

THE WAYFARER

Reimagining the Possible • Charting the Way for Change

The Wayfarer is the literary magazine of Homebound Publications. The journal is released biannually every spring and autumn. We publish a high-quality journal of literature and art that inspires and points the way for visionary-yet-practical change. In each issue, we feature writing, original art and photography. We explore the spiritual progression we are currently experiencing as individuals and a global community. In recent years, we've interviewed such notable figures such as Academy Award Nominated Filmmaker Tomm Moore, Emmy-Winning Filmmaker Alan Cooke, Sandy Hook mother Nelba Márquez-Greene, and celebrated Shamanic writer Sandra Ingerman, and figured poetry and essays from dozens of award-winning authors.

Our content runs in the same vein as that of *Parabola Magazine*, *Orion Magazine*, and *The Sun*. The journal has only been in operation since the autumn of 2012 but our readership is already over 5,000 and growing.

So as not to bombard our readership, each issue we only sell a limited amount of advertising space. Each issue runs 83 pages long. We sell only 14 of those pages for AD space and disperse them evenly throughout the magazine. This means your ad will stand out and not get lost in a sea of classifieds. Printed in full color, the journal is as much a work of art as it is literature and entertainment.

MASTHEAD

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Color Rates

Size	1x	2x	4x
Full Page	\$400.00	\$300.00	\$200.00
1/2 Page	\$200.00	\$150.00	\$100.00
1/4 Page	\$100.00	\$75.00	\$50.00
Backcover	\$600.00	\$500.00	\$450.00
Inside Front Cov.	\$450.00	\$400.00	\$300.00
Inside Back Cov.	\$425.00	\$375.00	\$275.00

**We only print in color.*

Specs

Binding: Perfectbound

Trim Size: 8.25 x 10.75 Full Color

Length: 83 pages

FSC-certified, acid-free and fully recyclable paper

Advertiser must provide a PhotoShop file, PNG or JPEG. All graphics should be at 100% size, 300 dpi or above. Files can be emailed to pr@homeboundpublications.com.

Ad materials are preflighted to ensure good quality print reproduction, and advertisers are contacted with any questions or concerns about their ad. However, we must hold the advertiser solely responsible for the final quality of ad materials they create.

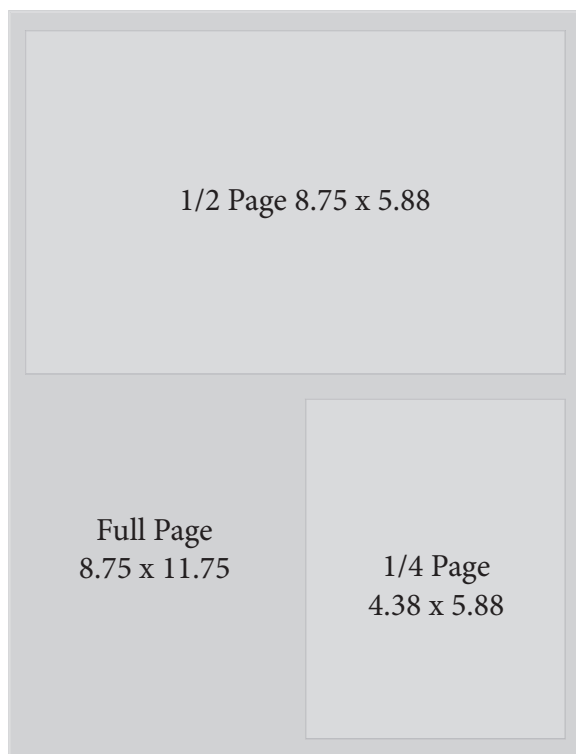
Cancellations

Canceled orders or changes in ads are not accepted after closing date. The publisher reserves the right to accept or reject/cancel all advertising copy or orders for any reason, at any time.

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ADs in Print and eEdition of *The Wayfarer*



**All sizes include bleeds.*

Billing Info

Terms net thirty after invoicing. Discounts of 2% if paid within 10 days. New advertisers will be invoiced upon space reservation, with prepayment due to establish credit.

Deadlines

Issue	Close Date	Print Date
Spring	Feb 1	Mar 1
Autumn	Aug 1	Sept 1

Need Help Designing?

We have a team of graphic designers at your disposal to help your print or digital AD look its best. Design services are an additional fee. Designers make \$35.00/hr. Most ADs can be completed in 1 hour. Best of all, you retain reuse rights to your AD so we design it and you can reprint it in other magazines and digital outlets.

Rates Effective August 2016

Rates

Size/Type	1-Month	2-Months	3-Months
Standard Banner AD 1000 x 100 Pixels	\$125.00	\$100.00	\$75.00
Wide Banner AD 1000 x 200 Pixels	\$150.00	\$125.00	\$100.00
Sidebar Square 250 x 250 Pixels	\$125.00	\$100.00	\$75.00
Sidebar Long 250 x 500 Pixels	\$200.00	\$150.00	\$100.00

**We only display color ADs*

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Deadlines

We switch digital ADs every 30 days. Deadline for each month's AD is 25th.

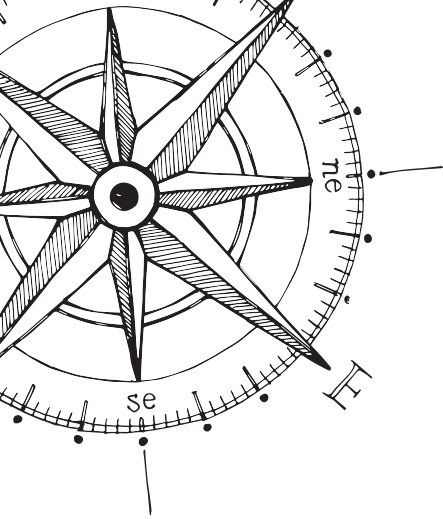
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Banner ADs on *The Wayfarer* Website



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6,000+

Readership per/Issue

300,000

Weekly Facebook
Reach in USA

59,000

Social Media Reach
in Southeastern, CT

6,500+

Website Views
Per/Month

Distribution

The Wayfarer is distributed by Homebound Publications. *The Wayfarer* is released in full-color print and eEdition on the first of spring and first of autumn. Print editions cost \$12.99 and eEdition cost \$2.99. In addition to our subscription roster and website sales, we distribute free copies of the magazine to cafes, libraries, and venues throughout Connecticut / New England with special focus on New Haven, New London county and Boston. The magazine is displayed at literary trade shows across the country including AWP and Bookexpo, which attract 30,000+ attendees. It is carried by select indie bookstores across the country. Finally, every past contributor to *The Wayfarer* receives a free e-subscription to the magazine increasing the readership exponentially.

