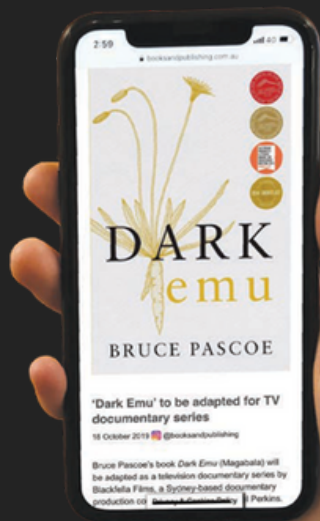


# Media kit 2021

Books+Publishing  
CELEBRATING 100 YEARS IN 2021



'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

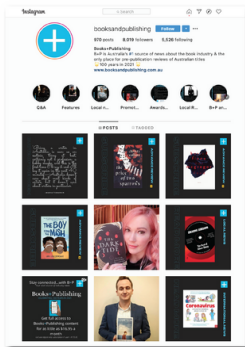
- The website has more than 104,000 unique page views per month with an average of 28,000 unique visitors.

'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**

## 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.

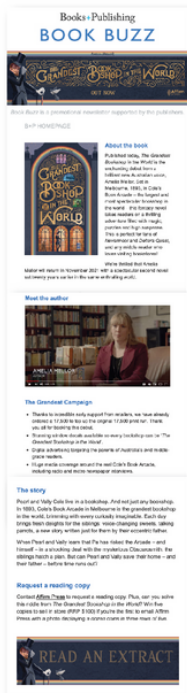
## Book Buzz

*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](#).

'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**



'*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**

'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**

- 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



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**



## 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

## NEW - Web banner

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

The screenshot shows the homepage of the Books+Publishing website. At the top, the logo "Books+Publishing" is displayed with the tagline "Inside the Australian and New Zealand book industry". Below the logo is a navigation menu with links: Home, News, Features, Reviews, Jobs, Classifieds, Libraries, Publications, and Advertise. There is also a link for "View newsletters" and a "Subscribe" button. Social media icons for Facebook, Twitter, and Instagram are visible. The main content area features several news articles and banners. A large banner at the top right reads "A BOOK TO CRACK OPEN YOUR HEART, A BOOK TO LIGHT YOU UP INSIDE, A BOOK TO LIVE." Below this, there are several smaller banners and articles. One article mentions "Scribe to publish first graphic novel, acquires two more book-length comics". Another article mentions "McGuire wins 2020 Ray Koppe Residency". A third article mentions "Flames' to be adapted for screen". A fourth article mentions "Amersand Prize 2020 shortlist announced". A fifth article mentions "S&S creates new audiobook role as audio sales on track to double". There is also a section for "International news" with articles about UK authors, a Polari Prize, and a Nobel Prize. A "Top stories" section lists the CBCA Book of the Year 2020 winners, a new publishing director, and a new appointee to a position. A "Bestsellers" section lists the New Barnes' memoir and a number three bestseller. The website is designed with a clean, modern layout and a color palette of blues, greys, and whites.

**Books+Publishing**  
Inside the Australian and New Zealand book industry

Home News Features Reviews Jobs Classifieds Libraries Publications Advertise

View newsletters Subscribe Login

Scribe to publish first graphic novel, acquires two more book-length comics  
Scribe Publishing has acquired world rights to two book-length comics: a work of graphic nonfiction by artist and organizer Sam ...

McGuire wins 2020 Ray Koppe Residency  
Melbourne writer Tim McGuire has won the Australian Society of Authors (ASA)'s 2020 Ray Koppe Young Writers Residency for his ...

'Flames' to be adapted for screen  
Flames, the debut novel by Robbie Arnott (Toni), will be developed into a six-part television series with Tasmanian government funding ...

Amersand Prize 2020 shortlist announced  
Hardie Grant Children's Publishing (HGCP) has announced the shortlist for its 2020 Amersand Prize for unpublished young adult and middle-grade ...

S&S creates new audiobook role as audio sales on track to double  
Simon & Schuster Australia (S&S) has promoted Andrea Barakina to a new position focusing on local audio titles, among a ...

