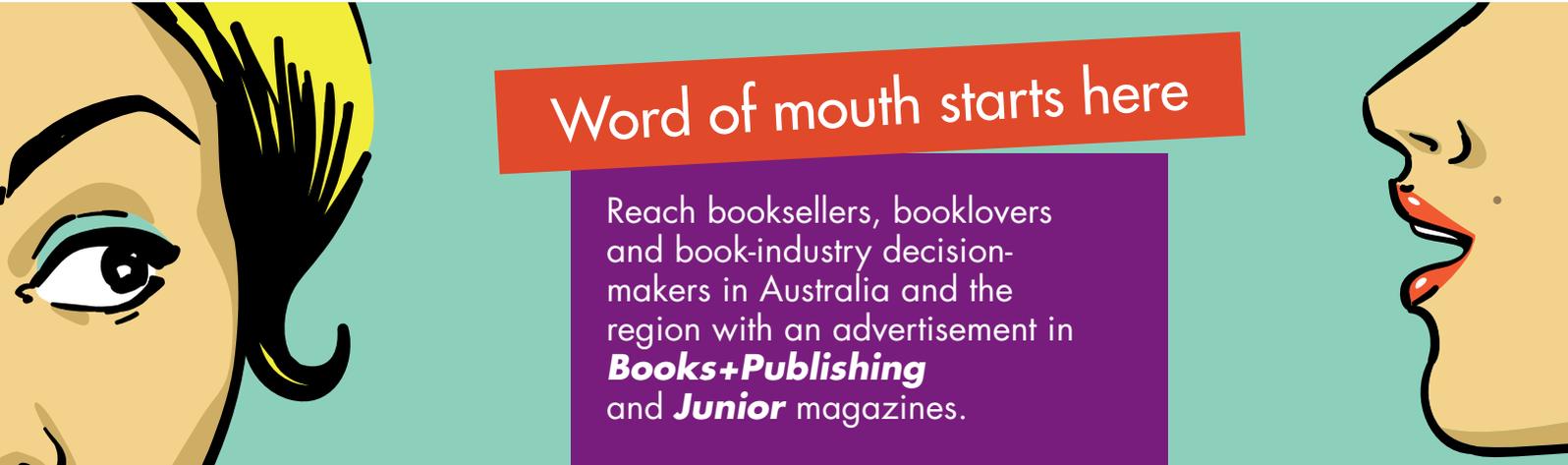


BOOKS+PUBLISHING

PRINT MEDIA KIT 2018

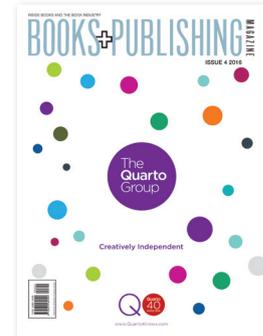
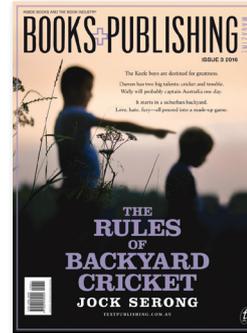


Word of mouth starts here

Reach booksellers, booklovers and book-industry decision-makers in Australia and the region with an advertisement in **Books+Publishing** and **Junior** magazines.

BOOKS+PUBLISHING print: key facts

- *Books+Publishing* magazine is the only source of pre-publication reviews of Australian and New Zealand books. It also features articles and opinion pieces on the local book industry
- Includes a flip-cover edition of *Junior* magazine focusing on children's and YA books (see next page)
- Four print issues a year (March, May, July, October)
- Distribution of 4,500+ (with a pass-on ratio of 1:4)
- Distribution includes the head offices and individual stores of Dymocks and Collins and every Leading Edge Books member store



Promote your audiobook titles to Books+Publishing's network of booksellers, librarians and avid readers

'Books+Publishing is one of the most respected industry publications in the market, which is why we choose to advertise with them. B+P provides us with a vehicle to place our titles in front of our industry peers in the most direct way possible whilst maintaining a level of trust and credibility.'
—Jennifer Harris, Penguin Random House Australia

BOOKS+PUBLISHING print: Junior

- *Books+Publishing's Junior* magazine keeps readers informed about new books, authors and trends in children's and YA publishing
- Four print issues a year coincide with the four school terms (March, May, July, October)
- Distribution includes 3,500+ primary and secondary schools through our network of educational bookselling partners



