

# Books + Publishing

CELEBRATING 100 YEARS IN 2021

DIGITAL MEDIA KIT 2019

# Audience

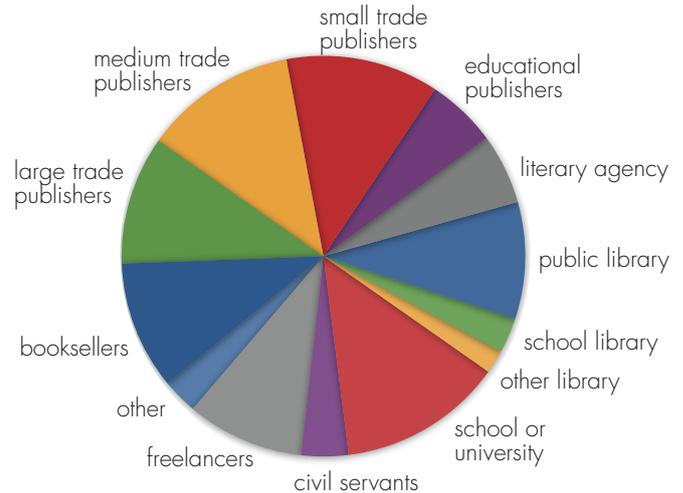
- *Books+Publishing* reaches an audience that includes booksellers, publishers, librarians, teachers, students, literary editors, book bloggers, arts managers, and authors.
- 8500 individual and company subscribers stay up to date with book industry news through the *Daily* and *Weekly Book Newsletters*.

'*Books+Publishing* advertising is a really effective way for us to communicate with booksellers and is a lifeline for our business.'

—Grace Breen, Affirm Press

'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 Australia



# Engagement

## **Weekly Book Newsletter**

- **Highly valued:** our 2018 reader survey found that the *Weekly Book Newsletter* is considered the most important source of news about the industry, beating out mainstream press, sales reps, direct marketing, conferences and social media.
- **Read voraciously:** 50% of subscribers read the *Weekly Book Newsletter* within four hours of receiving it in their inbox.
- **Engaged subscribers:** 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**

- The website has more than 71,000 unique page views per month with an average of 23,000 unique visitors.

'Could not go a week without it. All the news, views and cutting insight a boutique publisher could want at the click of a button.'

—Donna Ward, Inkerman & Blunt

'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

## **Social media**

- *Books+Publishing* is active on social media with over 15,000 followers on Twitter, over 10,000 followers on Facebook, and 3500 followers on Instagram.

# Book Buzz

**Book Buzz** is our premium digital advertising option—a custom-built promotional newsletter perfect for making a big splash about your standout titles.

- Choose your own content and market your titles exclusively to *Books+Publishing's* audience.
- Our editorial team will work closely with you to create a newsletter that suits your campaign.

BOOK  
BUZZ

\$2550

'Book Buzz is an effective way of highlighting upcoming key titles to the trade. It provides an ideal opportunity to share content in advance of publication and to start word-of-mouth promotion through proof giveaways. We have run several campaigns this year and are pleased with all the results. Highly recommended.'

—Tami Rex, Allen & Unwin

## BOOK BUZZ NEWSLETTER

### BOOKS+PUBLISHING BOOK BUZZ

A BRILLIANT AND  
PROVOCATIVE NOVEL FROM  
AWARD-WINNING AUTHOR  
STEPHANIE BISHOP



Books+Publishing Book Buzz is a promotional newsletter supported by the publisher.

About the book | About the author | Praise | Author interview |  
Sample chapter | Reading copy giveaway

From the award-winning and critically acclaimed author of *The Other Side of the World* comes a brilliant and provocative new novel about inheritance and self-destruction.

'*Man Out of Time* gracefully unpacks the emotional territory that accompanies mental illness and the capacity for trauma to travel through generations. Potent in its subtlety, it is a rich novel that demands the full attention of its readers, rewarding those who invest.' —*Books+Publishing*



#### About the book

When Stella's father, Leon, disappears in September 2001, the police knock at her door. She balks at their questions, not sure how to answer. 'What if I just write it down for you?'

One summer, a long time ago, Stella sat watching her father cry while the sky clouded over. He had tried to make amends: for his failures, for forgetting to buy the doll she once hoped for, for the terrible things he had done.

