‘Fremantle Press has had a long-standing relationship with *Books+Publishing*. We advertise because we know we’ll get the attention of booksellers, reviewers and foreign publishers and rights agents.’

Claire Miller, Marketing and Communications Manager,
Fremantle Press

‘As the primary media organisation for the publishing industry, *Books+Publishing* offers my business and my clients wonderful service and great coverage for our promotions. Nothing else comes close when it comes to books and publishing.’

Rachael McDiarmid, Director,
RM Marketing Services

‘*Books+Publishing* is one of the most effective ways we have to reach booksellers and the wider industry. The *Weekly Book Newsletter* banners and *Book Buzz* advertising are fantastic for boosting awareness and building buzz for key titles.’

Christopher Black, Digital and Marketing Executive,
Scribe Publications
Engagement

**Weekly Book Newsletter**
- Highly valued: our 2020 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 36% (industry average: 22%) and an average click rate of 12% (industry average: 5%).

**Books+Publishing website**
- The website has more than 104,000 unique page views per month with an average of 28,000 unique visitors.

Audience
- Our audience includes booksellers, publishers, librarians, teachers, students, literary agents, literary editors, arts managers, influencers and authors.
- 11,500 individual and company subscribers stay up to date with book industry news through the *Daily* and *Weekly Book Newsletters*.

Social Media
- Twitter: Over 16,100 followers
- Facebook: Nearly 13,000 followers
- Instagram: Over 8000 followers.

‘The team at Books+Publishing are wonderful to work with and are so quick to come back to queries, which is always appreciated.’
Kimberley Allsopp, Campaign Manager, HarperCollins
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 the *Books+Publishing* audience.
- Use video content, interviews, reviews, blurbs, sample chapters and reading-copy giveaways to immerse and engage readers.
  - Our editorial team will work closely with you to create a newsletter that suits your campaign.
- View four of our recent *Book Buzz* newsletters [here](#).

‘*Books+Publishing Book Buzz* is one of our favourite ways to keep retailers informed of our key titles and new releases. We can really make a splash with a title we’re especially excited about, and make sure that booksellers have all the information and assets they need.’

Laura McNicol Smith, Publicist, Affirm Press

'We ran a *Book Buzz* eDM to promote our upcoming nonfiction titles and it was a wonderful way to showcase our list. Collaborating with the lovely B+P team was smooth and efficient, I highly recommend working with them.’

Jackie Money, Marketing Manager, Thames & Hudson Australia
By advertising with B+P we have the unique opportunity to reach an important audience. The Book Buzz newsletters allow us to get a great Aussie debut in front of the trade and the layouts are fully customisable which means we can be creative with the messaging.’

Sarah Holmes, Digital Platforms Executive, Hachette

- Over 6000 subscribers receive the Book Buzz, which has an average open rate of 30%.
- Advertisers have reported that subscribers will snatch up all available advance reading copies within 20 minutes of a Book Buzz being sent.
- This is our most popular digital advertising option. **We recommend booking early!**

- Pricing: Tier 1: January, February, March, April
  Price: $3000
- Tier 2: May, June, July, August, September, October
  Price: $2500
- Tier 3: November, December
  Price: $2000

‘The Book Buzz newsletters have worked really well for building awareness and excitement for our upcoming releases. We value the effort the B+P team put into working with us to make these really effective.’

Hermione Davis, Head of Marketing & PR, Bloomsbury Australia

By advertising with B+P we have the unique opportunity to reach an important audience. The Book Buzz newsletters allow us to get a great Aussie debut in front of the trade and the layouts are fully customisable which means we can be creative with the messaging.’

Sarah Holmes, Digital Platforms Executive, Hachette
Banners

Communicate your message with a visually striking banner advertisement.

- Choose from four display advertising options across a range of prices.
- Banners appear in four Daily newsletters, one Weekly Book Newsletter and on the website for one week.
- Delivered to over 8500 subscribers.
- 24500 website visits per week.

‘In a difficult year, when normal selling by reps is more restricted, it counts more than ever to get the message out about our books to booksellers, librarians and readers. That's why it's been so important to us as publishers, as well as for our distributors, to get the best possible exposure to the trade, and advertising in Books+Publishing has done just that. We've had great results from mid-banner ads in the Weekly Book Newsletter and Think Australian, as well as being part of a Small Press Network joint Book Buzz. We'd certainly do it again!’

