

Think Australian media kit 2020

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

Reach over 75,000 subscribers as part of our four key rights fair issues.

Expand your audience

Think Australian is aimed at an international audience of publishers, rights agents, subagents and industry professionals. It's delivered monthly to over 7000 subscribers and features the latest Australian rights sales and acquisitions, award-winners, bestsellers and book reviews.

An ad in *Think Australian* will help you:

- Generate rights leads among international publishers and agents
- Promote your publishing house on an international stage.

Rights fair issues to reach over 75,000 subscribers

In 2020, *Think Australian* will partner with *Publishers Weekly* and *BookBrunch* to distribute four rights fair issues to over 75,000 subscribers.

Don't miss out on this opportunity to promote your titles to a huge international audience ahead of four key rights-selling events.

- London Book Fair
- Bologna Children's Book Fair
- Frankfurt Book Fair
- Shanghai Children's Book Fair

'*Think Australian* provided our NewSouth titles with fantastic exposure in the international market and generated welcome interest in rights sales.'

—Rosina Di Marzo, formerly of
NewSouth Books

Publishing schedule

Date	Focus *
13 February	London Book Fair
6 March	Bologna Children's Book Fair
17 April	Books with romance
14 May	Crime and thrillers
18 June	Sci-fi and fantasy
16 July	Literary fiction
13 August	Nonfiction
17 September	Frankfurt Book Fair
15 October	Shanghai Children's Book Fair
12 November	Health, self-help and wellbeing

*Themes subject to change.

'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

'One of the major benefits of using *Think Australian* has been the new leads from publishers and agents we've not had contact with before. That's really important when you're a small publisher that can't make it to every book fair in person.'

—Claire Miller, Fremantle Press

Banner pricing

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

Premier banner

Upper banner


Lower banner

THINK AUSTRALIAN

Books + Publishing

'STRANGE, UNUSUAL AND BEAUTIFUL'
MATTHEW CONDON

'UNFORGETTABLE, COURAGEOUS AND DEEPLY TRAGIC'
GREGORY DAY



Inside the Australian book industry

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

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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—premieres 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 Days of Alice Bell*, Holly Thruby's *Goodness* and Paul Genoni and Tanya Dalzell's *Half the Dark World: Women, Grief and Ostracism on Death: 1995-1998*. 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. **Sally Green**, **Robert Godl**, **Jack Segura** and **Emma Viskic** are embarking on a **cross bar 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 Horne
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Think Australian
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A WONDERFULLY RECEPTIVE AND DISSENTING NOVEL... BY ESTHER NEW POET



LITTLE STONES
ELIZABETH SEARLES

Rights sales and acquisitions




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 tormented father.

Brow Books has sold North American rights to Jamie Marina Lau's debut novel *Pink Mountain on Lopez Island* to Coffee House Press. *Pink Mountain on Lopez Island* is the nothing else I've read," said Coffee House Press acquiring editor Lizze Davis. "Share 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.



Highlight key titles

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

Spotlight a key title ahead of rights fairs, or tie in with one of our themed issues.

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

Product	Rights fair issues	All other issues
Title preview	\$550	\$350

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

Website: transitlounge.com.au

Ad specs

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.

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.

About *Think Australian*

Think Australian is a free monthly newsletter produced by the Australian book-industry news source *Books+Publishing*.

Sign up here:

<http://www.booksandpublishing.com.au/newsletter-sign-up>

Artwork

Premier banner: W500 x H150 pixels

Upper banner: W500 x H110 pixels

Lower banner: W500 x H110 pixels

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.

Colour setting: RGB

Link: You must provide a link (URL) to another website for your display ad.

Advertising contact

For further information about advertising, please contact:

Fi Tunnicliff

Advertising sales manager

advertising@booksandpublishing.com.au