**UNDER THE RAINBOW**  
The Life and Times of EW Cole  
by Richard Brodwin

**International news**  
Two in three UK authors, illustrators report loss of income  
US\$75k Cundill History Prize 2020 finalists announced  
Davies, Al-Kadi win 2020 Polari Prizes  
Glück awarded the 2020 Nobel Prize for Literature  
National Book Awards 2020 shortlists announced

**Top stories**  
CBCA Book of the Year 2020 winners announced  
Watkins appointed Uziro Press publishing director  
Hardie Grant appoints Spilina to accelerate transformation  
Virunga announces recipients of 2021 Southern Education

**Bestsellers**  
New Barnes' memoir debuts at number three  
Jimmy Barnes' *Killing Time*

# 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**



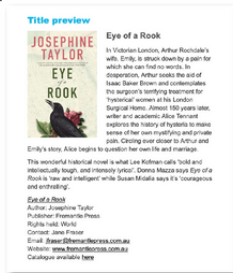
# Think Australian

- 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



## 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



## Lower banner

(W 500 x H 110 pixels)  
\$350



## Lower banner

(W 500 x H 110 pixels)  
\$350



## Lower banner

(W 500 x H 110 pixels)  
\$350

## 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.

Publications	Item	Price
Weekly Book Newsletter + website	Classified or job ad	\$1.43 per word
	Company logo (optional) W 150 x H 150 pixels	\$44

Minimum word count: 35 words; Minimum cost: \$50.05

Place classifieds, notices and job ads using the advertising submissions portal: [submit.booksandpublishing.com.au](https://submit.booksandpublishing.com.au)

For more information contact: [classifieds@booksandpublishing.com.au](mailto:classifieds@booksandpublishing.com.au)

### Classifieds

#### The Small Press Network—2020 Independent Publishing Conference online

**SPN** The Small Press Network will hold the 2020 Independent Publishing Conference online on Thursday 26 and Friday 27 November.

With two days of programming, it will cover a variety of topics, including drivers of change in publishing and metadata best practices, with a keynote on resilience and recovery in book publishing post-Covid. The conference will also include the shorter announcement for the SPN's inaugural Book of the Year Award, which can be booked separately, for free.

Deep discounts are available for SPN members, students and the unemployed.

Book now: [The Small Press Network - 2020 Independent Publishing Conference](https://www.smallpressnetwork.com.au/conference)

Closing date for ticket sales: Wednesday 25 November

### Jobs

#### Accounts payable and admin officer, Sydney

**Allen & Unwin**  
Allen & Unwin is Australia's leading independent publisher with a 40 year history. Winner 'Publisher of the Year' 14 times, AUJ proudly publishes a broad range of local and international authors including Kit Thompson, Craig Silvey, Kate Morton, Michael Connelly, Josh Picoult and Charlotte Wood.  
An opportunity exists to join our finance team as our accounts payable and admin officer, working closely with all areas of the business to ensure the efficient and timely processing of invoices to our suppliers as well as performing related administration duties.

#### Editor, Melbourne

##### Major Street Publishing

Independent Melbourne business book publisher is looking for an experienced book editor to work on its growing list of leadership and personal finance nonfiction books. Three years editor of experience is required.

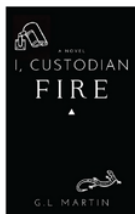
Title Showcase: \$275 Advertise new titles to the book industry in the *Weekly Book Newsletter*, cover image included in price.

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*.

Classifieds appears in: *Weekly Book Newsletter* (one edition) *Books+Publishing* website (seven days).

### Title showcase >



### I, Custodian: Fire

25 November 2020

In a world of political unrest, subversive mobs and subterranean custodians play their hands. The shadow grows, and Moriah-Dahlia's fervent quest for the truth unveils more than she had anticipated.

#### *I, Custodian: Fire* G.L. Martin

Publisher: glimcreations  
Genres: Visionary fiction, magical realism, adventure, sci-fi and dystopian.  
ISBN 9780648961404 (print) 9780648961411 (ebook)  
Price (SAUD RRP): \$19.95

Barnes & Noble and local independent bookstores.

Phone: +61 434204433  
Email: [glimmartincorreation@gmail.com](mailto:glimmartincorreation@gmail.com)  
Visit [Webster Distributor](https://www.glimcreations.com.au)

Category: [Title showcase](#)

# 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 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.

## Terms & 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

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.

For further information about display advertising please contact:

Fi Tunnick

Advertising Sales Manager

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