



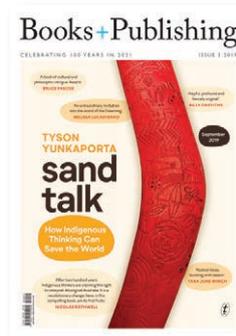
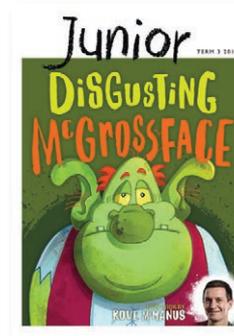
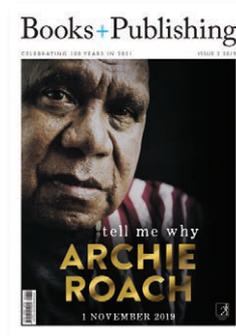
Print
media kit 2020

Books+Publishing

Celebrating 100 years in 2021

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.

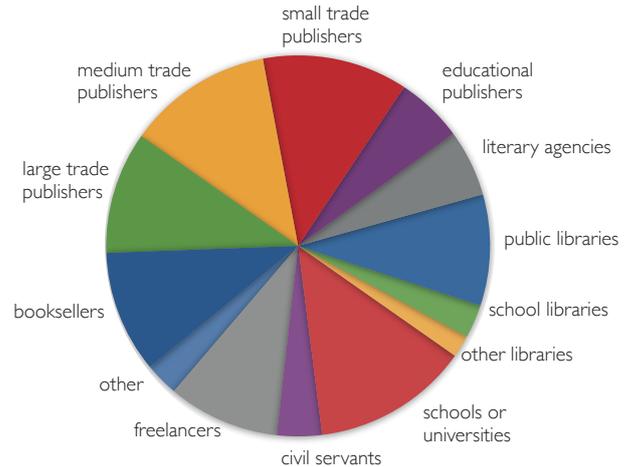
- In celebration of our 100th birthday in 2021, *Books+Publishing* magazine has been updated with a clean and classic design that reflects our history and looks to the future.
- Each edition of the print magazine will include a focus on different aspects of the publishing cycle. In 2020, features focused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



Audience

Our readers include booksellers, publishers, librarians, teachers, students, literary editors, arts managers, influencers and authors.

- Includes expert opinions, analysis and in-depth features by and about key members of the book industry.
- Distribution of over 5000 magazines reaches not only subscribers, but also primary and secondary schools, and book retail groups such as Dymocks, Collins Booksellers and Leading Edge Books.
- *Books+Publishing* is the only authoritative source of pre-publication reviews of Australian and New Zealand books.



'In choosing to advertise with *Books+Publishing*, I knew I was signing up for a quality publication that would reach a wide audience in the publishing and bookselling industries. What I didn't know was how helpful, responsive and efficient the marketing and production teams would be. So thank you, *Books+Publishing*!'

—Cathy Oliver, Freelance book editor

Junior

Our flip-side magazine *Junior* is the authority on all things related to children's books, featuring contributions from experts across the field.

- *Junior* keeps readers informed about new books, authors and trends in children's and YA publishing.
- Distribution of over 3500 copies to primary and secondary schools through our network of educational bookselling partners.

'*Junior* magazine is a wonderful vehicle for generating interest and excitement in our forthcoming and existing range of junior titles. As a long-term client, we recommend the advantages of advertising in *Junior*. They can help you get great results too!'

—Jennifer Oscar, Scholastic Australia



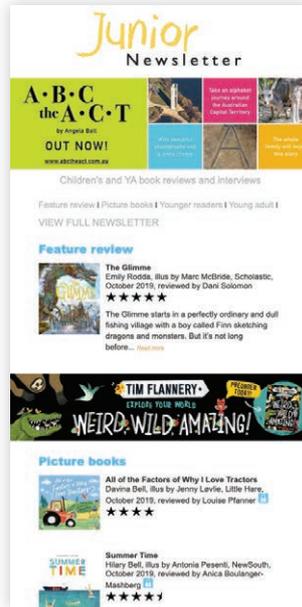
Print + digital packages

Combine print + digital advertising for extra impact.

