



Foreword

REVIEWS OF INDIE BOOKS SINCE 1998



WHO WE ARE

OUR READERS

EDITORIAL CALENDAR,
DATES & RATES

SPECIFICATIONS & POLICIES

DIGITAL ADVERTISING

CLARION REVIEWS

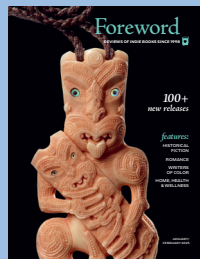
INDIES AWARDS

TESTIMONIALS



WHO
WE ARE

Since 1998, *Foreword* has been the only review publication exclusively dedicated to reviewing books from independent and university presses. In print and online, our readership consists of a loyal trade audience including librarians, booksellers, rights agents, plus avid readers and industry professionals. The importance of a vibrant indie press community cannot be underestimated, and our readers rely on *Foreword* as a trusted source of credible, beautiful book reviews and other services designed to give more visibility to indie titles and their publishers.



Our readers want to know about your books.

A readership of over **30,000+** librarians, booksellers, readers, influencers, reviewers, publishing professionals, and foreign rights agents.

33% subscriber increase during the past three years.

Bonus distribution at domestic and international trade shows.

83% of our readers make purchasing decisions for their library/store.

2,600 American Booksellers Association members receive a copy of each issue.

Your advertising message is *being heard!*

85% of readers order books as a result of an ad or review.

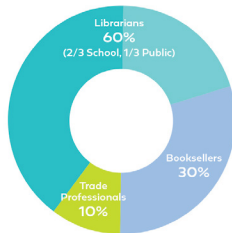
92% of readers reference our website.

70% of readers share their copies with colleagues, and **50%** save their copies longer than three months.



REACH A HIGHLY
QUALIFIED
AUDIENCE

Annually, *Foreword* has a readership of nearly 200,000 in print and over 1.5 million page views digitally. These engaged readers appreciate the special light that we shine on independently published books and rely on us for book purchasing recommendations. *Foreword* offers authors, book marketing professionals, and publishers consistent visibility to the trade and a growing consumer base who are finding out about books through reviews, social media, and at trade shows.



STACY PRICE
stacy@forewordreviews.com
231.633.3699



REVIEW SUBMISSION GUIDELINES AND POLICY

Foreword's review section is consistent in representing the most popular fiction and nonfiction genres among librarians, booksellers, and readers. In addition, three or four Foresight features in each issue are devoted to trends among indie presses. We also highlight poetry, graphic novels, climate change, gift books, and children's and young adult titles. Three issues include special sections dedicated to LGBTQ+ titles, children's and young adult books, and university presses.

Our mission is to discover and share the best upcoming independent and university press titles, and we look forward to receiving your forthcoming books for review consideration. Please include a detailed tip sheet with your book submission, sent four to five months prior to release date.

PDF files are preferred, and can be sent to our Editor in Chief Michelle Schingler at mschingler@forewordreviews.com.

Hard copies may be mailed to:

Book Review Editor

Foreword Reviews

12935 SW Bay Shore Dr.

Suite 380

Traverse City, MI 49684

AI Policy

At *Foreword*, we believe that book publishing is an art form, grounded in the human voice, experience, and imagination. While we recognize artificial intelligence (AI) as an impressive scientific advancement, we do not consider it a substitute for the creative work of writers and illustrators. As such, we do not accept submissions for review that contain AI-generated content or illustrations. We are committed to celebrating the work of human authors, editors, illustrators, and designers. We do not offer refund or return physical materials for submissions found to include AI-generated content or art after they have been received. Thank you for helping us uphold the integrity of independent publishing.

2026 EDITORIAL CALENDAR

ISSUE	FORESIGHT FEATURES*	EDITORIAL SUBMISSIONS DUE	ADVERTISING CLOSE	PUBLISH DATE
JAN/ FEB	Writers of Color, Literary Fiction, Romantasy, Home, Health & Wellness	Sept 10	Nov 24	Jan 1
MAR/APR	Essays, Science Fiction, Expanded Children's and YA Coverage, Women's Books	Nov 10	Jan 24	March 1
MAY/JUNE	Body/Mind/Spirit, Travel, Debut Fiction, LGBTQ+ <i>Spotlight</i>	Jan 10	March 24	May 1
JULY/AUG	Politics & Culture, Religion, Memoirs, Mysteries & Thrillers	March 10	May 24	July 1
SEP/OCT	Cookbooks, Horror, Translations, <i>University Press Spotlight</i>	May 10	July 24	Sept 1
NOV/DEC	Self-Help, Fantasy, Historical Fiction, <i>Children's Spotlight</i>	July 10	Sept 24	Nov 1

* We cover all genres in each issue, in addition to the Foresight features listed. Please submit books according to the publication date. For example, if a book is coming out in June, it would be due by Jan 10th.



PRINT ADVERTISING

Three reasons to promote your titles in *Foreword Reviews*

"Just for a moment, I'm going to gush—about how beautiful the Foreword publication is. At our library we see many review publications, but we don't get the same sense of wonder about what we're going to find inside as we do with Foreword. It could stand simply on the content, but you go above and beyond with both the visual aesthetic and the actual feel—and dare I say smell—of the paper (very important to the library lot)!"

—Librarian, [Athol Public Library](#)

"When I have advertising dollars I only go to Foreword Reviews. Yours are the only ads I've seen make any traction with sales, and I tell other publishers the same thing."

—Marketing Manager, [Red Hen Press](#)

"Foreword is very helpful to me when ordering, for sure. I think the main value is it helps me sift through the indies and draws my attention to highlights. It's a crowded field and I can do my best with an eye for good cover design and familiarity with authors, but I rely on the reviews in Foreword to give me more insight into titles I might otherwise miss."

