



Books+Publishing

SERVING THE PUBLISHING INDUSTRY SINCE 1921

Media Kit

BOOKS+PUBLISHING MEDIA KIT | 2023



www.rmmarketingservices.com

helping publishers do
what they do best

outsourcing solutions | consulting services

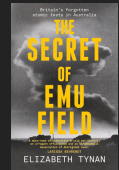
"Whether they are an independently published author or an established press, I recommend *Books+Publishing* to all my clients. If you want to affordably reach the broader publishing and bookselling industry, working with the wonderful team at B&P should be part of your sales, marketing and communications plan. Don't forget to follow them on the socials and sign up to their newsletters too!"

Rachael McDiarmid,
RM Marketing Services



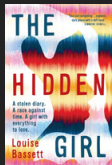
'Advertising with *Books+Publishing* allows publishers to drive campaign awareness by engaging with the trade directly. It's especially valuable to showcase key titles in the months before publication with *B+P's* Book Buzz EDM and/or running banner advertising on publication. *B+P's* various advertising tiers mean that there are effective levels of investment for all campaign budgets. Plus, the *B+P* team is a breeze to work with.'

Kirstin Corcoran,
Campaign Manager,
Hachette



'The value of *Books+Publishing* for us is that it keeps us in touch with the Australian market, in terms of upcoming titles, Australian prizes, and news for booksellers. We don't have a comparable newsletter in NZ that has the news across the various publishers as well as relevant information for retailers.'

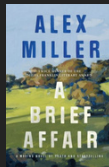
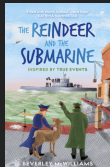
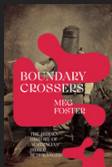
**Ange,
Unity Books Auckland,
New Zealand**



'The *Books+Publishing* newsletters are a fabulous source of information on everything going on in the industry today but, more importantly, it's usually where I find my next great read. The recommendations are spot on.'

Katy,
The Leaf Bookshop,
Vic





'Books+Publishing is utterly indispensable for the news and insights it gives our selectors into the Australian publishing landscape.'

Stuart Dunstan,
Peter Pal Library Supplies,
Qld





Engagement

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.
- 11.5k individual and company subscribers stay up to date with book industry news through the *Daily* and *Weekly Book Newsletters*.

Weekly Book Newsletter

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 36.4% (industry average: 25.1%) and an average click rate of 9.1% (industry average: 3.7%).



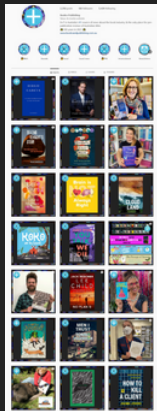
16.4k +



14k +



10k +





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.

Promote up to 5 titles in a *Book Buzz*

'*Book Buzz* really drew attention to our title, shown through very strong pre-orders and industry interest. The team at *Books+Publishing* are so great to work with, and as a small publisher, we really reap the benefits of our investment.'

Sam Rutter,
Publishing Director,
Storytorch





Book Buzz

We recommend booking early!

Advertisers have reported that subscribers will snatch up all available advance reading copies within 20 minutes of a *Book Buzz* being sent.

Pricing: Tier 1: January – April \$3,000

Tier 2: May–October \$2,500

Tier 3: November– December \$2,000

NOW advertised on our website, Facebook & Instagram.

Our Book Buzz has increased to an average open rate of 38.7%

'The *Books+Publishing* team are efficient, helpful, and collaborative. We choose to advertise with *Books+Publishing* as it's a great way to get our key titles in front of booksellers and the wider trade. I highly recommend working with them.'

Bonie van Dorp,
Publishing & Marketing Manager,
Affirm Press





Banners

We have something for every budget!

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.

Banners are advertised on our Instagram and Facebook.

'Advertising with *Books+Publishing* was key in building early buzz and driving word of mouth for our biggest fiction titles of the year.'

Natika Palka,
Senior Campaign Manager,
HQ Books

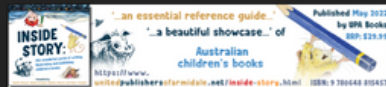


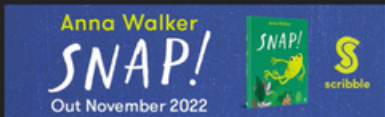


Banners

'We've loved working with the B+P team again in 2022, with our attractive lower banner ads in the newsletter reaching a wide audience of booksellers, librarians and readers, with click-throughs at a pleasing level.'

