

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 14,000 copies nationwide for free to over 150 independent bookstores, writing centers, and MFA programs. Here are just some of the places we send to:

Arizona:

Changing Hands

California:

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

Colorado:

BookBar
Tattered Cover

Illinois:

AfterWords
Anderson's Bookshop
57th Street Books
Powell's Bookstore
Seminary Co-op
Unabridged Bookstore

Iowa:

Prairie Lights

Maryland:

Atomic Books
Normals
The Writer's Center

Massachusetts:

Amherst Books
Brookline Booksmith
Grolier Bookshop

Minnesota:

Magers & Quinn
Next Chapter Books
Moon Palace Books
Open Book

New Jersey:

Bookends

New Mexico:

Bookworks
Collected Works
Page One Bookstore

New York:

Housing Works
Poet's House
Quimby's
Talking Leaves
The Poetry Project

North Carolina:

Malaprop's Bookstore
Regulator Bookshop

Ohio:

Book Loft

Oregon:

Powell's Bookstore

Pennsylvania:

Brickbat Books
City of Asylum Books
Midtown Scholar

Tennessee:

Novel
Parnassus Books

Texas:

BookPeople
Book Woman
Brazos
Deep Vellum
Interabang Books

Utah:

King's English
Weller Book Works

Vermont:

Bear Pond Books
Phoenix Books

Virginia

Daedalus Books

Washington D.C.

Bridge Street Books
Politics & Prose

Washington

Elliott Bay Book Co.
University Bookstore
Village Books

Wisconsin:

Boswell Book Company
University Bookstore
Woodland Pattern