Full-page magazine ad



Newsletter banner ad

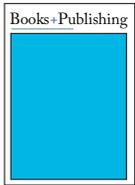


'The Wheeler Centre chooses *Books+Publishing* to promote news on upcoming events and new initiatives for writers and audio storytellers in order to reach writers, publishers, booksellers, libraries and the broader industry. We found that advertising our new national writers' scheme, The Next Chapter, in the print version of *Books+Publishing* and banner ads in the newsletters was a particularly effective way to raise awareness of our new writers' initiative across the industry.'

—Emily Harms, The Wheeler Centre

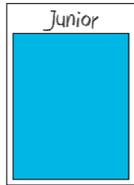
Specs + pricing

The *Books+Publishing* front cover and *Junior* flip-side cover are our most popular advertising spaces. Book early to avoid missing out!



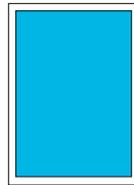
Front cover

(w190mm x h238mm)
\$7500



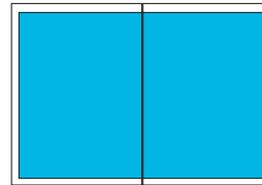
Junior cover

(w190mm x h238mm)
\$6900



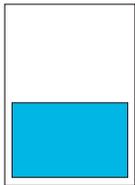
Full page

(w180mm x h267mm)
\$3450



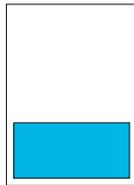
Double-page spread

(w390mm x h267mm)
\$5150



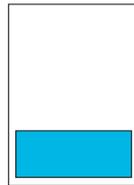
Half page

(w180mm x h125mm)
\$2025



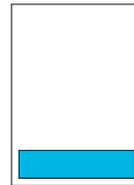
Third page

(w180mm x h84mm)
\$1425



Quarter page

(w180mm x h60mm)
\$1150



Sixth page

(w180mm x h38mm)
\$980

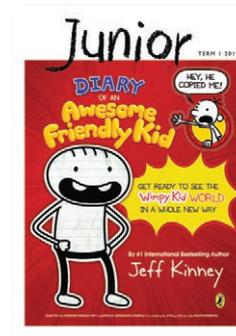
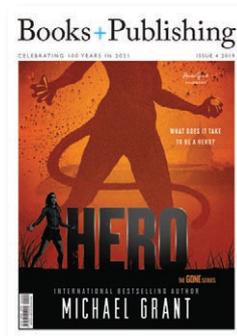
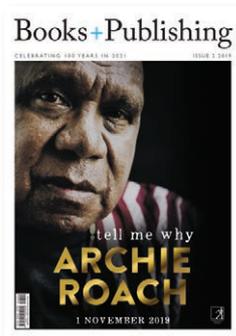


Title showcase

(w170mm x h34mm)
Image and text are placed in a template. \$300

2020 deadlines

Issue	Features	Flip-side	Booking deadline	Material deadline	Publication date	Distributed at event
1	Booksellers	<i>Junior</i> Issue 1	30 March	9 April	Late May	ABA conference + BookUp
2	Publishers + Christmas preview	<i>Junior</i> Issue 2	1 June	12 June	Late July	Booksellers NZ conference



Terms + conditions

Booking + material deadline

Artwork must be sent by the specified material deadline. 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.

Terms + conditions

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

Prices

All prices include GST.

Display advertising contact

For further information about display advertising please contact:

Fi Tunnicliff
Advertising sales manager
advertising@booksandpublishing.com.au

Artwork

Artwork must be supplied to the following specifications.

Format: Final artwork must be supplied as a press-ready PDF. (We prefer original artwork created from Adobe CS programs.)

Colour: CMYK (All spot colours to be converted to CMYK).

Resolution: Image quality must be at least 300 dpi.

Bleed: No bleed required.

Delivery: Send files via email to advertising@booksandpublishing.com.au.

Books+Publishing will not be responsible for reproduction quality when artwork has not been supplied to specifications.