Sophie Masson
Christmas Press





Pricing:

Premier banner

(W 500 x H 150 pixels)
\$1,750



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

Books+Publishing
WEEKLY BOOK NEWSLETTER

Anna Walker
SNAP!
Out November 2022

21 September 2022

Latest news | World news | This week's news | Features | Rights | Bookellers | Advance review | Debates | Promotions | Agency changes | Jobs

[BYP HOMEPAGE](#)

Latest news
[booktopia](#) Booktopia directors resign

Four Booktopia directors, including chair Chris Bevan, have announced their resignation from the company's board.

MOON SUGAR
ANGELA MEYER

Ryckmans steps down at CWF
Caribbean Writers Festival (CWF) has announced artistic director Jeanne Ryckmans is stepping down from the role.

Ryckmans, who was appointed to the role in late 2015, said it had been "gratifying to return to a full and free festival" in 2020, following a hybrid festival in 2020 and the postponement and cancellation of the 2021 live event.

As much as it would like to direct a fourth festival in 2023, common sense dictates that I hand over the baton and I find it hard to meet the looming deadline on my forthcoming manuscript in my very present publisher. Thank you at Upward Publishing, said Ryckmans.

THE CAMBRIDGE CENTENARY
ULYSSES
The 1922 Text with Essays and Notes
edited by CATHERINE FULTON

Back in stock
James Joyce

City of Fremantle Hungerford Award 2022 shortlist announced
The shortlist for the 2022 City of Fremantle Hungerford Award has been announced.

The shortlisted manuscripts are:

- 'The Slave Patience of the Sea' and other stories: a collection of short stories by Joy Kilian-Ewart
- 'Tall like a lily': a memoir by Gerard McCann
- 'Killing': a collection of narrative nonfiction essays by Marie O'Rourke

THE JOURNALS OF A MISCHIEVOUS CAT'S FIRST YEAR
COMING NOVEMBER 2022
-ENISLE-

World news
Spotify US unveils audiobook catalogue

In the US, audio streaming platform Spotify has unveiled its catalogue of 300,000 audiobook titles, reports the Bookeller.

NEW

Books+Publishing takeover

All 5 banners on the B+P website!!

The 4 banners promoted on the right hand side of our web page will be sent out in the *Weekly Book Newsletter* and subsequent *Daily* newsletters. The addition of the Web banner ensures that when viewing on a mobile device you have all advertising covered.

Banners can be assigned to the same or different links.

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

Pricing: \$3,550*

The screenshot displays the Books+Publishing website interface. At the top, the main navigation bar includes links for Home, News, Features, Reviews, Jobs, Classifieds, Libraries, Publications, and Advertise. Below this, a secondary navigation bar offers options to View newsletters, Subscribe, and Login. The main content area is divided into several sections:

- Booktopia profits halved after Covid lockdowns**: A news article snippet.
- Hardie Grant acquires Micallef memoir**: A news article snippet.
- Pullock appointed Byron Writers Festival artistic director**: A news article snippet.
- 'Love & Virtue' wins 2022 MUD Literary Prize**: A news article snippet.
- Creative NZ announces Wilson as recipient of new PRON NZ internship**: A news article snippet.
- Dirt Lane to become WestWords imprint**: A news article snippet.
- Australia Council announces 2022 leadership programs participants**: A news article snippet.
- CBCA 2022 Notable Books announced**: A news article snippet.
- Hardie Grant 'Innovate' RAP endorsed**: A news article snippet.
- Tatlo Tales acquires Eckermann verse novel**: A news article snippet.

On the right side of the website, there are several promotional banners:

- NOMINATIONS OPEN**: A banner for the 2022 Book of the Year awards.
- NEW DECKABLE BOOK CATEGORY**: A banner for the new category.
- BOOK OF THE YEAR awards 2022**: A banner for the annual awards.
- ENTER AUSTRALIA'S PREEMINENT CHILDREN'S BOOK AWARDS**: A banner for the children's book awards.

At the bottom of the website, there are sections for **Adult reviews** and **Junior reviews**, each featuring a grid of book covers.



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 or a *WBN* takeover.



