



AFM 2026

Media & Advertising Pack

Reach writers, screenwriters and storytellers
through Arena Fantasy Magazine.



About AFM



Arena Fantasy Magazine

Arena Fantasy Magazine is an independent publication for writers, screenwriters and storytellers, offering practical insight, creative inspiration and opportunities to develop their craft.

AFM brings together articles, interviews, writing advice, competitions and features covering the many ways stories are created and shared.

Relaunching in December 2026, AFM returns with a refreshed design, broader screenwriting coverage and a renewed focus on community and practical value. The magazine is designed for both emerging and experienced creatives who want useful, accessible content and new opportunities to engage with their craft.



Independent publication | Creative audience | Relaunching Dec 2026



Our Audience



Who AFM Reaches

AFM is aimed at a broad creative audience of adults aged 18 to 65+ who are interested in writing, screenwriting, storytelling and the wider creative industries. Readers may be aspiring writers, published authors, screenwriters, independent creatives or people simply interested in how stories are developed and brought to life.



Writers

Fiction, short stories, novels and creative writing



Screenwriters

Film, television, short-form and script development



Storytellers & Creatives

Artists, filmmakers, editors, publishers and related creative professionals



Creative Learners

Readers looking for practical advice, opportunities and industry insight

Age: 18–65+

Interests: Writing • Screenwriting • Publishing • Storytelling • Creative Development

Reach: UK-led, open to an international audience

Why Advertise with AFM?



Reach a Creative, Engaged Audience

Arena Fantasy Magazine connects advertisers with writers, screenwriters and creatively engaged readers. AFM offers an affordable way to reach a focused audience interested in storytelling, publishing and the wider creative industries.

Targeted Audience

Connect with writers, screenwriters and creatively engaged readers.

Affordable Exposure

Cost-effective promotion for independent creatives, businesses & organisations.

Extended Visibility

Promote your brand across AFM's magazine and website.

Creative Community

Advertise alongside interviews, competitions, advice & industry features.

Ideal for:

Publishers • Editors • Writing Services • Courses • Software • Bookshops • Creative Professionals • Film & Media Services



Advertising Options



Choose the Right Space for Your Campaign

AFM offers flexible advertising options across the magazine and website, with placements to suit different budgets and campaign goals.

Magazine Advertising

Quarter Page

A compact option for promoting books, services, courses or events

**PRICES FROM
£23.00**

Half Page

More space for stronger visuals, additional copy and clearer brand messaging.

**PRICES FROM
£30.00**

Full Page

Maximum impact with a dedicated page for your campaign or promotion.

**PRICES FROM
£50.00**

Website Advertising

Full-width Banner

Prominent website placement for campaigns, launches and brand awareness.

PRICES FROM £25.00 PER MONTH

Half Banner

Compact website advertising for books, services, events and promotions.

PRICES FROM £18.00 PER MONTH

Stuck for time?

AFM can design an advert for you. Give us a brief and we'll do the rest

From £30.00

How To Advertise

Book Your Space With AFM

Advertising with AFM begins with an enquiry. Tell us what you need and we'll confirm how we can help before providing a tailored quote.

Your Journey with AFM

1 - Get In Touch



2 - AFM Reviews Your Needs



3 - Receive Your Quote



4 - Accept the Quote



5 - Invoice Issued



6 - Payment Received & Production

How It Works

Advertising with AFM begins with an enquiry. Once we understand your requirements, we'll confirm how we can help and provide a tailored quote.

What to include in your enquiry

- What you want to advertise
- Preferred advert type or placement
- Whether artwork is supplied
- Whether you need AFM to design the advert
- Preferred campaign timing

If you're ready to make an enquiry, we're ready to hear from you.
Email: contact-us@arenafantasymagazine.co.uk | Tel: 07528 924361

Advertising Created for Clients

A selection of adverts previously created by AFM, shown with permission. Each piece was developed to suit the client's message, audience and chosen format.



Web banner for The Novel Factory

NY BOOK EDITORS

Learn from the most experienced, award-winning editors.

Our team of highly vetted editors, matching methodology, and editing process are carefully curated and designed to ensure you reach your utmost potential as an author.

- Share** Our first step is to make sure you're ready for a professional editor. The majority of authors who contact us are ready, now, today, and they've been overthinking and tweaking their manuscript for so long that they can't stand it anymore.
- Match** When you receive an editor's profile, it means we have selected that editor based on a tested methodology developed over years of helping authors find their ideal match.
- Try** Writers have found that the Trial Edit gives them a clearer understanding of the editor's professional voice, approach, and editing style before making a bigger commitment. It's an opportunity to "try before you buy" to ensure you both are the best match.
- Discover** At this stage, you know you've found the right editor, the person with whom you want to build a long-lasting editorial relationship. Now we do a complimentary Manuscript Evaluation.
- Edit** When the edit is underway, your manuscript will be in your editor's responsible hands for approximately 3-12 weeks.

