

# Mystery Scene®

2021

SOLVING THE MYSTERY OF WHAT TO READ NEXT

As the oldest, largest, and most respected guide to the crime fiction genre, *Mystery Scene Magazine* is the best way to reach your target audience.



## WIDE-RANGING, EXPERT EDITORIAL

*Mystery Scene's* articles, essays and reviews examine all of crime fiction, from cozies to noir to thrillers. Our lively, expert coverage ranges from the best writers of yesterday and today to the hot new stars of tomorrow. We report on books, films, TV shows, audiobooks, and much more.

## OUR ENTHUSIASTIC READERS ARE YOUR FUTURE CUSTOMERS

Our readers repeatedly tell us that they rely on *Mystery Scene* for information about writers, books, film and video, gift ideas, events, and services.

- MOTIVATED**
  - 75% purchase 13+ mystery books per year
  - 35% purchase 30+ books annually
  - 20% purchase 50+ books annually
  - 79% collect books or other mystery-related items
- ACTIVE**
  - 55% belong to a reading group or book club
  - 78% attend events such as conventions, lectures, and signings
- LOYAL**
  - 86% will keep each issue for more than one month
  - 46% will keep each issue for more than one year
  - 60% will share each issue with one or more other readers

## A DESIRABLE DEMOGRAPHIC

- AFFLUENT**
  - 59% have household incomes of \$65,000 or higher
  - 30% have household incomes of \$100,000 or higher
- EDUCATED**
  - 77% have a bachelor's degree or higher
  - 90% are regular Internet users

## COST-EFFECTIVE, TARGETED PRINT, DIGITAL & ONLINE COMMUNICATION

*Mystery Scene* offers a combination of rates, ad types, and highly motivated consumers that will optimize your marketing budget. Our digital edition, monthly e-newsletter and website increase your advertising options.

## AVAILABLE AT YOUR POINT OF SALE

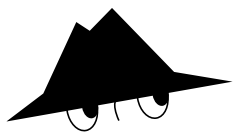
*Mystery Scene* is distributed nationally by TNG/ANC to Barnes & Noble, as well as independent bookstores and newsstands. *Mystery Scene* is also offered in over 375 public libraries.



**"Highly recommended."**

Library Journal





# Mystery Scene®

## 2021 Print Ads Rates & Specs

**Mystery Scene** is the largest and most respected consumer magazine for mystery fans today. We offer in-depth articles, revealing profiles, and expert reviews of books, audiobooks, movies, TV shows, online media, and events.

### 2021 Schedule

Spring, #167  
Summer, #168  
Fall, #169  
Winter, #170

### Closing Date

Jan. 24  
April 24  
July 24  
Oct. 26

### On Newsstands

Feb. 15 - May 14  
May 15 - Aug. 14  
Aug. 15 - Nov. 14  
Nov. 15 - Feb. 14, 2022

### Prices

Two Page Spread  
Full Page  
Two Thirds Page  
Half Page  
Third Page  
Sixth Page

### B&W

\$1800  
\$ 995  
\$ 750  
\$ 625  
\$ 525  
\$ 350

### 4-Color

\$2100  
\$1190  
\$ 995  
\$ 750  
\$ 590  
\$ 470

### Covers

Inside Front  
Inside Back  
Back Cover

\$1500  
\$1500  
\$1500

### Full Page/Inside Covers

Trim Size  
Bleed  
Non-Bleed

### Live Area, Safety & Trim

8.25" x 10.5"  
8.5" x 10.75"  
7.25" x 9.5"

*\*Keep live matter at least .375" from trim. If ad bleeds put 0.125" bleed on all four sides.*

### Formats

PDFs (preferred), TIFFs, or files in Quark 4.0+. Submit art via disk, email or ftp. All 4-color ads must be in CMYK format. Resolution 300 dpi for CMYK and grayscale images; 1200 dpi for bitmap images.

### Design Services

We offer affordable design services. \$100-\$250 per ad.

