

Rain Taxi Reader and Circulation Information

Rain Taxi readers are an educated group, with nearly 70% attaining post-graduate degrees; another 20% hold undergraduate degrees.

As a freely distributed magazine, we attract readers in a wide variety of income brackets: 73% have incomes between \$25,000 and 75,000, with 19% over \$75,000.

The gender ratio of our readers is nearly evenly split, with 52% male and 48% female.

60% of our readers are between 36 and 59 years old, with 28% between 18 and 35, and 12% age 60 and over.

Our readers use Rain Taxi to discover new books: 42% made book purchases based on a review or advertisement; 28% discussed books or ideas mentioned in Rain Taxi with friends or colleagues; and 20% checked out library books based on a review or advertisement.

Rain Taxi distributes 16,000 copies nationwide for free to over 200 independent bookstores, writing centers, and MFA programs. Here are just some of the places we send to:

Arizona:

Bright Side Bookshop
Changing Hands

California:

Beyond Baroque
Chaucer's Books
City Lights
Green Apple
Small World Books

Colorado:

Boulder Bookshop
Tattered Cover

Illinois:

AfterWords
Barbara's Books
Myopic Books
Powell's Bookstore
Seminary Co-op

Iowa:

Prairie Lights

Maryland:

Atomic Books
The Writer's Center

Massachusetts:

Amherst Books
Commonwealth Books
Grolier Bookshop

Michigan:

Crazy Wisdom

Minnesota:

Magers & Quinn
Common Good Books
Moon Palace Books
Open Book

New Jersey:

Bookends

New Mexico:

Brodsky Bookshop
Page One Bookstore

New York:

Labyrinth Books
Poet's House
Posman Books
St. Mark's Bookstore
Talking Leaves
The Poetry Project

North Carolina:

Malaprop's Bookstore
Regulator Bookshop

Ohio:

Book Loft

Oregon:

Powell's Bookstore

Pennsylvania:

Joseph Fox Bookshop
Kelly Writer's House
Midtown Scholar

Texas:

BookPeople
Brazos
Deep Vellum
Interabang Books

Utah:

King's English

Vermont:

Phoenix Books
Vermont Bookshop

Washington D.C.:

Bridge Street Books
Politics & Prose

Washington:

Elliott Bay Books
Richard Hugo House
Village Books

Wisconsin:

A Room of One's Own
Boswell Book Company
Woodland Pattern