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The Big Picture is a free newsletter published every 2 weeks – 26 issues per year. If your company's products and services are part of the book industry – publishing, distribution, library, retail, or supportive service – you will benefit from advertising with The Big Picture.

**The Big Picture's advertising rates are as follows:**

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 **ABOUT THE BIG PICTURE:**

The Big Picture is a free newsletter at the nexus of technology where publishing, bookselling, libraries, and service providers meet. Covering trends in digital content delivery – to both retail and library markets – The Big Picture provides insight, news, analysis, and community in a fast-moving sector.

**The Big Picture is essential to understanding digital strategies in the book industry.  
The newsletter is aimed at:**

- ✓ **Publishing – mid- to senior-level executives who are forecasting and implementing digital distribution**
- ✓ **Bookselling – product sales executives who are planning digital strategies**
- ✓ **Libraries – collection development librarians who are allocating funds for acquisitions**
- ✓ **Distributors – business development executives who are examining digital distribution of content as another aspect of book distribution**
- ✓ **Enterprise Software Providers – software developers and product managers who have to accommodate digital strategies according to their customers' needs**

The Big Picture offers analysis of the latest news, company and product profiles, feature articles, and a job board focusing on the electronic content distribution market. The Big Picture's subscribers are executives and professionals responsible for major purchasing, distribution and development decisions.

**The Big Picture's subscriber base numbers in the thousands and includes:**

- ✓ **Large and mid-sized publishers**
- ✓ **Major booksellers**
- ✓ **Independent booksellers**
- ✓ **E-audio vendors**
- ✓ **Ebook publishers**
- ✓ **Database aggregators**
- ✓ **Integrated library systems**
- ✓ **Book distributors**
- ✓ **Acquisitions librarians**
- ✓ **Book printers and manufacturers**
- ✓ **Consultants to the book industry**
- ✓ **Industry hiring managers**
- ✓ **Publishing executives**