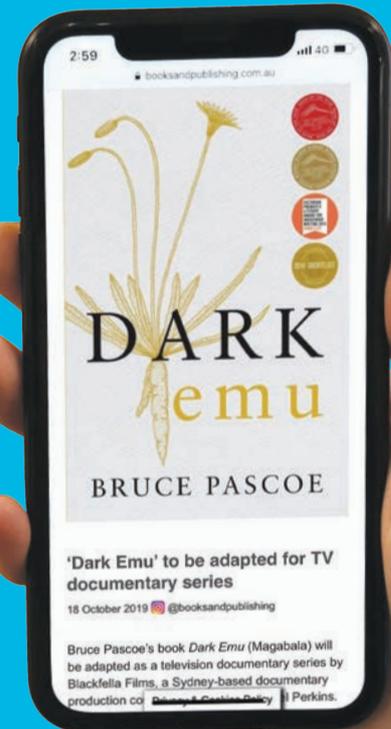


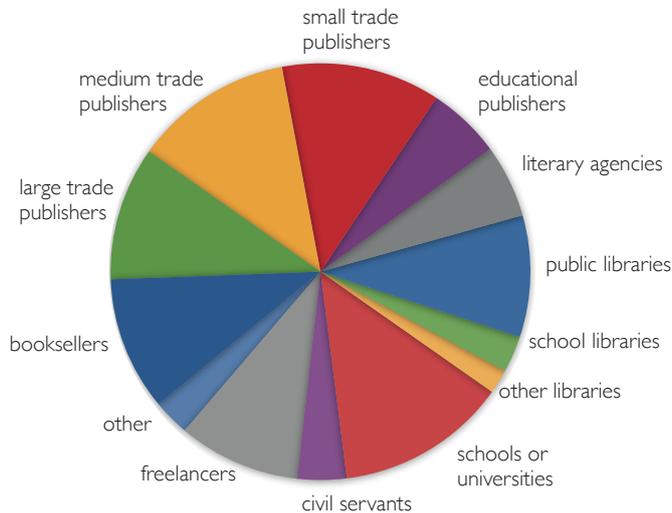
# Digital media kit 2020

## Books+Publishing



# Audience

- Our audience includes booksellers, publishers, librarians, teachers, students, literary editors, arts managers, influencers and authors.
- 8500 individual and company subscribers stay up to date with book industry news through the *Daily* and *Weekly Book Newsletters*.



'*Books+Publishing* advertising is a really effective way for us to communicate with booksellers and is a lifeline for our business.'

—Grace Breen, Affirm Press

'Advertising with *Books+Publishing* is a great way to help build industry buzz around a new or upcoming release. After all, everyone reads the weekly Blue News!'

—Alice Wood, HarperCollins Australia

# Engagement

## Weekly Book Newsletter

- **Highly valued:** our 2019 reader survey found that the *Weekly Book Newsletter* is considered the most important source of news about the industry, beating out mainstream press, sales reps, direct marketing, conferences and social media.
- **Read voraciously:** 50% of subscribers read the *Weekly Book Newsletter* within four hours of receiving it in their inbox.
- **Engaged subscribers:** the *Weekly Book Newsletter* has an average open rate of 30% (industry average: 17%) and an average click rate of 10% (industry average: 3.6%).

## Books+Publishing website

- The website has more than 71,000 unique page views per month with an average of 23,000 unique visitors.

'Could not go a week without it. All the news, views and cutting insight a boutique publisher could want at the click of a button.'

—Donna Ward, Inkerman & Blunt



## Social media

- Twitter: Over 15,600 followers
- Facebook: Nearly 11,000 followers
- Instagram: Over 5000 followers.

# Book Buzz

**Book Buzz** is our premium digital advertising option—a custom-built promotional newsletter, perfect for making a big splash about your standout titles.

- Choose your own content and market your titles exclusively to *Books+Publishing's* audience.
- Use video content, interviews, reviews, blurbs, sample chapters and reading copy giveaways to immerse and engage readers.
- Our editorial team will work closely with you to create a newsletter that suits your campaign.