The first time Stella sensed that something was wrong was on her ninth birthday.

There was an accident, and when she opened her eyes there was the tang of blood in her mouth, Leon was beside her. But not quite there. In the winter, when her father finally came home from hospital, he looked different. Looked at her differently.

Now he was missing, and Stella held the key to his discovery. But did he want to be found? And after all that has passed, could Stella bring herself to help him?



Books+Publishing Book Buzz is a promotional newsletter supported by the publisher.

**Addictive new crime fiction from Dervla McTiernan!**

Dervla McTiernan's *The Ruin* was one of the biggest debuts of 2018:

- Over 34,000 copies sold in Australia alone
- Top best Australian crime bestseller for 2018
- Hooptoch Films has acquired the film rights
- *Ruin* was hand-picked by Neil McCormick to appear on the New Blood panel at the Hemingway Festival in the UK.

Now, Detective Cormac Reilly returns in a similarly plotted, heady crime thriller that will keep you guessing until the very last page.



**About the book**

When Dr Emma Sweeney stumbles across the victim of a hit and run outside Galway University late one evening, she calls her coroner, Detective Cormac Reilly, making her first to the scene of a murder that could otherwise never have been assigned to him.

A security card in the dead woman's pocket identifies her as Carline Darcy, a gifted student and now employee to Irish pharmaceutical giant Darcy Therapeutics. The multi-billion-dollar company, founded by her grandfather, has a finger in every pie, from research facilities to funding political parties in philanthropy—it has funded Emma's own ground-breaking research.

The enquiry into Carline's death promises to be high profile and high pressure. As Cormac investigates, evidence points that the death is linked to a Darcy laboratory and, increasingly, to Emma herself. Cormac is sure she couldn't be involved, but as his opening of the case drags under scrutiny, the coroner and his colleagues, he is forced to question his own objectivity.

Could his loyalty to Emma have led him to overlook evidence? Has it made him a liability?

**Watch Dervla McTiernan's message to booksellers**



**About the author**

Dervla McTiernan was born in County Cork, Ireland to a family of seven. She studied corporate law at the National University of Ireland, Galway and the Law Society of Ireland, and practised as a lawyer for 10 years. Following the global financial crisis she moved with her family to Western Australia, where she now lives with her husband and two children.

- Use video content, interviews, reviews, blurbs, sample chapters and reading copy giveaways to immerse and engage readers.

- Over 6000 subscribers receive the *Book Buzz*, which has an average open rate of 26%. Advertisers have reported that subscribers will snatch up all available advance reading copies within 20 minutes of a *Book Buzz* being sent to their inbox.
- *Book Buzz* is our most popular digital advertising option. We recommend booking early!

'*Book Buzz* has been a very useful marketing tool for us in a number of ways. It has increased the visibility of our new titles to booksellers, which, given that we have a number of emerging writers on our list, has been a vital part of promoting debut authors and reigniting interest in our returning authors. It's also given booksellers a second chance to get advance copies of our new releases and given them greater access to our marketing materials. We'd absolutely recommend advertising with *Books+Publishing*, it's been of huge benefit to us, our authors and our customers.'

—Claire Miller, Fremantle Press

# Banners

Communicate your message with a visually striking **banner advertisement**.

- Choose from four display advertising options across a range of prices.
- Banners appear in five *Daily* newsletters, one *Weekly Book Newsletter* and on the website for one week.
- Delivered to over 8500 subscribers.

'For small presses like ours [banner advertising] is a great way to reach booksellers and librarians. The discounts offered for Small Press Network members as well as the great customer service makes this a great way to make a small promotional budget go a long way.'

