

Winter Bookshelf Guide



DETAILS

Reach 100,000 total readers by promoting your book in Princeton Alumni Weekly's special advertising section, The Princeton Bookshelf, for Alumni, Faculty, and Staff authors ... just in time for the holidays!

Whether a scholarly work, a novel, a memoir, non-fiction, or children's literature, put your book in front of an audience that loves to read.

This special advertising section will be included in the December issue of PAW.

SPECIAL RATES

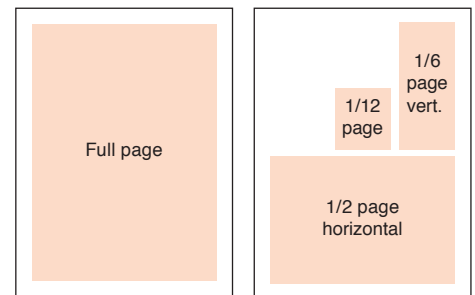
| AD SIZE | PRICE | AD SIZE |
|-----------|---------|-----------------------|
| Full Page | \$2,250 | 6.975" w x 9.1128" h |
| 1/2 | \$1,400 | 6.975" w x 4.3958" h |
| 1/6 | \$ 650 | 2.1285" w x 4.3933" h |
| 1/12 | \$ 310 | 2.125" w x 2.25" h |

RESERVATION DEADLINES

December Issue:

Space Reservation: Oct. 13, 2025

Artwork: Oct. 27, 2025



For information on advertising, contact: Allison Sullivan, publishing director, as7811@princeton.edu, 609-258-2107

Summer Bookshelf Guide



DETAILS

Reach 100,000 total readers by promoting your book in Princeton Alumni Weekly's special advertising section, The Princeton Bookshelf, for Alumni, Faculty, and Staff authors ... just in time for the holidays!

Whether a scholarly work, a novel, a memoir, non-fiction, or children's literature, put your book in front of an audience that loves to read.

This special advertising section will be included in the June and July/August issue of PAW.

RESERVATION DEADLINES

June Issue:

Space Reservation: Apr. 13, 2026

Artwork: Apr. 27, 2026

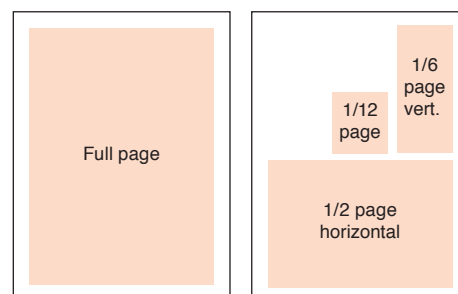
July/August Issue:

Space Reservation: May 18, 2026

Artwork: June 1, 2026

SPECIAL RATES

| AD SIZE | PRICE | AD SIZE |
|-----------|---------|-----------------------|
| Full Page | \$2,250 | 6.975" w x 9.1128" h |
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