'B+P is always front of mind when building a trade-facing marketing campaign. From newsletters to digital display, we're confident that we're reaching a critical component of our market—booksellers. The team are consistently dependable, collaborative and I'm looking forward to working with them in 2020.'

—Tom Saras, Hachette Australia

The screenshot shows a promotional newsletter for Books+Publishing. At the top, it says "Books+Publishing BOOK BUZZ". Below that, a red banner features the text "The debut novel from beloved Aussie comedian Matt Okine" and "24 September 2019". A small image of a person climbing a ladder is visible on the right side of the banner. Below the banner, there is a link "VIEW FULL NEWSLETTER" and a quote: "Mike Aron is a regular teenager. All he wants is to fit in. He wants to sit at the cool bench. He wants to be a star athlete. He wants his first kiss. He also wants his mum to survive." This is followed by a section titled "About the book" which describes the plot of "Being Black 'n' Chicken, & Chips" by Matt Okine. Below this is a small image of the book cover. Another section titled "'Intimate and affecting.'" by Laura Karavan is shown, featuring a small image of a jellyfish. At the bottom, there is a photo of Matt Okine sitting on a bench, with a bio: "Matt Okine The multi-talented comedian, actor and presenter Matt Okine is one of Australia's favourite award-winning comedians. Okine performs sell-out national tours of his live shows year in, year out, and has gained much popularity on the festival circuit."

Books + Publishing  
**BOOK BUZZ**

**SPN**  
Small Press Network

A selection of titles from our members

Book Buzz is a promotional newsletter supported by the publishers.

[VIEW FULL NEWSLETTER](#)

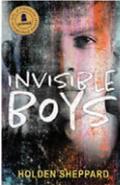
**Invisible Boys**

Introducing Holden Sheppard, winner of the City of Fremantle Hungerford Award, the Ray Koppe Vanuna Fellowship and the Kathleen Mitchell Award for his debut young adult novel *Invisible Boys*.

**About the book**  
In a small town, everyone thinks they know you: Charlie is a hardcore rocker, who's not as tough as he looks. Hammer is a footy jock with big AFL dreams, and an even bigger ego. Zake is a shy over-achiever, never macho enough for his family. But all three boys hide who they really are. When the truth is revealed, will it set them free or blow them apart?

*Invisible Boys* by Holden Sheppard  
Fremantle Press, 10 October

**Praise for *Invisible Boys***  
... brings to mind books like *Puberty Blues* and the work of Tim Winton. —Junior Books+Publishing



**Hide**

It's 1983 in Thatcher's Britain. Alec Johnson has left his comfortable family home in Cardiff and taken a flat with bakers Minko, Stokes and Black. Then he meets Sindy, Minko's strange and vulnerable young girlfriend. When she starts to visit Alec as a possible saviour from her abusive relationship, it seems Alec is a big target on his back.

*Hide* takes us on a dark, unsettling journey one that begins in a small town in Wales and continues through the vast Australian outback. As the threats get closer, Alec fears this is one journey from which he may never return.

'Crime fans with a hankering for a gripping, edge-of-your-seat read will love *Hide*.' —Books+Publishing

**Title by S.J Morgan**  
Marrigindun Publishing, 1 November 2019

**Advance copy giveaway**  
Email us at [editors@marrigindunpublishing.com](mailto:editors@marrigindunpublishing.com) for your chance to receive 1 of 10 proof copies of *Hide*.



- Over 6000 subscribers receive the *Book Buzz*, which has an average open rate of 26%.
- Advertisers have reported that subscribers will snatch up all available advance reading copies within 20 minutes of a *Book Buzz* being sent to their inbox.
- This is our most popular digital advertising option. We recommend booking early!
- Pricing:
  - Tier 1: January, February, March, April  
Price: \$3000
  - Tier 2: May, June, July, August, September, October  
Price: \$2500
  - Tier 3: November, December  
Price: \$2000

'B+P's range of publications is the ideal place for the Small Press Network to promote our events and to offer advertising opportunities to our 150+ publisher members. *Book Buzz* in particular has been a big hit, with participating publishers noting the newsletter's deep audience reach and the near-instant response from recipients.'