### Additional Info

Spring, #167 (mid-Feb.)  
Summer, #168 (mid-May)  
Fall, #169 (mid-August)  
Winter, #170 (mid-November)

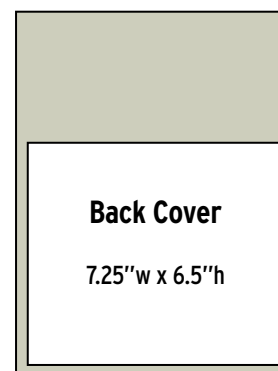
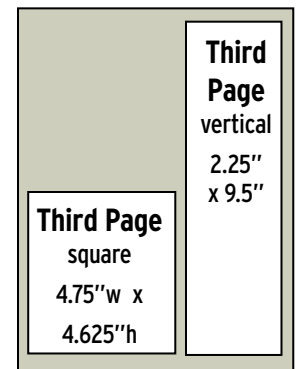
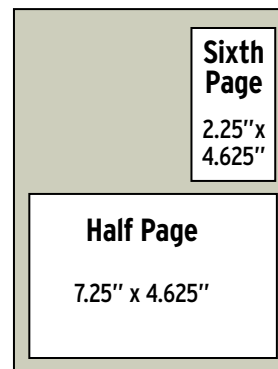
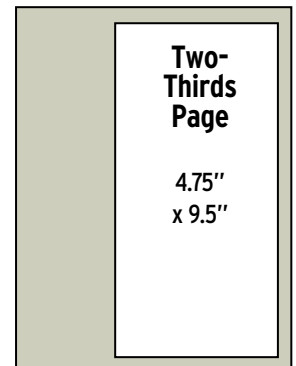
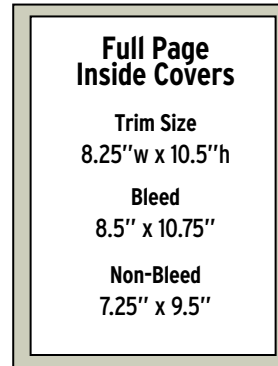
### Editorial

Year's Best  
New Writers  
Gift Guide

### Bonus Distribution (as of November 2019)

Malice Domestic/Bethesda, MD (600+).  
Bouchercon World Mystery Con./New Orleans, LA (2,000+)  
Crimebake/Dedham, MA (300+)  
Sleuthfest, Boca Raton, FL (300+), Left Coast Crime (500+)

**Contact** Kate Stine at Tel 212.765.7124 / Fax 212.202.3540, [katestine@mysteryscenemag.com](mailto:katestine@mysteryscenemag.com)



as of November 2020

### Print Circulation:

**23,000**

Distributed nationally by TNG/ANC to Barnes & Noble, Hastings, and Follett bookstores, as well as independent bookstores and newsstands. Also available in over 375 public libraries.

# Online Advertising



Above: MS Homepage

## MS Website

- Content is updated daily and includes 4,500+ book reviews.
- Ads are displayed sitewide.
- 7,000+ unique visits per month. Average ad impressions 350,000+ monthly.
- Linkable (to another site, a video, an audio file, etc.)
- Contests or giveaways are shared through MS social networks (Twitter, 15,200+ followers & Facebook, 8,200+ likes)
- Print / website ad packages available

### Ad Sizes & Prices

- Medium Ad Block (right col.) 300 x 250 px  
Price: \$495 static or \$595 animated/month\*  
\*Premium Placement "above the fold"  
Price: \$455 static or \$555 animated/month
- Large Ad Block 300 x 500 px  
Price: \$855 static or \$1,055 animated/month
- Leaderboard 728 x 90 px  
Price: \$725 static or \$925 animated/month

### Contact:

Teri Duerr  
Online Ad Rep  
teri@mysteryscenemag.com

Tel: 212-765-7124  
Fax: 212-202-3540



## Monthly E-newsletter

- 7,000 + e-newsletter subscribers and growing, with an average open rate over 40%
- Published monthly, archived indefinitely on the MS website
- Linkable ads (to another site, video, audio, etc.)
- Special promo packages start at \$1,080 and combine web, e-news, Facebook (8,200+) and Twitter (15,200+).
- Print / e-newsletter ad packages available

### Ad Sizes & Prices

- Main Column Ad 560 px wide x 120 px high  
Price: \$225 static, \$325 animated gif (3-panel gif)

### Follow us on...



# Mystery Scene®



2021 Print Insertion Order

Inv #:

Advertiser:

Contact Name:

Bill to:

Company:

Address:

City, State, ZIP:

Phone: ( )

Fax: ( )

Email:

## 2020

### #167 SPRING

Pub Date: February 15

Materials Due: January 25

TITLE: \_\_\_\_\_

SIZE:                      FORMAT: 4C BW                      PRICE:

NOTE:

### # 168 SUMMER

Pub Date: May 17

Materials Due: April 26

TITLE: \_\_\_\_\_

SIZE:                      FORMAT: 4C BW                      PRICE:

NOTE:

### # 169 FALL

Pub Date: August 16

Materials Due: July 26

TITLE: \_\_\_\_\_

SIZE:                      FORMAT: 4C BW                      PRICE:

NOTE:

### # 170 WINTER

Pub Date: November 15

Materials Due: October 25

TITLE: \_\_\_\_\_

SIZE:                      FORMAT: 4C BW                      PRICE:

NOTE:

Authorized Signature

Printed Name:

Title:

Company:

Date:

Kate Stine, Mystery Scene:

Date:

Please return signed form to: KATE STINE, Mystery Scene, PO Box 2200, Radio City Station, New York, NY 10101-2200  
TEL: 212-765-7124 / FAX: 212-202-3540 / EMAIL: katestine@mysteryscenemag.com



2021 Digital Insertion Order / Jan to April

WEB RATES SITEWIDE

- \$725 static/\$925 animated mth LEADERBOARD

MAIN COLUMN

- \$495 mth/ \$595 PREMIUM MED

- \$455 mth/ \$555 REGULAR MED

- \$855 mth/ \$1,055 PREMIUM LRG

E-NEWSLETTER RATES

- \$225/\$325

\$1,080 & up SPECIAL PROMOS

Advertiser:

Contact Name:

Company

Address

City, State, Zip

Phone: ( )

Fax: ( )

Bill to:

Email:

WEB

E-NEWSLETTER

DUE

JAN '21 728x90 px LEADERBOARD
300x250 px PREMIUM MED
300x250 px REGULAR MED
300x500 px PREMIUM LRG

560x120 px MAIN COLUMN 12/20/2020
E-news sends wk of 01/10/2021. (Date subject to change.)

FEB 728x90 px LEADERBOARD
300x250 px PREMIUM MED
300x250 px REGULAR MED
300x500 px PREMIUM LRG

560x120 px MAIN COLUMN 1/21/2021
E-news sends wk of 02/14/2021. (Date subject to change.)

MAR 728x90 px LEADERBOARD
300x250 px PREMIUM MED
300x250 px REGULAR MED
300x500 px PREMIUM LRG

560x120 px MAIN COLUMN 2/21/2021
E-news sends wk of 03/14/2021. (Date subject to change.)

APR 728x90 px LEADERBOARD
300x250 px PREMIUM MED
300x250 px REGULAR MED
300x500 px PREMIUM LRG

560x120 px MAIN COLUMN 3/20/2021
E-news sends wk of 04/11/2021. (Date subject to change.)

Authorized Signature

Printed Name:

Title:

Company:

Date:

Teri Duerr, Mystery Scene:

Date:

Please return to: TERI DUERR, Mystery Scene, PO Box 2200, Radio City Station, New York, NY 10101-2200
TEL: 212-765-7124 / FAX: 212-202-3540 / EMAIL: teri@mysteryscenemag.com



2021 Digital Insertion Order / May to Aug

WEB RATES SITEWIDE

E-NEWSLETTER RATES

- \$725 static/\$925 animated mth LEADERBOARD - \$225/\$325 MAIN COLUMN

- \$495 mth/ \$595 PREMIUM MED

- \$455 mth/ \$555 REGULAR MED

- \$855 mth/ \$1,055 PREMIUM LRG

\$1,080 & up SPECIAL PROMOS

Advertiser:

Contact Name:

Company

Address

City, State, Zip

Phone: ( )

Fax: ( )

Bill to:

Email:

WEB

E-NEWSLETTER

DUE

MAY \_\_\_ 728x90 px LEADERBOARD
\_\_\_ 300x250 px PREMIUM MED
\_\_\_ 300x250 px REGULAR MED
\_\_\_ 300x500 px PREMIUM LRG

\_\_\_ 560x120 px MAIN COLUMN 4/21/2021
E-news sends wk of 05/16/2021. (Date subject to change.)

