

E-mail materials to art@shelfmediagroup.com. Subject line should include name of advertiser and scheduled issue. Submissions via FTP also available, contact your ad rep for details.

contract liability

All advertising subject to the publisher's approval. The publisher reserves the right to reject advertising. Advertisers assume liability for all printed advertising content, including text, illustrations, and images, and also assume liability for any claims against the publisher resulting from that content. Cancellations are not accepted after the closing dates for space reservations. All cancellations must be confirmed in writing.

[Advertising](#) | [Editorial Submissions](#) | [Media Inquiries](#)

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| | Close | Materials | Publication |
|--------------------------|---------|-----------|--|
| February/March | Jan 15 | Jan 20 | Eyeglasses in Literature The 1961 Grand Prix Writers on Madonna |
| April/May | Mar 15 | Mar 20 | What to read next Books about books Novel thinking |
| June/July | May 15 | May 20 | Beach reads Translations Poetry picks |
| August/September | July 15 | July 20 | Writer insights Photo essays First chapters |
| October/November | Sept 15 | Sept 20 | Short story spotlight Author interviews Book club finds |
| December/January 2013 | Nov 15 | Nov 20 | Best Indie Books of the Year Short Story Spotlight Author Interviews |

Praise for Shelf Unbound

"Richly designed ..."

—Craig Morgan Teicher, *Publisher Weekly*

I've been a big fan Shelf Unbound magazine since its inception last year. Publisher Margaret Brown and her team of literature and pop-culture enthusiasts do a wonderful job of bringing their readers, among other things, the latest news from the indie scene. Fans of Small Press Reviews will especially enjoy their coverage of new books from small and independent presses.

—Marc Schuster, *Small Press Reviews*

For me, the magazine's great appeal is the way each issue combines thoughtful literary selections with photography that truly leaves a lasting impression (past issues have included photos of post-Katrina New Orleans, nomadic Laplanders, musicians Johnny Cash and Joan Jett, and cars.) And it's very hard to believe, but... it's free. Free!!

—Jennifer M. Kaufman, *LitStack.com*