—Tim Coronel, Small Press Network

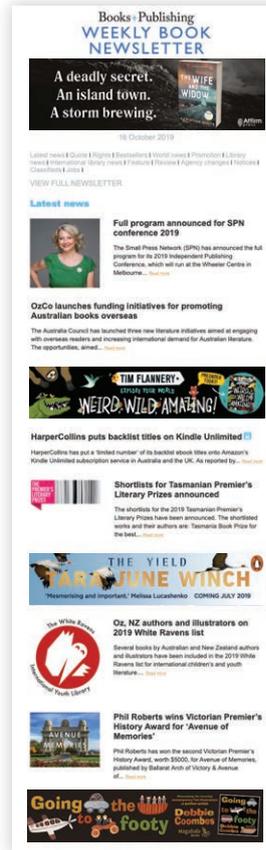
# Banners

Communicate your message with a visually striking **banner** advertisement.

- Choose from four display advertising options across a range of prices.
- Banners appear in five *Daily* newsletters, one *Weekly Book Newsletter* and on the website for one week.
- Delivered to over 8500 subscribers.

'Transit Lounge has found banners in the *Weekly Book Newsletter* to be a highly cost-effective way of alerting booksellers and other industry professionals to our key titles. Having our books widely stocked in stores across the country invariably results in increased visibility and sales.'

—Barry Scott, Transit Lounge



**Premier banner**  
(W 500 x H 150 pixels)  
\$1750

**Upper banner**  
(W 500 x H 110 pixels)  
\$990

**Mid banner**  
(W 500 x H 110 pixels)  
\$680

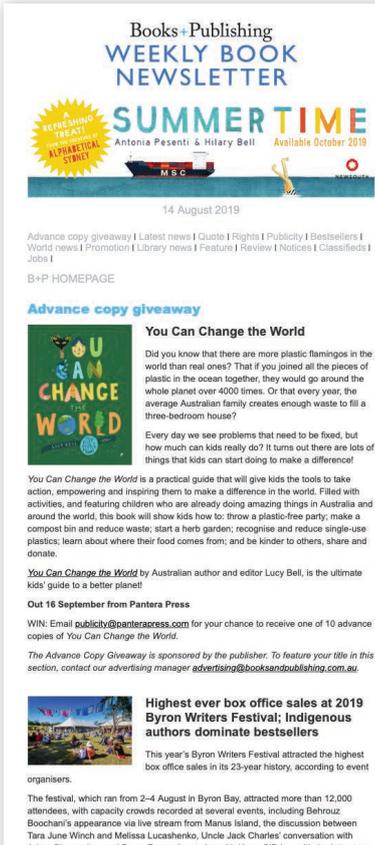
**Lower banner**  
(W 500 x H 110 pixels)  
\$370



# Advance Copy Giveaway

Kickstart word-of-mouth promotion with an **Advance Copy Giveaway**.

- An interactive, high-impact promotion at an affordable price.
- Prominently positioned, it runs in one *Weekly Book Newsletter* and one *Daily* newsletter.
- Offer up to 10 reading copies to subscribers, and feature up to 200 words of text plus a cover image or author photo.
- Price: \$950



Books + Publishing  
**WEEKLY BOOK NEWSLETTER**

**SUMMERTIME**  
Antonia Pesenti & Hilary Bell Available October 2019

14 August 2019

[Advance copy giveaway](#) | [Latest news](#) | [Quote](#) | [Rights](#) | [Publicity](#) | [Bestsellers](#) | [World news](#) | [Promotion](#) | [Library news](#) | [Feature](#) | [Review](#) | [Notices](#) | [Classifieds](#) | [Jobs](#)

[B+P HOMEPAGE](#)

### Advance copy giveaway

#### You Can Change the World

Did you know that there are more plastic flamingos in the world than real ones? That if you joined all the pieces of plastic in the ocean together, they would go around the whole planet over 4000 times. Or that every year, the average Australian family creates enough waste to fill a three-bedroom house?