—Bronwyn Mehan, Spineless Wonders

## WEEKLY BOOK NEWSLETTER

BOOKS-PUBLISHING WEEKLY BOOK NEWSLETTER



29 August 2018  
Announcements | Latest news | Quotes | Rights | Bestsellers | Clubbates | World news | Library news | International library news | Features | Reviews | Agency, changes | Notices | Classifieds | Jobs |  
VIEW FULL NEWSLETTER

### LATEST NEWS >

#### De Kretser wins 2018 Miles Franklin Literary Award for 'The Life to Come'

Michelle de Kretser has won the 2018 Miles Franklin Literary Award for her novel *The Life to Come* (AKU). *The Life to Come* is de Kretser's first novel... [Read more](#)

#### Gentili, Bailey win 2018 Ned Kelly Awards

The Australian Crime Writers Association (ACWA) has announced the winners for this year's Ned Kelly Awards for Australian crime writing. The Best Crime Novel was... [Read more](#)



#### NZ Book Trade Industry Awards 2018 winners announced

The winners of the 2018 New Zealand Book Trade Industry Awards were announced in Auckland on 25 August. The winners in each category are: Bookshop... [Read more](#)

#### Staff changes at Hardie Grant Egmont, Lewis appointed MD

Hardie Grant Egmont has announced several staff changes to its management team. Troy Lewis will move from his current role as director at Hardie Grant... [Read more](#)

#### A&U acquires UK rights to 'Ten Steps to Nanette'

Allen & Unwin (A&U) has acquired UK rights for comedian Hannah Gadsby's memoir *Ten Steps to Nanette*. A&U initially acquired ANZ rights to the book... [Read more](#)



#### UQP acquires Mundell's second novel

The University of Queensland Press (UQP) has acquired world rights to *The Trepanners*, the second novel by Melbourne-based author Meg Mundell. Martin Shaw from Alex... [Read more](#)

#### Jacobson wins 2018 Thomas Shapcott Prize

Poet Anna Jacobson has won the 2018 Thomas Shapcott Poetry Prize for her manuscript 'I knew I may not escape unscathed'. Jacobson receives \$2000 and... [Read more](#)

#### Jameyson wins 2018 Lady Cutler Award

The School Magazine editor Karen Jameyson has won this year's Lady Cutler Award, presented by the New South Wales branch of the Children's Book Council of... [Read more](#)



PREMIER BANNER

(W 500 x H 150 pixels)  
\$1750

UPPER BANNER

(W 500 x H 110 pixels)  
\$990

MID BANNER

(W 500 x H 110 pixels)  
\$680

LOWER BANNER

(W 500 x H 110 pixels)  
\$370

# WBN Takeover

Maximise your advertising impact with a striking **Weekly Book Newsletter Takeover**.

- A takeover gives you control of all four banners in the *Weekly Book Newsletter*, *Daily* newsletter and on the website.
- Promote a lead title or a range of

Take all four banners  
for the whole week  
\$2650

**BOOKS PUBLISHING WEEKLY BOOK NEWSLETTER**

**BECOMING**  
AVAILABLE 14 NOVEMBER

**PREMIER BANNER**

31 October 2018

Announcements | Latest news | Quotes | Rights | Bestsellers | Obituaries | World news | Library news | International library news | Features | Agency changes | Notices | Classifieds | Jobs

[VIEW FULL NEWSLETTER](#)

**LATEST NEWS >**

**First authors announced for 2019 Adelaide Writers' Week**

A number of authors have been announced for the 2019 Adelaide Writers' Week, which runs from 2-7 March 2019. Among the international authors attending the... [Read more](#)

**AN INTIMATE, POWERFUL, AND INSPIRING MEMOIR BY THE FORMER FIRST LADY OF THE UNITED STATES**

**UPPER BANNER**

**Samuel Wagan Watson wins 2018 Patrick White Literary Award**

Poet, essayist, songwriter and performer Samuel Wagan Watson has been named the winner of the \$20,000 Patrick White Literary Award for 2018. The annual award... [Read more](#)

**Brennan wins CHASS Australia Book Prize 2018 for 'A Writing Life'**

Bernadette Brennan has won the Council for the Humanities, Arts and Social Sciences' (CHASS) 2018 Australia Book Prize, for her book *A Writing Life*. Here... [Read more](#)

**'On the Java Ridge' wins 2018 Colin Roderick Award**

Jack Serong's *On the Java Ridge* (Text) has won the 2018 Colin Roderick Award and the HT Priestley Medal, administered by the Foundation for Australian... [Read more](#)

**"Your story is what you have, what you will always have. It is something to own."**

—MICHELLE OBAMA

**MID BANNER**

**Creative Victoria announces VicArts recipients**

Several literary projects and writers have been included among the recipients in the latest round of Creative Victoria's VicArts Grants. The program will provide over... [Read more](#)

