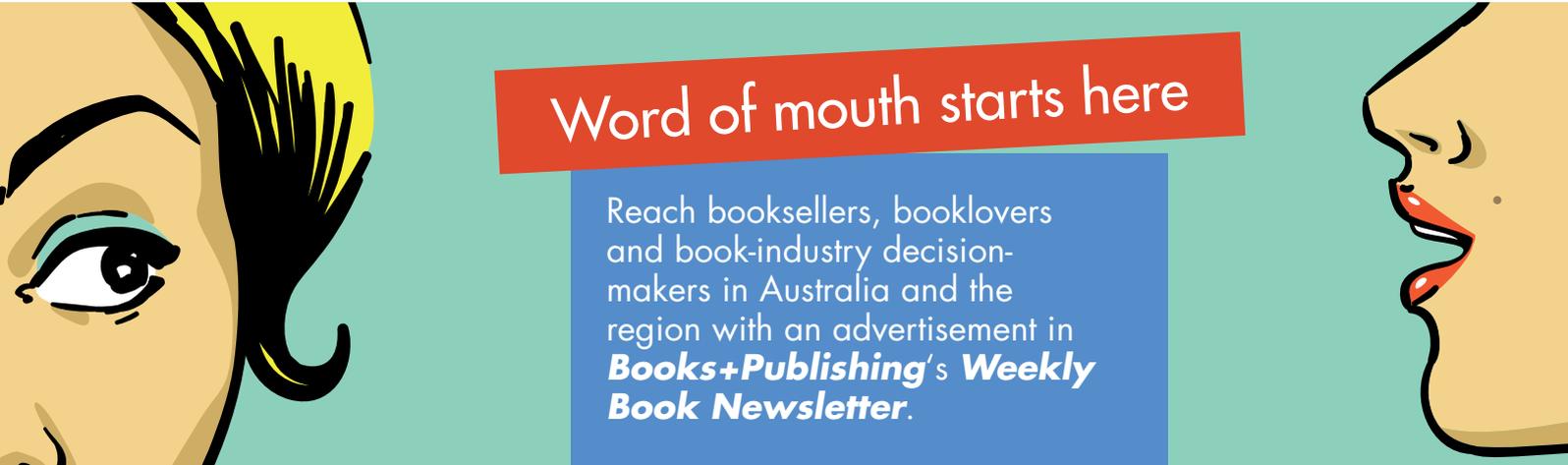


BOOKS+PUBLISHING

DIGITAL MEDIA KIT 2018



Word of mouth starts here

Reach booksellers, booklovers and book-industry decision-makers in Australia and the region with an advertisement in ***Books+Publishing's Weekly Book Newsletter.***

BOOKS+PUBLISHING digital: key facts

- *Books+Publishing's Weekly Book Newsletter* and *Daily* newsletter keep readers up-to-date with the latest book-industry news
- *Books+Publishing's* readership includes booksellers, librarians, teachers, publishing professionals, students, literary editors, book bloggers, arts organisers, authors and readers
- The *Weekly Book Newsletter* is published Wednesdays and the *Daily* newsletter is published weekdays
- *Books+Publishing's* digital newsletters are delivered to over 7,300 individual and company subscribers

'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 Publishers, Australia*



Reach the buyers in all the major chain and independent bookstores



Get your titles in front of literary editors and book bloggers



Promote your publishing services to Books+Publishing's author audience

BOOKS+PUBLISHING digital: key facts

- **Highly valued:** a 2016 reader survey found that the *Weekly Book Newsletter* was considered the most important source of news about the industry, above mainstream press, sales reps, internet, direct marketing, conferences and social media
- **Read voraciously:** 50% of subscribers read the *Weekly Book Newsletter* within four hours
- **Subscribers are engaged:** 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 has more than 71,000 unique page views per month with an average of 23,000 unique visitors
- *Books+Publishing* is active on social media with over 14,000 followers on Twitter, over 9,400 followers on Facebook.



An ad in Books+Publishing helps your titles stand out from the crowd



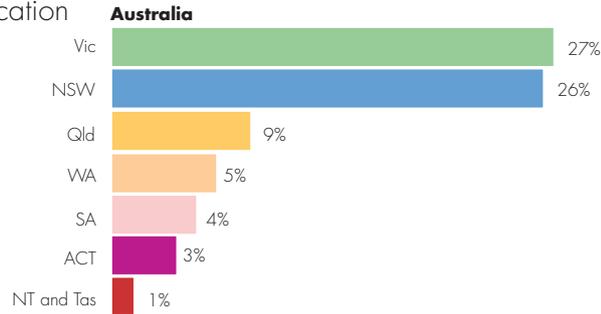
Get your nonbook items in front of booksellers and booklovers

'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

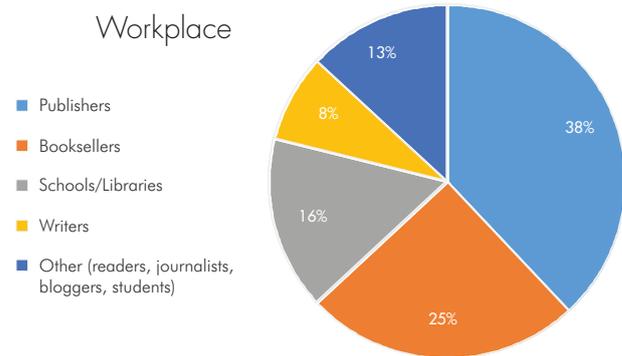
BOOKS+PUBLISHING digital: audience

Books+Publishing reaches an audience of booksellers, publishers, librarians, teachers, authors and readers through its print and online publications.

