



CWA Corporate Member Benefits

Benefits for corporate members include very many of those for our author members, known as full members, so please do take a look at those. They are on the CWA website here:

<https://thecwa.co.uk/about-us/membership>

One of the most significant benefits for author members is the marketing platform afforded them by the Crime Readers' Association, our sister organisation, and these, with certain differences, are extended to our corporate members.

1. We very much welcome themed pieces written by the publisher or agent that aren't overly promotional but nevertheless introduce authors and their books. We're not looking for press releases and book blurb. We *are* looking for articles between 200-450 words (CRA Newsletter, subscription c. 11,500 of whom 4,000 are writers) and 400-1,000 words (CRA website blog) discussing:
 - meaningful, personal experiences of what it's been like to work on these books and/or with these authors, with wider insights and information of interest and value especially to readers and aspiring authors;
 - case studies with relevance to readers and would-be writers;
 - what life is like right now in the publishing industry;
 - an issue of importance to you that affects authors and/or readers.

If one of your authors' books is discussed in this feature, we'd like a cover pic. However, we'd prefer a pic of you, the writer of the piece, and we'd probably carry a company logo, too.

2. We also welcome information about:
competitions you're running; writing events you're hosting; author events you're hosting; festivals/events where your authors are appearing, provided at least one is a CWA member.
3. As from summer 2020, we're also allowing every corporate member to submit an article from one their non-CWA authors for the CRA Newsletter, up to three times in a year. We ask exactly the same as from CWA members; up to 450 words with a book cover and author image. However, it must be an exclusive article and not a book blurb. (Our Bookend feature is reserved for CWA author members.) The link we include must be to your website only.
4. We're always looking for crime-writing tips for the Debuts pages on our CWA website! Have a look to see what's up there now and send me something with a link to your website and one image.

5. Publishers and literary agencies who are members of the CWA – corporate or associate – are entitled to see the Debut Dagger shortlisted entries every summer. As a member, please contact our Secretary and she will make sure to add you to our list.

Contact Dea Parkin, the Secretary of the CWA on secretary@thecwa.co.uk to take advantage of any of these benefits if you are a CWA corporate or associate member.

Meanwhile, if your authors want to write their own pieces and take advantage of the promotional opportunities we offer, why not suggest to them that they become a CWA member? It costs £55 or £65 a year and all the many benefits can be found here: <https://thecwa.co.uk/about-us/membership/>.

If you decide at any time that you'd like paid-for advertising, we offer preferential rates to corporate members. Visit: <https://thecwa.co.uk/about-us/advertise-with-us/>.

We are always looking for sponsors and in the past these have often come from corporate members, who are already engaged with the CWA and our activities and who wish to offer support while maximising promotional opportunities among the crime-writing world. We are looking for sponsors of our Daggers and of our events. If you'd like to know more, please get in touch with the Secretary.

Dea Parkin
Secretary of the CWA
secretary@thecwa.co.uk

DP 2020