To get your editor go to
www.nybookeditors.com

1/4 page advert for NY Book Editors

DRAFT 2 DIGITAL

WRITING IS YOUR DREAM
We make publishing your reality

We are Self-Publishing with Support

Your book is your priority. Our priority is you. We build tools and services that let you focus on writing while we take care of layout, publishing, distribution, print-on-demand paperbacks, and more.

<https://www.draft2digital.com/>

1/4 page advert for Draft 2 Digital

ASYLUM WRITERS

A new online community for writers of all levels: www.asylumwriters.com

- Free to join, and ALL features available to all members. No paywall. Everyone is "Premium"
- No personal details required. Pen names welcome. No advertising or spam.
- Live chat including video and file sharing. Chat publicly or privately, in groups or 1-1.
- Host your own group. Make it private and invite friends, or public and get followers.
- Find critique partners or your beta-reader. Get help with your writing and help others.
- Access hundreds of writing resources and tools. Read the latest publishing and author news.
- Have your book listed in our partner bookshop www.asylumbookshop.com FREE
- Coming soon - writing contests and events!

1/4 page advert for Asylum Writers

Examples shown with permission. Advert dimensions have been adjusted for presentation within this media kit.

More Previous Client Work



The advertisement for FirstWriter.com features the company logo at the top left, which includes the text 'firstwriter.com' and a stylized green and blue swoosh. To the right of the logo, the text 'Memberships From £2.99 Per Month' is displayed. Below this, a paragraph states: 'Search over 6,000 markets for writers, including literary agents and agencies, book publishers, writing contests, magazines, and more. Get daily updates by email!'. At the bottom of the ad, there are four colored boxes, each representing a different market category with an icon and a count: 'Literary Agents' (red box, person icon, 2368 worldwide), 'Publishers' (teal box, book icon, 1998 fee free), 'Magazines' (purple box, hand icon, 2494 worldwide), and 'Competitions' (blue box, trophy icon, 98 Current). A final line of text at the bottom says 'Full access to all markets advertised go to www.firstwriter.com'.

firstwriter.com™ Memberships From
£2.99 Per Month

Search over 6,000 markets for writers, including literary agents and agencies, book publishers, writing contests, magazines, and more. Get daily updates by email!

Literary Agents	Publishers	Magazines	Competitions
			
2368 worldwide	1998 fee free	2494 worldwide	98 Current

Full access to all markets advertised go to www.firstwriter.com

A Half-page advert created for FirstWriter



The advertisement for Jenn Lyons' books features a background image of a woman with long red hair and glasses, wearing a blue shirt, standing in front of a stone wall. To the left of the woman, five book covers are displayed in two rows. The top row contains 'The Ruin of Kings', 'The Name of All Things', and 'The Memory of Souls'. The bottom row contains 'The House of Always' and 'The Discord of Gods'. All books are by Jenn Lyons. At the bottom of the ad, the URL 'https://us.macmillan.com/series/achorusofdragons' is provided. A small photo credit 'Photo credit: Matthew & Nicole Nicholson, Dim Horizon Studio' is at the very bottom.

Available now

JENN LYONS
THE RUIN OF KINGS

JENN LYONS
THE NAME OF ALL THINGS

JENN LYONS
THE MEMORY OF SOULS

JENN LYONS
THE HOUSE OF ALWAYS

JENN LYONS
THE DISCORD OF GODS

<https://us.macmillan.com/series/achorusofdragons>

Photo credit: Matthew & Nicole Nicholson, Dim Horizon Studio

A Half-page advert created for Jenn Lyons / Macmillan Books.

Ready to advertise with AFM?

Send us your requirements and we'll help you find the right placement for your campaign.

Email: contact-us@arenafantasymagazine.co.uk | Tel: 07528 924361

Frequently Asked Questions



Have a question about advertising with AFM? Here are some of the things advertisers ask us most often.

Can I supply my own artwork?

Yes. Finished artwork can be supplied, provided it meets the required dimensions and quality standards.

Can AFM design my advert?

Yes. AFM can create an advert from your brief, with design services starting from £30.

How are advertising prices calculated?

Prices depend on the placement, format and campaign requirements. A tailored quote is provided before any work begins.

When does work begin?

Production begins once the quote has been accepted and payment has been received.

Can I advertise on the site & magazine?

Yes. Magazine and website placements can be booked separately or discussed together as part of a campaign.

How long can a website advert run?

Website advertising is charged monthly, with campaign length agreed at the quotation stage.

What file formats do you accept?

JPG and PNG are preferred for supplied artwork. AFM can advise on the correct dimensions for each placement.

Can AFM refuse an advert?

Yes. All advertising is subject to editorial approval, and AFM may decline material unsuitable for the publication or audience.

Still have a question?

Get in touch at contact-us@arenafantasymagazine.co.uk



Let's Work Together

Ready to promote your book, service, course or campaign with AFM? Get in touch and tell us what you need.

Starting From:

Magazine adverts — £23

Website adverts — £18 per month

Advert design — £30

Contact

contact-us@arenafantasymagazine.co.uk

Arenafantasymagazine.co.uk

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