**Creative Vic announces Creators Fund grant recipients**

Creative Victoria has announced the second-round recipients of the Creators Fund program, who will share in \$900,000 worth of funding. Among the 24 recipients are... [Read more](#)

**Foundry558 announces successful applicants for Bootcamp**

Business development program Foundry558, an initiative from State Library Victoria (SLV) and the Australian Centre for the Moving Image (ACMI), has announced the successful applicants... [Read more](#)

**BECOMING**  
AVAILABLE 14 NOVEMBER

**LOWER BANNER**

**BOOKS PUBLISHING WEEKLY BOOK NEWSLETTER**

**An Open Book**  
Mesmerising new poetry from literary legend, David Malouf  
SPECIAL HARDBACK EDITION ONLY \$29.95

28 September 2018

Advance copy giveaway | Latest news | Quotes | Rights | Bestsellers | World news | Library news | International library news | Features | Reviews | Moves/people | Notices | Classifieds | Jobs

[VIEW FULL NEWSLETTER](#)

**LATEST NEWS >**

**Australian Reading Hour: 1240 orgs, 2324 readers participate**

More than 1240 organisations and 2324 readers registered to participate in Austral an Reading Hour (ARH) on 20 September, a huge increase in participation from last... [Read more](#)

**WALE MGWALE UNWELL**  
WHAT MAKES A DISEASE A DISEASE?  
"Politically informed and thought-provoking"

**Vivas to join Hardie Grant Egmont as publisher**

Hardie Grant Egmont (HGE) has appointed Ana Vivas to the newly created role of publisher. In her new role as HGE she will champion the... [Read more](#)

**Horne Prize backflips on rule change, Marr and Funder quit as judges**

The Saturday Paper and Assop have removed a controversial rule change to the Horne Prize, acknowledging that the changes were restrictive and should not have... [Read more](#)

**Funder quits as judge for Horne Prize**

Author Anna Funder has quit the judging panel for the Horne Prize, after a rule change about which judges were not consulted, reports the Australian... [Read more](#)

**everything I've never said**  
NEW MIDDLE-GRADE FICTION FROM SAMANTHA WHEELER  
"A powerful, engrossing story" Michael Donald Bower

**Educational Publishing Awards 2018 winners announced**

The Australian Publishers Association (APA) has announced the winners of the 2018 Educational Publishing Awards Australia (EPAA). Promoting Literacy Development was named Primary Publisher of... [Read more](#)

**Text dominates shortlist for 2018 CHASS Australia Book Prize**

The Council for the Humanities, Arts and Social Sciences (CHASS) has announced the shortlist for the 2018 Australia Book Prize, with Text Publishing responsible for... [Read more](#)

**T A G Hungerford Award 2018 shortlist announced**

The shortlist for the 2018 City of Fremantle T A G Hungerford Award has been announced. The shortlisted manuscripts are: 'Father of the Lost Boys'... [Read more](#)

**ZENOBBIA** MOHAMED EL SHAHHAT AND LAURA WORTHEMAN  
October 2018  
"A deeply moving graphic novel about a young Syrian refugee and her attempt at freedom"

# Advance Copy Giveaway

Kickstart word-of-mouth promotion with an Advance Copy Giveaway.

- The **Advance Copy Giveaway** offers an interactive, high-impact promotion at an affordable price. Prominently positioned, it runs in one Weekly Book Newsletter and one Daily newsletter.
- Offer five or more reading copies to subscribers, and feature up to 200 words of text plus a cover image or author photo.

