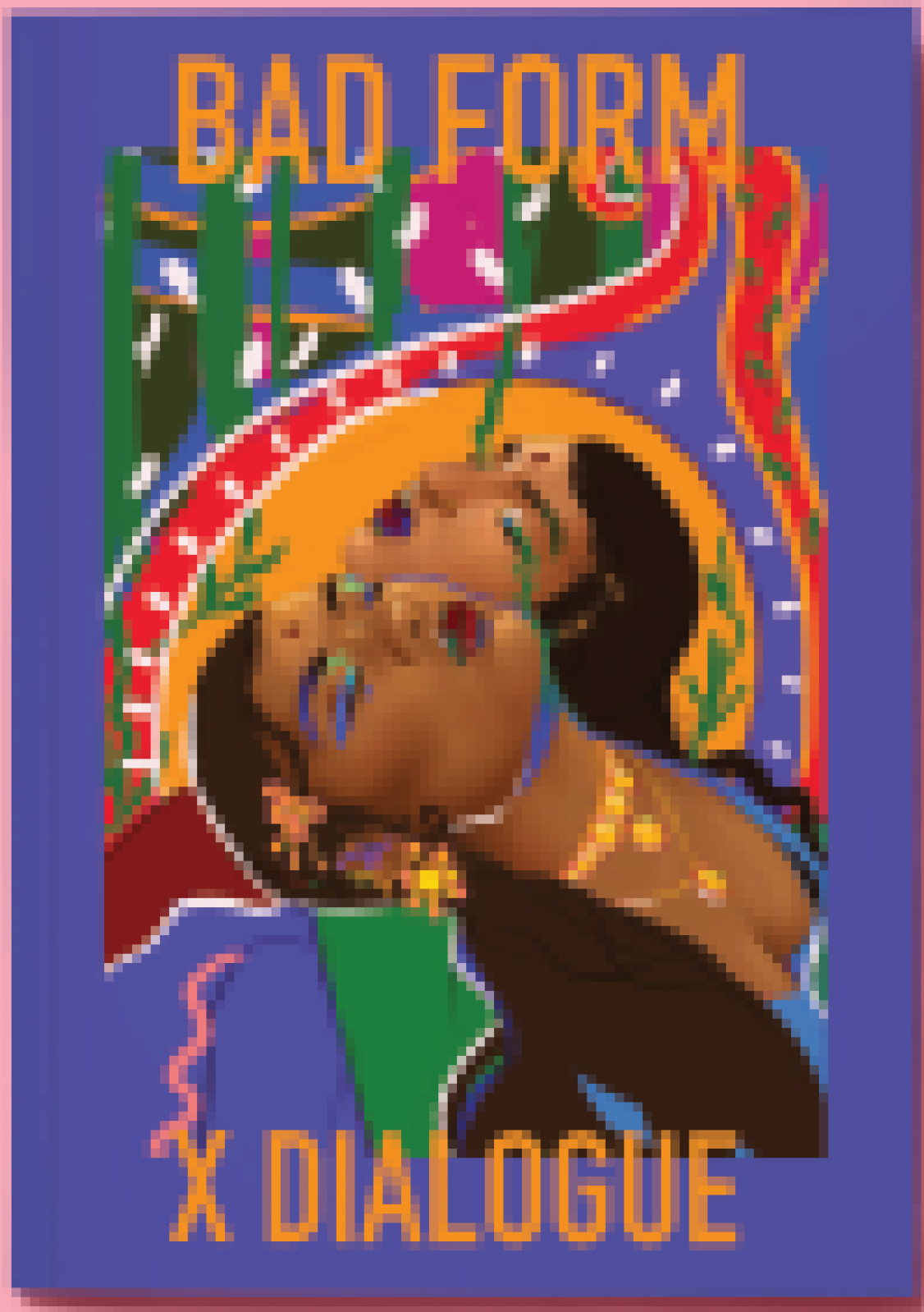


# BAD FORM

PRINT AND DIGITAL MEDIA KIT 2022



# BAD FORM



Bad Form is Britain's only books magazine about writers of colour. Founded in 2019 in response to the statistic that less than a hundred books by 'British BAME authors' were published in 2016 (*The Bookseller*). Bad Form has gone on to platform more than a hundred young diverse writers, and hundreds more books. In 2021, we won the Bookseller 'Discover' award.

Bad Form publishes a regular print magazine, which features essays, book reviews, fiction, interviews, poetry, and memoir. Every cover is lovingly designed by a Black, Asian, or racialised community artist, and a print is offered to those who pre-order the issue (every pre-order campaign has sold out in less than a week).

The website is an encyclopaedic collection of book reviews, literary essays, interviews, publishing news, and reading lists. Despite being a new entrant on the literary scene, Bad Form has already established itself as a go-to for young people who want more than the male, pale, and stale recommendations usually given.

## WHY ADVERTISE WITH BAD FORM?

Bad Form has a young, diverse, and engaged audience. Advertising with us helps you tap into areas of the book buying market so often left under-utilised by the British publishing industry. 54.2% of our audience are 25-34, and 23.8% are in the 18-24 category. Since launching our new website in January 2021, views and engagement have grown five times over.