Every day we see problems that need to be fixed, but how much can kids really do? It turns out there are lots of things that kids can start doing to make a difference!

*You Can Change the World* is a practical guide that will give kids the tools to take action, empowering and inspiring them to make a difference in the world. Filled with activities, and featuring children who are already doing amazing things in Australia and around the world, this book will show kids how to: throw a plastic-free party; make a compost bin and reduce waste; start a herb garden; recognise and reduce single-use plastics; learn about where their food comes from; and be kinder to others, share and donate.

*You Can Change the World* by Australian author and editor Lucy Bell, is the ultimate kids' guide to a better planet!

**Out 16 September from Pantera Press**

WIN: Email [publicity@panterapress.com](mailto:publicity@panterapress.com) for your chance to receive one of 10 advance copies of *You Can Change the World*.

*The Advance Copy Giveaway is sponsored by the publisher. To feature your title in this section, contact our advertising manager [advertising@booksandpublishing.com.au](mailto:advertising@booksandpublishing.com.au).*

#### Highest ever box office sales at 2019 Byron Writers Festival; indigenous authors dominate bestsellers

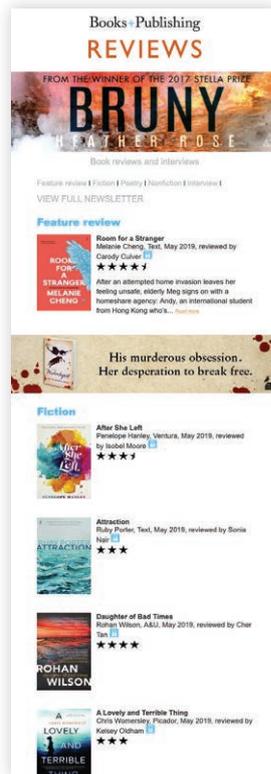
This year's Byron Writers Festival attracted the highest box office sales in its 23-year history, according to event organisers.

The festival, which ran from 2–4 August in Byron Bay, attracted more than 12,000 attendees, with capacity crowds recorded at several events, including Behrouz Boochani's appearance via live stream from Manus Island; the discussion between Tara June Winch and Melissa Lucashenko; Uncle Jack Charles' conversation with Adam Shoemaker, and Bruce Pascoe's session with Kerry O'Brien, with the latter two

# Reviews

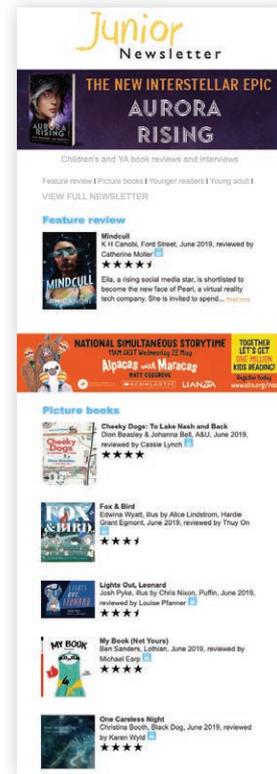
Communicate your message with a visually striking banner advertisement in our monthly reviews newsletters.

- *Books+Publishing* is the only source of pre-publication reviews in Australia and New Zealand, and our two monthly reviews newsletters are highly valued by subscribers.
- Ask us about an advertising package that combines a range of digital advertising options.



**Premier banner**  
\$950

**Upper banner**  
\$450



# Think Australian

Build international buzz and rights leads for your standout titles in our monthly rights newsletter.

Reach over 7000 overseas publishers, rights agents, subagents and industry professionals each month.

Don't miss out on our four key rights fair issues, which will be distributed to over 75,000 subscribers via *Publishers Weekly* and *BookBrunch*.

- London Book Fair (February)
- Bologna Children's Book Fair (March)
- Frankfurt Book Fair (September)
- Shanghai Children's Book Fair (October).