ADVANCE COPY  
GIVEAWAY

\$950



## WEEKLY BOOK NEWSLETTER

The screenshot shows the top portion of a newsletter. At the top left is the logo 'BOOKS+PUBLISHING WEEKLY BOOK NEWSLETTER'. Below it is a promotional banner for 'An Open Book' with the text: 'Mesmerising new poetry from literary legend, David Malouf. SPECIAL HARDBACK EDITION ONLY \$29.95'. The date '26 September 2018' is centered below the banner. A navigation menu includes: 'Advance copy giveaway | Latest news | Quote | Rights | Bestsellers | World news | Library news | International library news | Feature | Review | Moves/personnel | Notices | Classifieds | Jobs |'. Below the menu is a link 'B+P HOMEPAGE'. A section titled 'ADVANCE COPY GIVEAWAY >' features a book cover for 'Liberty' and the text: 'A powerful YA novel about three young women caught in the battles of their own times. After the success of *Hexenhaut* in 2016, [Nikki McWatters](#) is back with a high-energy companion novel that draws on the ideas of sisterhood, loyalty and courage. In 1472, Jeanne's father arranges her marriage to a French lieutenant against her wishes. As armed forces threaten her beloved home, Jeanne risks all to rally the city's women in the fight of their lives. In 1797, unbeknownst to their father, feisty and brave Betsy, her brother and their best friend secretly join the rebel army, hoping to liberate Ireland from the tyrannical yoke of English rule. In 1960s Australia, country girl Fiona desperately wants to fit in at university and joins the anti-Vietnam protest movement, despite her family's objections. When a friend is conscripted, Fiona's beliefs are challenged even further. Drawing on extensive research into historical records, *Liberty* offers an authentic and impassioned narrative that readers of *Just a Girl* and *Just a Queen* by Jane Caro, *Nanberry*, *Black Brother White* by Jackie French and *Code Name Verity* by Elizabeth Wein will fall in love with. *'Liberty is historical fiction at its very best: fresh, compelling and full of romance, high stakes, bloody battles and heart-pounding moments. I loved it!'*—Pip Harry, author of *Because of You*. *Liberty* by Nikki McWatters November 2018 WIN: Email [jeans@uq.edu.au](mailto:jeans@uq.edu.au) for your chance to receive one of 10 advance copies of *Liberty*. The Advance Copy Giveaway is sponsored by the publisher. To feature your title in this section, contact [advertising@thorpe.com.au](mailto:advertising@thorpe.com.au).

# Think Australian

Promote your standout titles to the international market in our monthly rights newsletters.

- Reach an audience of over 6800 rights agents, subagents, overseas publishers and industry professionals.

## THINK AUSTRALIAN NEWSLETTER

PREMIER BANNER

\$950

UPPER BANNER

\$450

## THINK AUSTRALIAN JUNIOR NEWSLETTER



Ask us for the *Think Australian* media kit for more information

# Reviews

Communicate your message with a visually striking banner advertisement in our monthly reviews newsletters.

- *Books+Publishing* is the only source of pre-publication reviews in Australia and New Zealand, and our two monthly reviews newsletters are highly valued by subscribers.

Ask us about an advertising package that combines a range of digital advertising options.

REVIEWS NEWSLETTER		JUNIOR NEWSLETTER
 <p>BOOKS+PUBLISHING REVIEWS</p> <p>transitlounge.com.au OUT OCTOBER! DISTRIBUTED BY NEW SOUTH BOOKS</p> <p>Book reviews and interviews</p> <p>Feature review   Fiction   Nonfiction   Interview   VIEW FULL NEWSLETTER</p> <p>FEATURE REVIEW &gt;</p> <p><b>A Season on Earth</b> Gerald Murnane, Text, February 2019, reviewed by Brad Jeffries ★★★★★</p> <p>In 1970 William Heinemann published Gerald Murnane's second novel, <i>A Lifetime on Clouds</i>. In the book's original published two parts, the protagonist Ashton Shere, a...</p>	 <p>PREMIER BANNER</p>	 <p>JUNIOR NEWSLETTER</p> <p>LENNY'S BOOK OF EVERYTHING KAREN FOXLEE</p> <p>Children's and YA book reviews and interviews</p> <p>Feature review   Picture books   Young adult   Interview   VIEW FULL NEWSLETTER</p> <p>FEATURE REVIEW &gt;</p> <p><b>The Adventures of Catkinke</b> Elliot Peetman, Puffin, October 2018, reviewed by Hannah Carmel ★★★★★</p> <p>It's hard to imagine that a book for children by headline writer Peetman would be anything less than wonderful. Peetman was apparently... <a href="#">Read More</a></p>
 <p>AN INTIMATE, POWERFUL, AND INSPIRING MEMOIR BY THE FORMER FIRST LADY OF THE UNITED STATES</p> <p>FICTION &gt;</p> <p><b>Driving into the Sun</b> Marcelle Hooks, Fremantle Press, February 2019, reviewed by Paula Grice ★★★★★</p> <p>Fusion Kore Richards, Hamish Hamilton, February 2019, reviewed by Jacqui Davies ★★★★★</p>	 <p>UPPER BANNER</p>	 <p>WISP: A Story of Hope Zane Grey and Catherine Ryan Hyde-Smith</p> <p>PICTURE BOOKS &gt;</p> <p><b>Monster Party</b> Children of Ravens Community School, with Jane Spiller and Alison Lester. Illustrated by Children of Ravens Community School, Magellan, October 2018, reviewed by Michael Earp ★★★★★</p> <p><b>Scapgoat</b> Ava Meyer. Illustrated by Aleksandra Schmitt, Little Steps, October 2018, reviewed by Michael Earp ★★★★★</p>