Bad Form is currently self-funded and staffed entirely by volunteers. Advertising with Bad Form will help us fund our goal of paying our writers and editors for their work in 2022.



8.7k FOLLOWERS



12.9k FOLLOWERS



2.2k FOLLOWERS

# BAD FORM AUDIENCES

## SOCIAL MEDIA

### Twitter

Followers: 8.7k  
Mean impressions per tweet: 4,078

### Instagram

Followers: 12.9k  
Mean impressions per post: 2,876

## ONLINE

### Website

Monthly visits: 7.2k  
Unique visitors: 5.6k  
Page views: 11.4k

### Newsletter

Monthly newsletter *The Bad Form Beat* began March 2021  
Subscribers: 1.4k  
Open rate: 41.4%  
Click rate: 3.4%

## PRINT

### Latest print issue on Beauty

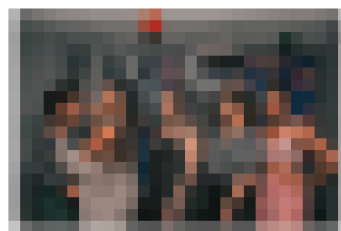
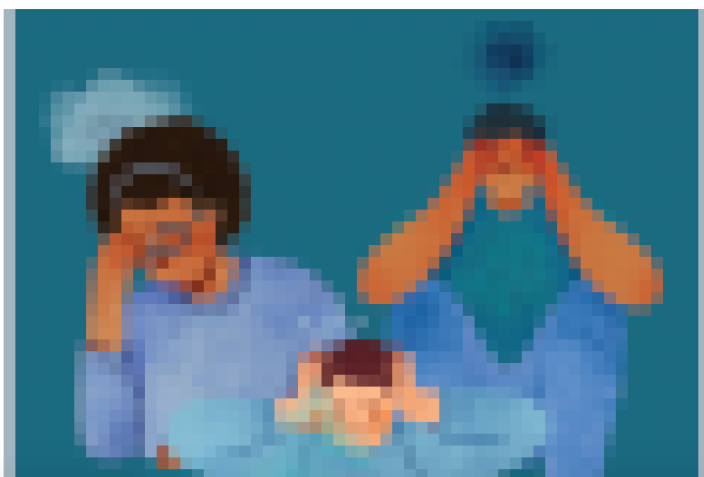
RRP: £9.99  
Sales: 250 (sold out print run)  
*Sold out of pre-orders in 3 hours, physical copies within a fortnight.*

Bad Form Beauty  
Beauty, Fashion & Lifestyle

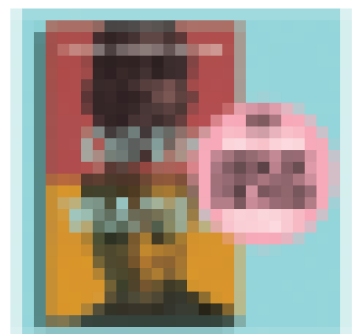
BAD FORM



THE BAD FORM BEAT MONTHLY NEWSLETTER IS AVAILABLE EVERY MONTH



Our 10th Anniversary  
The Goodies



How to Style Your Hair  
This Month's Beauty

1000

# BAD FORM

Please contact Amy to organise or ask any questions.  
We're happy to chat about all of our rates and options!  
[editor@badformreview.com](mailto:editor@badformreview.com)

## DIGITAL RATE CARD

We would love to work with publishers to profile titles by writers of colour. Rather than just posting graphics, we want to be part of a holistic campaign of support.

Previous campaigns have included reviews across social media, print issues, and website; reading lists of key titles, and sponsored playlists. We are very happy to come up with bespoke ideas with you!

Previous partners have included:



### Instagram

1 post and 3 story posts: £300  
3 posts and 6 stories: £600  
Posts will be left for minimum 6 months.

### Twitter

Per post: £40  
Negotiable with graphics, click throughs etc.

### Newsletter

Paragraph of text, image, with click-through: £30  
Entire email: £100

*Please note we do now charge for cover reveals.*

## PRINT RATE CARD

We have now begun to accept sponsors for our print issues! We're happy to include traditional page adverts, and also paid reviews and written features (where the book/author concerned is Black, Asian, or from a racialised community background).

In 2022 we announced our first takeover issue with Dialogue Books - we are open to discussing more of these in 2023 onwards.

We are also happy to discuss different forms of advertising, including contributing books to our always sold-out pre-order campaigns.

### Display (full cover)

Inside cover page + sponsored playlist: £1,000  
Full page: £500  
Sponsored review (min. 4 pages): £500  
Half page: £300  
1/3 page 'Book to look out for': £200

### Inserts

Rate: £200 per print run.  
Maximum weight 10 grams, size A5 (or A4 folded in half).  
All inserts are subject to the final approval of Bad Form. Please send a PDF rough of the proof with booking.