## Premier banner

**THINK AUSTRALIAN**  
Books+Publishing

'STRANGE, UNUSUAL AND BEAUTIFUL'  
MATTHEW CONDON

'UNFORGETTABLE, COURAGEOUS AND DEEPLY TRAGIC'  
GREGORY DAY

DEWIL'S GRIP

Inside the Australian book industry

Editorial | Rights sales and acquisitions | Award-winners & Bestsellers | Top reviews | Fiction 1

VIEW FULL NEWSLETTER

**Editorial**  
Australian books heading for the screen, crime writers bound for the US

As season two of the TV series *Big Little Lies*—adapted from Liane Moriarty's bestseller of the same name—enters this month, progress is being made on a number of other screen adaptations of Australian books. In this month's newsletter we report on four: Trent Dalton's *Boy Swallows Universe* (which is also being adapted for the stage), Holly Ringrose's *The Last Flowers of Alice Page*, Holly Throne's *Goodwood* and Paul Grenier and Tracy Giblin's *Half the Perfect World*. *Witness*, *Dreamers* and *Daffodils on Hoboka 1955-1956*. You can read more about these projects in Rights sales below.

US crime fans can look forward to the arrival of four Australian crime writers in their country later this year. *Safari Gentili*, *Robert Goff*, *Jack Sparrow* and *Emma Viskic* are embarking on a *group tour of the States in November* after receiving a joint career-development grant. The authors will travel to LA, New York, Boston, Arizona and Texas to meet with publishers, booksellers and readers and promote Australian crime writing.

Andrea Hanks  
Editor  
Think Australian  
thinkaustralian@booksandpublishing.com.au

## Upper banner

A WONDERFULLY RECEPTIVE AND GENUINELY WISE... AN FRESH NEW VOICE!  
FIRST BITE

**LITTLE STONES**  
ELIZABETH KUPFER

**Rights sales and acquisitions**

**The Erratics**  
Vicki Laveau Harvie

Stella Prize-winning memoir sold to US, Canada

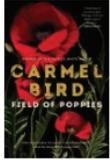
US and Canadian rights to the *Stella Prize-winning memoir The Erratics* by Vicki Laveau Harvie (Fourth Estate) have sold to Knopf and Doubleday Canada, respectively. *The Erratics* follows two daughters who return home to Canada to care for their outlandishly tyrannical mother and their emotionally terrorised father.

Brow Books has sold North American rights to Jamie Marina Lau's debut novel *Pink Mountain on Locust Island* to Coffee House Press. 'Pink Mountain on Locust Island is like nothing else I've read,' said Coffee House Press acquiring editor Lizzie Davis. 'Urban life, the experience of growing up in a diasporic community, and our responsibilities to ourselves and one another in and outside of art are unpacked here with insight and tenderness.' 'Brow Books has recently **acquired** two more novels from Lau.

His murderous obsession.  
Her desperation to break free.

## Lower banner

## Title preview



### Field of Poppies

Keen to escape the pressures of city life, Marsali Swift and her husband, William, are drawn to Listowel, a glorious historic mansion in the seemingly tranquil small town of Muckleton. There is time to read, garden and befriend the locals. Yet one night Listowel is robbed, and soon after a neighbour is murdered. The violent history of the couple's adopted Goldfields town is revealed, and plans for a new goldmine emerge. Atmospheric and beguiling, this is a novel that seduces the reader with mysteries and beauties but also speaks of something much larger. The planet is in trouble, but is the human race up to the challenge? Are Marsali and William walking blindfolded into a hostile world?

#### ***Field of Poppies* by Carmel Bird**

Publisher: Transit Lounge

Rights held: World

Contact: [barry@transitlounge.com.au](mailto:barry@transitlounge.com.au)

Website: [transitlounge.com.au](http://transitlounge.com.au)

Prominently positioned below the editorial and upper banner ad, the 'Title preview' is a new ad option that allows publishers to highlight individual titles that complement our rights fair and themed issues.

Each title preview will include key publication details (book title, author; publisher; release date), cover image, blurb, rights held, contact email and website.

For more information on our publishing schedule, please ask for our **Think Australian media kit**.

