



2026-2027 Media Kit

Team up with IBPA to reach **13,000+ publishers, partners, and industry professionals**—including 3,500+ active independent publisher members

IBPA is the backbone of independent publishing. Established in 1983, we are the nation’s largest and most experienced publishing trade association. Today, we empower a diverse community of 13,000 publishers and partners through advocacy and industry-leading support.

Why sponsor or advertise with IBPA? IBPA runs more than 40 programs that help our members successfully manage their publishing businesses. Advertising with IBPA provides sponsors the opportunity to engage with publishing professionals looking for a variety of services including: cover design, manufacturing, e-book and audiobook production, metadata management, warehousing, distribution, fulfillment—and more.

MEMBERS WE SERVE

100+
Large Independent Publishers

1,500+
Independent Publishers

1,500+
Author Publishers and Authors

PREMIUM PARTNER PACKAGES (JULY 1, 2026 – JUNE 30, 2027)

Elevate your brand with high-impact engagement opportunities across the IBPA community. These packages combine print, digital, and in-person connection points for maximum value.

PLATINUM SPONSOR \$10,000 (5 available)

Event Leadership:

Sponsor of Think Tank (includes 1 registration). Includes sponsor recognition at the event, but no exhibits at this special session

PubU All-Access Exhibit:

- Preferred exhibit table placement
- 3 conference registrations
- 2 Ask the Experts one-on-one meeting spots
- Webpage/signage logo features
- 50% discount on additional registrations

Year-Round Media:

4 full-page color ads in the quarterly IBPA Independent magazine and e-newsletter/web exposure July 1, 2026 - June 30, 2027.

Virtual Speaking Spot: Webinar panel speaking opportunity at an educational event.

GOLD SPONSOR \$6,000 (10 available)

Event Leadership:

Sponsor of Think Tank (includes 1 registration). Includes sponsor recognition at the event, but no exhibits at this special session

PubU All-Access Exhibit:

- Preferred exhibit table placement
- 2 conference registrations
- 2 Ask the Experts one-on-one meeting spots
- Webpage/signage logo features
- 50% discount on additional registrations

Year-Round Media:

4 half-page color ads in the quarterly IBPA Independent magazine and e-newsletter/web exposure July 1, 2026 - June 30, 2027.

Thought Leadership:

Lead sponsor for 1 podcast or webinar (episode assigned by IBPA).

SILVER SPONSOR \$4,000

PubU All-Access Exhibit:

- Guaranteed exhibit table
- 2 conference registrations
- 2 Ask the Experts one-on-one meeting spots
- Webpage/signage logo features
- 50% discount on additional registrations

Year-Round Media:

4 quarter-page color ads in the quarterly IBPA Independent magazine and website exposure July 1, 2026 - June 30, 2027.

DIAMOND SPONSOR \$18,000 (2 available)

Exclusive & Fully Customized. A VIP-level partnership tailored to your company’s specific goals.



To secure your sponsorship visit bit.ly/IBPAmmediakit2026-2027

or email jackie@ibpa-online.org



IBPA PUBLISHING UNIVERSITY 2027

(co-located with [The Book Manufacturers Institute](#))

May 20th - 22nd 2027
Marriott Renaissance Baltimore

Join a highly motivated audience of professional publishers and authors actively seeking the tools, services, and partners to launch their next book. This is your opportunity for face-to-face networking and high-value lead generation.

Learn more about attending by visiting publishinguniversity.org.

EXHIBIT & SPONSORSHIP OPTIONS

All-Access Exhibit Sponsorship | **\$2,400**

Member Price | **\$2,150**

Early Commitment Member Price (sign up by May 31, 2026) | **\$2050**

1 Exhibit Table + 1 Full Conference Registration + 1 Ask the Expert Spot
Scale Your Team: Additional registrations available at 50% off.

Contact us for custom PubU packages for additional brand exposure

DIGITAL ADVERTISING

E-NEWSLETTER ADVERTISING

IBPA Newsletter: Members check this e-newsletter for current IBPA news, industry news, our calendar of upcoming educational and networking events, book marketing opportunities, and to read about other publishers' news.

CIRCULATION

The e-newsletter is distributed on the first Friday of every month to 3500+ IBPA members, with editions segmented for large independent publishers, independent publishers, and author-publishers. On the third Friday of the month, the newsletter is sent to 13,000+ IBPA members and nonmembers in the publishing industry.

E-NEWSLETTER BANNER AD

675 X 83 | \$900 (3 month / 6 ads total)

Contracts and ad files must be submitted two weeks prior to the first Friday of the month.

FILE FORMAT: RGB image as either JPG or GIF; animated GIFs are acceptable; 72 DPI; maximum file size is 40K; include a link to URL.

DIGITAL STATS

3,500+

IBPA members receive 1st issue every month

13,000+

members & nonmembers receive 2nd issue every month

58.7%

average open rate

5.5%

average click rate



IBPA INDEPENDENT MAGAZINE ADVERTISING

Every issue of **IBPA Independent** reaches more than 5,000 active publishing professionals—and they're reading it.

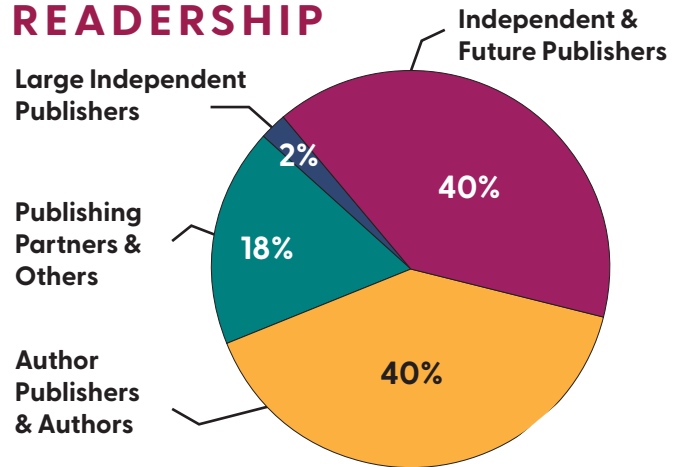
Get your business noticed by active participants in the publishing industry who are in need of services like yours.



92% of survey respondents spend at least 10 minutes with each issue.

75% of survey respondents save their issues for several months.

READERSHIP



ADVERTISING PRICING

Back Cover	\$2000
Full Page	\$1800
1/2 Page	\$1200
1/4 Page	\$600

ADVERTISING DEADLINES

Issue	Ad Close	Files Due	Delivery Est
Q3 2026	5/6	5/13	7/1
Q4 2026	8/4	8/11	10/1
Q1 2027	11/2	11/9	1/4
Q2 2027	2/4	2/11	4/1

All ads should be supplied as a high-resolution Adobe Acrobat PDF with fonts embedded and all colors/images at 300 dpi with CMYK color attributes.

ADVERTISING SPECIFICATIONS

Advertising Unit	Width	Height	Placement
Trim Size	8.5	10.875	
Full page with bleed	8.75	11.125	
Back cover page with bleed	8.75	8.75	
1/2 page vertical	3.5	9.5	
1/2 page horizontal	7.5	4.75	
1/4 page	3.625	4.75	