Pricing: 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 *WBN* & *Daily* newsletters.

Pricing: \$3,000*

- Premier banner
- Upper banner
- Mid banner
- Lower banner

Add on a Web-banner to overtake the website with our

NEW

**Books+Publishing
takeover**

**NOMINATIONS
OPEN**

BOOK OF THE YEAR

awards 2022

Speech Pathology Australia



Promoting children's literacy for 19 years

NEW DECODABLE BOOK CATEGORY

Download a nomination form today

AT ED IG ★
★ AI OA

**ENTER AUSTRALIA'S PREEMINENT
CHILDREN'S BOOK AWARD**

Nominations close **18 March 2022**



**ABORIGINAL AND TORRES STRAIT
ISLANDER AUTHORED CHILDREN'S
BOOK AWARD CATEGORY**



Books+Publishing

Inside the Australian and New Zealand book industry

Home News Features Reviews Jobs Classifieds Libraries Publications Advertise

View newsletters My subscription (please log in)

Facebook Twitter LinkedIn YouTube

Booksellers' Choice Book of the Year 2022 shortlists announced

The Australian Booksellers Association (ABA) has announced the shortlists for the 2022 Booksellers' Choice Book of the Year Awards. The...

Molloy wins 2021 Anne Elder Award

Australian Poetry has announced Susan Molloy's 'The Argonaut' as the winner of the 2021 Anne Elder Award for...

Australians longlisted for CMA Diggers

Seven Australian authors have been longlisted for the CMA Diggers Awards 2022. The winners will be announced in late 2022.

Australians, New Zealanders shortlisted for 2022 Commonwealth Short Story Prize

Two Australians and one New Zealander are among the finalists for the 2022 Commonwealth Short Story Prize. The Australian and...

Wheeler Centre 2022 Hot Desk fellows

The Wheeler Centre has announced the successful applicants for its 2022 Hot Desk Fellowship. The 21 Hot Desk fellows are...

UQP acquires van Neerven nonfiction book on sport

Overland announces Judith Wright Poetry Prize shortlist

Overland announces 2021 Naama Sidney Short Story Prize shortlist

'Nevermoor' to be adapted as musical film

ABDA Awards 2022 shortlists announced

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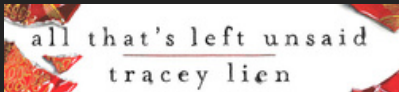
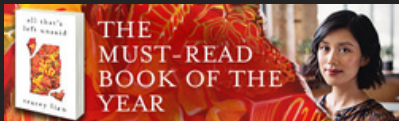
ABDA Awards 2022 shortlists announced

ABDA Awards 2022 shortlists announced

ABDA Awards 2022 shortlists announced

ABDA Awards 2022 shortlists announced

ABDA Awards 2022 shortlists announced





Pricing: \$3,000*

Premier banner

(W 500 x H 150 pixels)



Upper banner

(W 500 x H 110 pixels)



Mid banner

(W 500 x H 110 pixels)



Lower banner

(W 500 x H 110 pixels)





Classifieds

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

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.

Pricing: Classified or job ad \$ 1.43 per word
Company Logo (optional) \$44.00
W150xH150p
Min word count: 35 words; Min cost: \$50.05

Submit your material by 12 noon each Tuesday for inclusion in the next day's *Weekly Book Newsletter*:
submit.booksandpublishing.com.au

Contact: classifieds@booksandpublishing.com.au

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

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

Title showcase >



The Careless State: Reforming Australia's social services

5 October 2022

The lives of all Australians are affected by the quality of social services available, but a long list of royal commissions and public inquiries have revealed them to be failing. In *The Careless State* Mark Considine shows that the preferred model of reform has failed to adapt and improve. The service systems are careless, leaving clients to make choices without real information or protection.

***The Careless State: Reforming Australia's social services* by Mark Considine**

Publisher: Melbourne University Publishing

Genre: Social welfare & social services

ISBN: 9780522879018

Price (\$AUD RRP): \$34.99

Email: mup-contact@unimelb.edu.au

Website: MUP – Books from Australia's oldest university press



Terms & Conditions

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

Prices

All prices include GST.

Contact:

advertising@booksandpublishing.com.au

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](https://bitly.com) to create a link. It offers various statistics including click rate.