Product	Rights fair issues	All other issues
Premier banner	\$950	\$600
Upper banner	\$450	\$300
Lower banner	\$250	\$150
Title preview	\$550	\$350

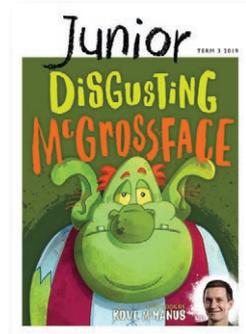
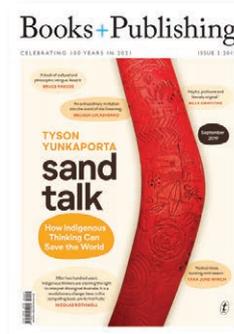
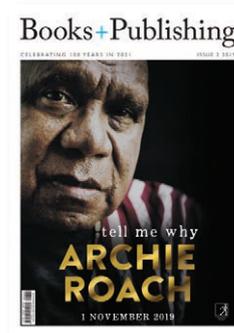
'Advertising in the *Think Australian* newsletter was a wise move, raising our profile at an international level and piquing the interest of agents and others. We recommend the brilliant exposure it provides without hesitation.'

—Barry Scott, Transit Lounge

# Print magazine

First published in June 1921, *Books+Publishing* has been a vital source of news, reviews and insight into the book industry for almost 100 years.

- In celebration of our 100th birthday in 2021, *Books+Publishing* magazine has been updated with a clean and classic design that reflects our history and looks to the future.
- Each edition of the print magazine will include a focus on different aspects of the publishing cycle. In 2020, features focused on **booksellers** and **publishers** will be included among our regular reporting and analysis.
- Combined **digital + print** options are available. Ask for our print media kit.



# Classifieds

- Share important news with the wider industry through a **classified**—announce new titles, congratulate prize winners or explain distribution changes.
- Place a **job ad** to recruit candidates from a talented pool of *Books+Publishing* subscribers who are deeply invested in the industry.
- Submit your material by 12 noon each Tuesday for inclusion in the next day's *Weekly Book Newsletter*.

Appears in:

- *Weekly Book Newsletter* (one edition)
- *Books+Publishing* website (seven days)

Place classifieds and job ads using the advertising submissions portal:  
**[submit.booksandpublishing.com.au](https://submit.booksandpublishing.com.au)**

For more information, contact:  
[classifieds@booksandpublishing.com.au](mailto:classifieds@booksandpublishing.com.au)

Publications	Item	Price
Weekly Book Newsletter + website	Classified or job ad	\$1.43 per word
	Company logo (optional) W 150 x H 150 pixels	\$44

Minimum word count: 35 words; Minimum cost: \$50.05

# Terms + conditions

## Booking + material deadline

Material deadline for display advertising is 5pm AEST on the Friday prior to publication.

Extensions can be accommodated subject to prior notification and approval by the advertising sales manager. If you do not supply material by the agreed deadline, you will be invoiced for the full amount and forfeit your ad.

The booking deadline for *Weekly Book Newsletter* display ads is seven working days prior to publication. Cancellation after that date is not permitted.

## Terms + conditions

All advertising bookings are made subject to *Books+Publishing's* Advertising Terms and Conditions. See [www.booksandpublishing.com.au](http://www.booksandpublishing.com.au) or ask our advertising sales manager.

## Prices

All prices include GST.

## Artwork

Please supply artwork according to the following specifications.

**File format:** JPG or GIF files. Please note that some email programs such as Outlook will only show the first frame of a GIF animation. Please include the most important information in the first frame of the advertisement.

**Colour setting:** RGB

**Link:** You must provide a link (URL) for your display advertisement to your own website.

**Tracking:** If you require link tracking, you can log in to Bitly.com to create a link. It offers various statistics including click rate.

## Display advertising contact

For further information about display advertising please contact:

Fi Tunnickliff  
Advertising sales manager  
[advertising@booksandpublishing.com.au](mailto:advertising@booksandpublishing.com.au)