JUNE \_\_\_ 728x90 px LEADERBOARD
\_\_\_ 300x250 px PREMIUM MED
\_\_\_ 300x250 px REGULAR MED
\_\_\_ 300x500 px PREMIUM LRG

\_\_\_ 560x120 px MAIN COLUMN 5/21/2021
E-news sends wk of 06/13/2021. (Date subject to change.)

JULY \_\_\_ 728x90 px LEADERBOARD
\_\_\_ 300x250 px PREMIUM MED
\_\_\_ 300x250 px REGULAR MED
\_\_\_ 300x500 px PREMIUM LRG

\_\_\_ 560x120 px MAIN COLUMN 6/22/2021
E-news sends wk of 07/11/2021. (Date subject to change.)

AUG \_\_\_ 728x90 px LEADERBOARD
\_\_\_ 300x250 px PREMIUM MED
\_\_\_ 300x250 px REGULAR MED
\_\_\_ 300x500 px PREMIUM LRG

\_\_\_ 560x120 px MAIN COLUMN 7/21/2021
E-news sends wk of 08/15/2021. (Date subject to change.)

Authorized Signature

Printed Name:

Title:

Company:

Date:

Teri Duerr, Mystery Scene:

Date:

Please return to: TERI DUERR, Mystery Scene, PO Box 2200, Radio City Station, New York, NY 10101-2200
TEL: 212-765-7124 / FAX: 212-202-3540 / EMAIL: teri@mysteryscenemag.com



**2021 Digital Insertion Order / Sept to Dec**

WEB RATES SITEWIDE  
- \$725 static/\$925 animated mth LEADERBOARD  
MAIN COLUMN  
- \$495 mth/ \$595 PREMIUM MED  
- \$455 mth/ \$555 REGULAR MED  
- \$855 mth/ \$1,055 PREMIUM LRG  
E-NEWSLETTER RATES  
- \$225/\$325  
\$1,080 & up SPECIAL PROMOS

Advertiser:

Contact Name:

Bill to:

Company

Address

City, State, Zip

Phone: ( )

Fax: ( )

Email:

**WEB**

**E-NEWSLETTER**

**DUE**

SEPT    \_\_\_ 728x90 px LEADERBOARD  
         \_\_\_ 300x250 px PREMIUM MED  
         \_\_\_ 300x250 px REGULAR MED  
         \_\_\_ 300x500 px PREMIUM LRG

\_\_\_ 560x120 px MAIN COLUMN    8/21/2021  
E-news sends wk of 09/12/2021. (Date subject to change.)

OCT     \_\_\_ 728x90 px LEADERBOARD  
         \_\_\_ 300x250 px PREMIUM MED  
         \_\_\_ 300x250 px REGULAR MED  
         \_\_\_ 300x500 px PREMIUM LRG

\_\_\_ 560x120 px MAIN COLUMN    9/21/2021  
E-news sends wk of 10/10/2021. (Date subject to change.)

NOV    \_\_\_ 728x90 px LEADERBOARD  
         \_\_\_ 300x250 px PREMIUM MED  
         \_\_\_ 300x250 px REGULAR MED  
         \_\_\_ 300x500 px PREMIUM LRG

\_\_\_ 560x120 px MAIN COLUMN    10/21/2021  
E-news sends wk of 11/14/2021. (Date subject to change.)

DEC    \_\_\_ 728x90 px LEADERBOARD  
         \_\_\_ 300x250 px PREMIUM MED  
         \_\_\_ 300x250 px REGULAR MED  
         \_\_\_ 300x500 px PREMIUM LRG

\_\_\_ 560x120 px MAIN COLUMN    11/20/2021  
E-news sends wk of 12/12/2021. (Date subject to change.)

Authorized Signature

Printed Name:

Title:

Company:

Date:

Teri Duerr, Mystery Scene:

Date:

Please return to: TERI DUERR, Mystery Scene, PO Box 2200, Radio City Station, New York, NY 10101-2200  
TEL: 212-765-7124 / FAX: 212-202-3540 / EMAIL: teri@mysteryscenemag.com