—Owner, [Postmark Books](#)

4-COLOR RATES	Frequency:	1x	3x	6x
Covers		\$4,455	\$4,125	\$3,712
Full Page		\$3,575	\$3,295	\$2,970
2/3 Page		\$2,585	\$2,365	\$2,145
1/2 Page		\$2,145	\$1,969	\$1,788
1/3 Page (vertical or square)		\$1,414	\$1,342	\$1,276
1/6 Page		\$715	\$660	\$633

THE COLLECTIVE a 1/10 page group ad—\$350 (design included). Order [here](#).

Email [Stacy](#) to reserve a 1/6 or larger ad.

Full Page Trim Size
8³/₈" x 10⁷/₈"

Full Page Bleed Size
8⁷/₈" x 11¹/₈"

Full Page Live Area
7¹/₈" x 9⁵/₈"

1/3 Page Vertical
2¹/₈" x 9¹/₈"

2/3 Page Vertical
4³/₈" x 9⁵/₈"

1/3 Page Square
4³/₈" x 4⁵/₈"

1/6 Pg. Vert.
2¹/₈" x 4¹/₈"

1/2 Page Horizontal
7¹/₈" x 4⁵/₈"

THE COLLECTIVE

REPRODUCTION REQUIREMENTS:

Preferred ad materials are press quality pdfs or jpeg files. All graphics should be at 100% size, 300 dpi. We encourage advertisers to create all web addresses and emails within your ad as hyperlinks. For information please contact barbara@forewordreviews.com.

STACY PRICE

stacy@forewordreviews.com

231.633.3699



728 X 90 Leaderboard Banner Ad



300 X 250
Sidebar Square Ad



530 X 250 Foreword This Week Newsletter Ad



WEBSITE ADS:

- forewordreviews.com receives over 1.5 million page views annually.
- Leaderboard (728px x 90px), Sidebar Square ads (300px x 250px), and Sidebar Recommended ads (text only) are available.
- Rates start at \$126. .

FOREWORD THIS WEEK NEWSLETTER ADS:

- FTW is sent every Thursday to the inboxes of 6,000+ subscribers who value indie books and voices.
- Three ads per email (530px x 250px).
- Rates range from \$200–\$250.

DEDICATED EBLASTS:

- A significant 20-30% average open rate.
- 520px by 800px.
- \$995.

AUTHOR INTERVIEWS:

- An exclusive option for those with a magazine review or four or five star *Foreword* Clarion Review, or INDIES finalist or winner medal. If a book does not meet this criteria, you can submit it for pre-approval.
- Select authors and publishers tap into *Foreword's* editorial expertise to build a valuable and shareable [Author Q&A](#).
- \$1,495.
- 5 week+ lead time required.



FOREWORD CLARION REVIEWS

Paying for a professional review is a smart alternative if you've missed our pre-pub deadlines for the print magazine, have been overlooked by other trade review journals, or simply need a good critique of your book from a trusted source and by seasoned reviewers ASAP. Clarion was the original fee for review service, and its greatest value lies in the opportunity to have your title and the review syndicated to wholesaler sources like Ingram, Baker & Taylor, Bowker and Cengage, where librarians and booksellers buy books! Order today, and in 4-6 weeks, you'll receive a 400-600 word review that can be used for back cover copy, social media posts, and marketing materials. Plus, with your permission, we will supply it to four wholesaler databases and post to forewordreviews.com. The fee is \$579, and we also offer a two review package with [BlueInk Review](#) for \$799.

Click [here](#) to get your review underway.

Three reasons to order a *Foreword Clarion Review*:

"Please extend my sincere thanks to Ms. Emily Asad, not only for the wonderful review, but also, and more importantly, for a review that reflects a thorough read. (That's not the 'given' it should be, even when someone pays for their book to be read. It's the integrity of the reviewer to not skim, but to read the entirety ... and Ms. Asad did. For that, I am deeply grateful, much more than this email can express.)"

"Thank you again. I definitely LOVE the review. It's the first of its kind to give a much deeper understanding of the forces that shaped me (and the book) and I absolutely love the beautiful writing of Isabella Zhou. For years, I have admired Foreword for its support of indie books and the quality of the written reviews. Having been published by a micropress, I've been confronted with certain limitations in terms of getting my book reviewed and I am thankful you offer Clarion as an option. I will definitely be recommending it to other authors."

"Please kill the review for my book. I'd like to rework the stories and try to make the product better. Thank you for the service. The review has given me a better idea of my weaknesses and strengths and where to improve."



INDIES BOOK OF THE YEAR AWARDS

Whether you're a librarian, a bookseller, or just a general lover of books, you know that independent presses and authors are publishing some of the most innovative, creative, and beautiful books. Since 1998, *Foreword's* INDIES Book of the Year Awards, have earned a reputation as the preeminent awards program for independent presses. What differentiates us is that our final judges are booksellers and librarians who use their relevant awareness and patron experience to help us choose the top titles in 55 categories.

Finalist and winner announcements in March and June are made to a national audience, and help create renewed interest in a book that has moved to your backlist.

Winning an INDIES award gives a book additional credibility in the eyes of readers, booksellers, journalists, librarians, foreign publishers, and distributors.

Register online at [publishers.
forewordreviews.com/awards](https://publishers.forewordreviews.com/awards)



TRADE
SHOW
DISPLAY

We welcome the opportunity to represent your picture books, middle grade, and young adult titles at the sixty third edition of the [Bologna Children's Book Fair](#) in 2026. You can do this in one of two ways: showcase each of your titles individually in our [single title collective](#), or organize a larger space through our turnkey service, [Children's Books USA](#).

CONTACT US

STACY PRICE

stacy@forewordreviews.com

231.633.3699