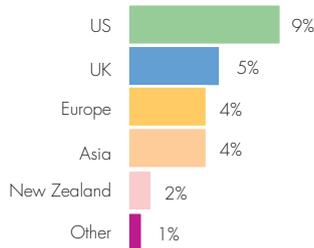
Location



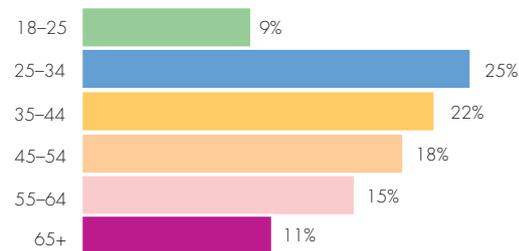
Workplace



World



Age



BOOKS+PUBLISHING digital: ad selection

- An advertisement in the *Weekly Book Newsletter* runs in five *Daily* newsletters and for a full week on the *Books+Publishing* website
- Four display advertising options are available each week across a range of prices

'Echo has found the *Weekly Book Newsletter's* Premier Banner advertising to be a vital mechanism to seed awareness and buzz about our books to booksellers, librarians and fellow book lovers.'—*Kirstin Corcoran, Bonnie Publishing Australia*

BOOKS+PUBLISHING WEBSITE

WEEKLY BOOK NEWSLETTER

PREMIER BANNER

UPPER BANNER

MID BANNER

LOWER BANNER

BOOKS+PUBLISHING digital: ad rates

Weekly Book Newsletter + Daily + website

AD TYPE	DESCRIPTION	DIMENSIONS	PRICE
PREMIER BANNER	Displayed below the masthead in the <i>Weekly Book Newsletter (WBN)</i> and <i>Daily</i> newsletter and beside the masthead on the <i>Books+Publishing</i> website, this premier position guarantees maximum exposure to newsletter subscribers and website visitors.	W 500 x H 150 pixels	\$1,650
UPPER BANNER	Displayed near the top of the <i>WBN</i> and <i>Daily</i> emails and on the upper right-hand side of the <i>Books+Publishing</i> website, this position guarantees prominent exposure to newsletter subscribers and website visitors.	W 500 x H 110 pixels	\$950
MID BANNER	Displayed below the Upper Banner in the <i>WBN</i> and <i>Daily</i> emails and on the right-hand side of the <i>Books+Publishing</i> website, this position offers excellent exposure to newsletter subscribers and website visitors.	W 500 x H 110 pixels	\$650
LOWER BANNER	Displayed below the Mid Banner in the <i>WBN</i> and <i>Daily</i> emails and on the right-hand side of the <i>Books+Publishing</i> website, this position offers excellent exposure to newsletter subscribers and website visitors.	W 500 x H 110 pixels	\$350
CLASSIFIED ADS	Classifieds and job advertisements are listed in <i>WBN</i> and on the <i>Books+Publishing</i> website.	Company logo (optional): W 150 x H 150 pixels	\$1.43 per word (35 words minimum)

All prices include GST

BOOKS+PUBLISHING digital: ad rates

Reviews and Junior newsletters, Book Buzz promotional newsletter

Your advertisement can reach an even wider audience as part of our suite of digital products. Ask us about an advertising package that uses a mix of digital media.

PRODUCT	DESCRIPTION	DIMENSIONS	PRICE
<i>Books+Publishing Reviews newsletter</i> + <i>Books+Publishing Junior newsletter</i>	Two monthly newsletters focusing on pre-publication reviews of Australian and New Zealand adult and children's books. Sent on the last Thursday of the month (<i>Reviews</i>) and the first Thursday of the month (<i>Junior</i>) to 3,500 subscribers, including publishers, booksellers, teachers, librarians, literary editors and bookish consumers.	Premier banner: W 500 x H 150 pixels Upper banner: W 500 x H 110 pixels	Premier: \$1,150 Upper: \$550
<i>Think Australian newsletter</i> + <i>Think Australian Junior newsletter</i>	Two monthly newsletters covering the local adult and children's/YA book markets for the international book industry. Sent on the second and third Thursdays of the month to 6,800+ subscribers, including a global audience of publishers, rights managers, scouts, literary agents, and TV agents.	Premier banner: W 500 x H 150 pixels Upper banner: W 500 x H 110 pixels	Premier: \$1,150 Upper: \$550
<i>Book Buzz promotional newsletter</i>	<i>Book Buzz</i> is a custom-built newsletter that offers publishers the opportunity to promote their very best titles exclusively to <i>Books+Publishing's</i> 6,200+ audience. Content can include (but is not limited to): book blurbs, reviews, author interviews, staff quotes, links to chapter samplers, offers for reading copies and competitions. Separate media kit available.		\$2,450

All prices include GST

BOOKS+PUBLISHING digital: ad specs

Booking and 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.

Classified advertising can be submitted online at www.booksandpublishing.com.au or by emailing classifieds@thorpe.com.au. The deadline for classifieds is 12pm AEST each Tuesday.

Advertising Terms and Conditions:

All advertising bookings are made subject to Thorpe-Bowker's Advertising Terms and Conditions. These can be obtained online at www.booksandpublishing.com.au or from our advertising sales manager.

Artwork

Artwork must be supplied to the following specifications:

Maximum file size: 200KB

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 another website (for example, your own website, a dedicated title website or author page).

Tracking: If you require link tracking statistics you must submit a request before the ad is placed.

For further information contact:

Display advertisements

Fi Tunncliff
Advertising Sales Manager
P +61 3 8517 8321
E advertising@thorpe.com.au

Classified advertisements

Classifieds Manager
P +61 3 8517 8353
E classifieds@thorpe.com.au

BOOKS+PUBLISHING

www.booksandpublishing.com.au