'We trust the reach and relevance of *Books+Publishing's Junior* products and consider advertising an integral part of our books marketing strategy. We use a combination of print and digital advertising options to help us reach booksellers, publishers, librarians, teachers, authors and readers.' —Anne Tyrrell, CSIRO Publishing

We have found that advertising with *Books+Publishing Junior* is a smart and effective vehicle, enabling us to build real excitement and foster a love of literacy through our new and existing titles with schools, teachers and librarians.' —Jennifer Oscar, Scholastic Australia

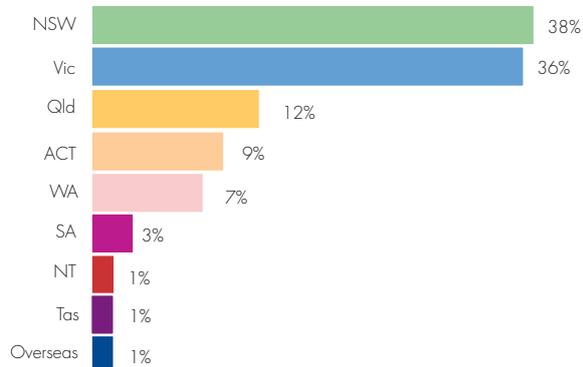


Does your book appeal to educators? Reach 3,500+ schools with an ad in *Books+Publishing's Junior* magazine

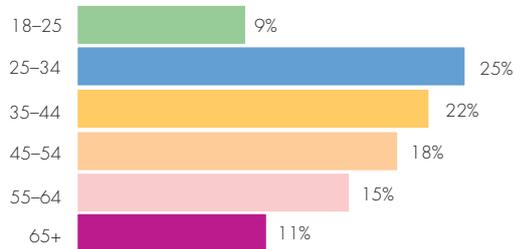
BOOKS+PUBLISHING print: audience

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

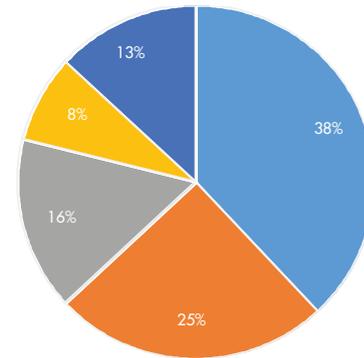
Location



Age



Workplace*



- Publishers
- Booksellers
- Schools/Libraries
- Writers
- Other (readers, journalists, bloggers, students)

* *Books+Publishing* magazine reaches an additional 3500+ primary and secondary schools through our network of educational bookselling partners

BOOKS+PUBLISHING print: ad rates

DISPLAY ADVERTISEMENTS	
Front cover	\$7,150
Junior cover	\$6,600
Double-page spread	\$4,950
Inside cover	\$3,850
Full page	\$3,300
Half page	\$1,925
Third page	\$1,375
Quarter page	\$1,100
Sixth page	\$935

All prices include GST

Split cover option

Advertisers also have the option of purchasing a portion of the *Books+Publishing* and *Junior* covers, depending on availability.

SPLIT COVERS	<i>Books+Publishing</i>	<i>Junior</i>
Twin share cover	\$3,650	\$3,350
Quad share cover	\$1,825	\$1,675

SUPPLEMENTARY INSERTS	
Bound insert (four-page)	\$7,150*
Bound insert (single-page)	\$4,400*
Loose insert	\$2,420*
Bookmark (loose insert)	\$1,650*

* Excludes printing

DIRECTORY LISTINGS	
Title Showcase listing	\$300 per title
Service Directory	\$300 per service

Other creative options are available, including tip-ons, posters and postcards. Please enquire for rates.



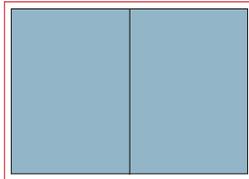
BOOKS+PUBLISHING print: deadlines

Books+Publishing magazine publishing program 2018

ISSUE	FEATURES	SUPPLEMENT	BOOKING DEADLINE	MATERIAL DEADLINE	ON-SALE
1	Digital promotion	<i>Junior</i> Term 1	25 January	2 February	Early March
2	The rise of freelancing	<i>Junior</i> Term 2	23 March	3 April	Early May
3	Christmas preview	<i>Junior</i> Term 3	25 May	1 June	Early July
4	2019 preview; Small publisher focus	<i>Junior</i> Term 4	24 August	31 August	Early October

Books+Publishing reserves the right to cancel features.

