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

<table>
<thead>
<tr>
<th>Date</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 February</td>
<td>London Book Fair</td>
</tr>
<tr>
<td>6 March</td>
<td>Bologna Children’s Book Fair</td>
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<tr>
<td>17 April</td>
<td>Books with romance</td>
</tr>
<tr>
<td>14 May</td>
<td>Crime and thrillers</td>
</tr>
<tr>
<td>18 June</td>
<td>Sci-fi and fantasy</td>
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<tr>
<td>16 July</td>
<td>Literary fiction</td>
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<tr>
<td>13 August</td>
<td>Nonfiction</td>
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<tr>
<td>17 September</td>
<td>Frankfurt Book Fair</td>
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<tr>
<td>15 October</td>
<td>Shanghai Children’s Book Fair</td>
</tr>
<tr>
<td>12 November</td>
<td>Health, self-help and wellbeing</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Product</th>
<th>Rights fair issues</th>
<th>All other issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier banner</td>
<td>$950</td>
<td>$600</td>
</tr>
<tr>
<td>Upper banner</td>
<td>$450</td>
<td>$300</td>
</tr>
<tr>
<td>Lower banner</td>
<td>$250</td>
<td>$150</td>
</tr>
</tbody>
</table>

Premier banner

Upper banner

Lower banner

Rights sales and acquisitions

Stella Prize-winning memoir sold to US, Canada

US and Canadian rights to the Stella Prize-winning memoir, The Extras by Vicki Laveau-Harvie (Fourth Estate) have been sold to Knopf and Doubleday, Canada, respectively. The author believes her daughter who is based in Canada is closer for her, and is looking to the US market for the book.

Box Books has sold North American rights to Jorge Loveca's debut novel, The Economist's Cat. Louie, to Coffee House Press. "The Economist's Cat" is described as a "philosophical parable" that explores the experience of growing up in a diaspora community, and the responsibility of the author to preserve memories and retell the stories of the past. Box Books has recently published the author's novel, The Economist's Cat.
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.

<table>
<thead>
<tr>
<th>Product</th>
<th>Rights fair issues</th>
<th>All other issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title preview</td>
<td>$550</td>
<td>$350</td>
</tr>
</tbody>
</table>

**Title preview**

**Field of Poppies**

Kean 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: [barr@transitlounge.com.au](mailto:barr@transitlounge.com.au)

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

**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.

**About Think Australian**

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


**Advertising contact**
For further information about advertising, please contact:

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advertising@booksandpublishing.com.au