Sophie Masson, Publishing Director, Christmas Press
The B+P Web banner is prominently positioned on the popular Books+Publishing homepage.

The B+P website receives more than 104,000 unique page views per month and an average of 28,000 unique visitors.

For further reach, consider combining a Web banner with a Weekly Book Newsletter banner.

All banners are replaced on a Wednesday.

Web banner
(W 500 x H 110 pixels)
$550
WBN Takeover

Maximise your advertising impact with a striking WBN Takeover, which lets you take all four banners for the whole week.

- This package gives you control of all banners in the Weekly Book Newsletter, Daily newsletter and on the website.
- Promote a lead title or a range of titles.
- Price: $2650

‘Working with B+P this year has been an absolute joy. Not only are their advertising options varied and effective, their team also provide valuable advice on where to focus expenditure. Our authors have particularly enjoyed being a part of the #BooksAreEssential movement, which B+P continue to champion in AU across their Social channels. Our thanks to B+P for being so great to work with. In a year of uncertainty, the level of service and success we have had working with B+P has always remained consistent and at a level of excellence.’

James Elms, Admin & Marketing, Echo Publishing
Advance Copy Giveaway

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

- An interactive, high-impact promotion at an affordable price.
- Prominently positioned, it runs in one Weekly Book Newsletter and one Daily newsletter.
- Offer up to 10 reading copies to subscribers, and feature up to 300 words of text plus a cover image or author photo.
- Price: $950

‘Books+Publishing’ digital advertising has been great for us: Weekly Book Newsletter banners have drawn industry attention to new titles that we are keen to promote; Advance Copy Giveaways have always attracted an enthusiastic response; and Think Australian highlights have alerted international publishers and agents to our quality list. For us, it is cost-effective advertising that works.’

Barry Scott, Publisher
Transit Lounge Publishing
Think Australian

- Build international buzz and rights leads for your standout titles in our rights newsletter.
- Reach over 55K publishers, editors, rights agents, subagents and other industry professionals through our distribution partnerships with Publishers Weekly and BookBrunch.
- Published ahead of the Bologna, London and Frankfurt book fairs.
- Learn more about Think Australian here or view the latest Think Australian newsletter here.

Title Preview
The prominently positioned ‘Title Preview’ allows publishers to highlight individual titles. Each Title Preview will include key publication details (book title, author, publisher, release date), cover image, blurb, rights held, contact email and website.

Price: $550

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**Premier banner**
(W 500 x H 150 pixels)
$950

**Upper banner**
(W 500 x H 110 pixels)
$650

**Mid banner**
(W 500 x H 110 pixels)
$450

**Lower banner**
(W 500 x H 110 pixels)
$350

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**Title Preview**

Eye of a Rook

In Victorian London, Arthur Rochdale’s wife, Emily, is struck down by a pain for which she can find no words. In desperation, Arthur seeks the aid of Isaac, a Quaker doctor and contemplates his wifemurdering honeymoon for “hysterical” women at the Institute Hospital. Almost a century later, scholar Alice Tarrant explores the history of hysterectomies to make sense of her own nightmare and private life.

Price: $550
Classifieds and notices

Share important news with the wider industry through a classified—announce new titles, congratulate prize winners or explain distribution changes.

Place a job ad to recruit candidates from a talented pool of *Books+Publishing* subscribers who are deeply invested in the industry.

Place classifieds, notices and job ads using the advertising submissions portal: submit.booksandpublishing.com.au

For more information contact: classifieds@booksandpublishing.com.au

Title Showcase: $275 Advertise new titles to the book industry in the *Weekly Book Newsletter*, cover image included in price.

Title Preview: $275 Advertise titles for the sale of rights in the *Weekly Book Newsletter*, cover image included in price.

Submit your material by 12 noon each Tuesday for inclusion in the next day’s *Weekly Book Newsletter*.

Terms & conditions

Booking + material deadline
Material deadline for banner advertising is 5pm AEST on the Thursday prior to publication.

Book Buzz material deadlines are two weeks prior to booked date.

The booking deadline for Weekly Book Newsletter display ads is two weeks prior to booked date.

The booking deadline for Weekly Book Newsletter display ads is seven working days 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.

Artwork
Please supply artwork according to the following specifications.

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 to create a link. It offers various statistics including click rate.

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.

For further information about display advertising please contact:
Fi Tunnicliff
Advertising Sales Manager
advertising@booksandpublishing.com.au