BOOKS+PUBLISHING print: ad specs



DOUBLE-PAGE SPREAD

Doc size: w440mm x h297mm
Bleed area: w450mm x h307mm



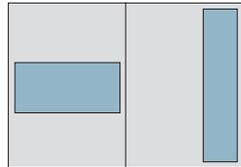
FULL PAGE

Doc size: w220mm x h297mm
Bleed area: w230mm x h307mm



1/2 PAGE

Doc size: w178mm x h130mm
No bleed required



1/3 PAGE

Doc size:
w178mm x
h84mm
No bleed req.

1/3 PAGE VERTICAL

Doc size:
w57mm x
h276mm
No bleed req.

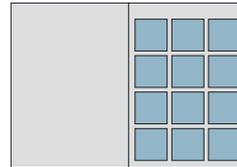


1/6 PAGE

Doc size:
w178mm x
h38mm
No bleed req.

1/4 PAGE

Doc size:
w178mm x
h61mm
No bleed req.



TITLE SHOWCASE/SERVICE DIRECTORY LISTING

Doc size: w61mm x h63mm
Images at minimum
w30mm x h45mm
No bleed required

Artwork

Supply artwork via email (contact us for alternatives).

We prefer original artwork created from Adobe CS programs and final artwork supplied as a press-ready PDF format.

Label files with the advertiser name followed by intended publication issue, eg. `CompanyName_issue1_2017.pdf`.

Files supplied are to comply with the following:

- High resolution 300dpi quality images and graphics set to CMYK colour mode and embedded fonts
- All spot colours to be converted to CMYK
- All registration and crop marks set away from the bleed area

For further artwork or production queries contact production@thorpe.com.au.

Thorpe-Bowker will not be responsible for reproduction quality when artwork has not been supplied to specifications.

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.

BOOKS+PUBLISHING digital

Combine print and digital for extra impact

Books+Publishing produces a range of email newsletters. Ask us about an advertising package that combines print and digital media.

Email newsletters

- *Weekly Book Newsletter*
- *Books+Publishing Daily*
- *Books+Publishing Reviews*
- *Books+Publishing Junior*
- *Book Buzz*
- *Think Australian*
- *Think Australian Junior*

Online content

www.booksandpublishing.com.au



BOOKS+PUBLISHING WEEKLY BOOK NEWSLETTER

THRILLS & CHILLS
A SNEAK PEEK

View full newsletter online 12 October 2016

Local news | International news | Library news | International library news | Features | Reviews | Agency changes | Moves/personnel | Classifieds | Jobs

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Former Simon & Schuster Australia managing director Lou Johnson has been appointed publishing director of Murdoch Books. In a statement, Johnson said she was 'extremely excited to be leading....' [Read more](#)

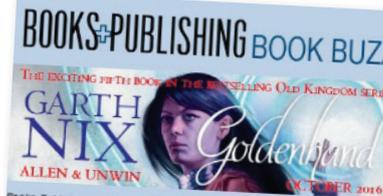
Yates appointed Nero publisher [\[i\]](#)
Caitlin Yates has been appointed to the newly created position of publishing director and publisher at Black Inc.'s Nero imprint, following Jeanne Ryckmans' resignation from the publisher role last month.... [Read more](#)

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The winners of the Australian Publishers Association's (APA) Educational Publishing Awards for 2016 were announced at a ceremony in Melbourne on 6 October. RIC Publications was named Publisher of the... [Read more](#)

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THE EXCITING FIFTH BOOK IN THE BESTSELLING OLD KINGDOM SERIES

GARTH NIX
ALLEN & UNWIN
Goldenhand
OCTOBER 2016

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www.oldkingdom.com.au
#Goldenhand

About the book

\$24.99
9781741758634
October 2016

Lirael is no longer a shy Second Assistant Librarian. She is the Abhorsen-in-Waiting, with dead creatures to battle and Free Magic enemies to bind. She's also a Rememberancer, wielder of the Dark Mirror. Lirael lost one other hand in the binding of Orannis, but now she has a new hand, one of glided steel and Charler Magic.

When Lirael finds Nicholas Sayre lying unconscious after being attacked by a

For further information contact:

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Fi Tunnicliff

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