# Classifieds

- Share important news with the wider industry through a **classified**—announce new titles, congratulate prize winners or explain distribution changes.
- **Recruit** from a talented pool of *Books+Publishing* subscribers who are deeply invested in the industry.
- Place your **classified** or **job ad** using our easy-to-use submissions page: [submit.booksandpublishing.com.au](http://submit.booksandpublishing.com.au)
- Submit your material by 12 noon each Tuesday for inclusion in the next day's *Weekly Book Newsletter*.

## Appears in:

- *Weekly Book Newsletter* (one edition)
- *Books+Publishing* website (seven days)

### Place classifieds using the portal

[submit.booksandpublishing.com.au](http://submit.booksandpublishing.com.au)

### For more information, contact

[classifieds@booksandpublishing.com.au](mailto:classifieds@booksandpublishing.com.au)

Publications	Item	Price
<b><i>Weekly Book Newsletter</i></b> + <b><i>website</i></b>	Classified or job ad	\$1.50 per word
	Company logo (optional) W 150 x H 150 pixels	\$44

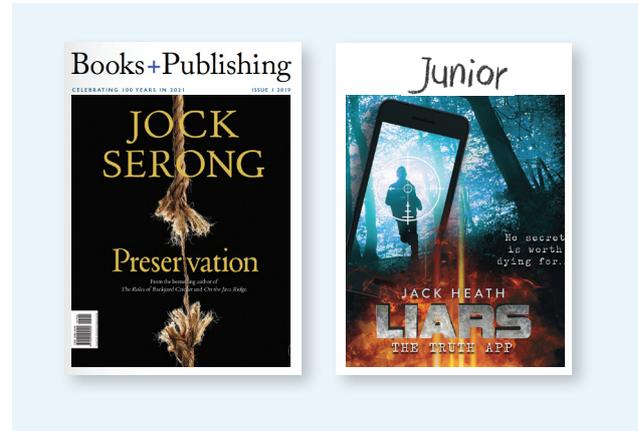
Minimum word count: 35 words; Minimum cost: \$52.50

# Print magazine

## 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 future.
- In the lead up to 2021, each edition of our print magazine will include a focus on different aspects of the publishing cycle. In 2019, features focused on **authors**, **editors**, **designers** and **publicists** will be included among our regular reporting and analysis of industry trends and events.
- Join us in celebrating 100 years of *Books+Publishing* and the Australian publishing industry.



Ask for the **Books+Publishing Print media kit**  
Combined **Digital** and **Print** options are available!

# Terms and conditions

## 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.

## Terms and conditions

All advertising bookings are made subject to *Books+Publishing's* Advertising Terms and Conditions.

See [www.booksandpublishing.com.au](http://www.booksandpublishing.com.au) or ask our advertising sales manager.

## Prices

All prices include GST

## Artwork

Artwork must be supplied to the following specifications:

**Maximum file size:** 500KB

**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 your own website.

**Tracking:** If you require link tracking, you can log in to [Bitly.com](http://Bitly.com) to create a link. It offers various statistics including click rate.

## Display advertising contact

For further information about display advertising please contact:

**Fi Tunnicliff**

Advertising Sales Manager

[advertising@booksandpublishing.com.au](mailto:advertising@booksandpublishing.com.au)