



# Books+Publishing

SERVING THE PUBLISHING INDUSTRY SINCE 1921

## Media Kit

BOOKS+PUBLISHING MEDIA KIT | 2024



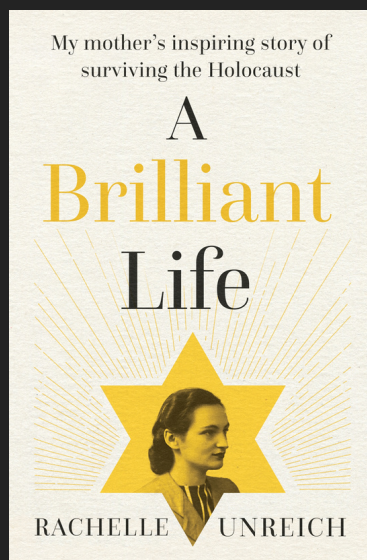
**RM**  
Marketing Services

*helping publishers do  
what they do best*

[www.rmmarketingservices.com](http://www.rmmarketingservices.com) outsourcing solutions | consulting services

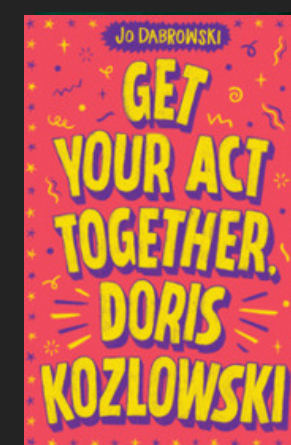
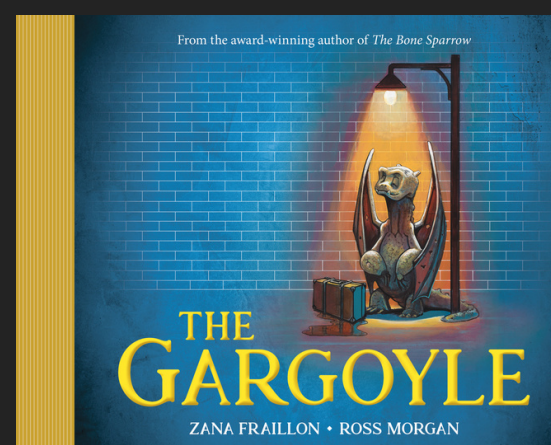
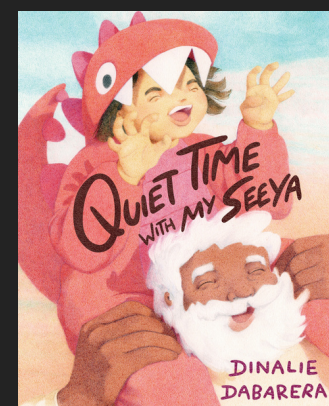
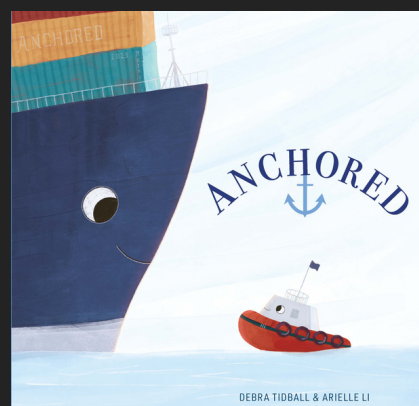
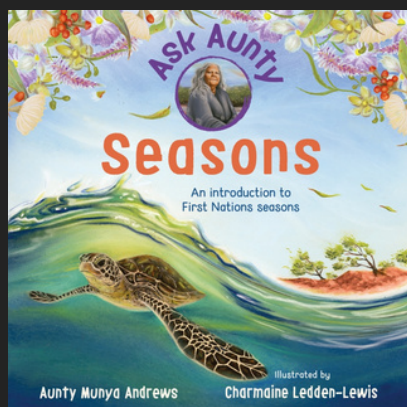
'Whether they are an independently published author or an established press, I recommend *Books+Publishing* to all my clients. If you want to affordably reach the broader publishing and bookselling industry, working with the wonderful team at *B+P* should be part of your sales, marketing and communications 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,**  
**Senior Campaign Manager,**  
**Hachette**



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

**Stuart Dunstan,**  
**Peter Pal Library Supplier,**  
**Qld**







# Engagement

## Books+Publishing website

The website has more than 151,000 unique page views per month up from 104,000, with an average of 65, 000 unique visitors up from 28,000.

## 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: 24.4%) and an average click rate of 9.1% (industry average: 3.7%).



16.4k



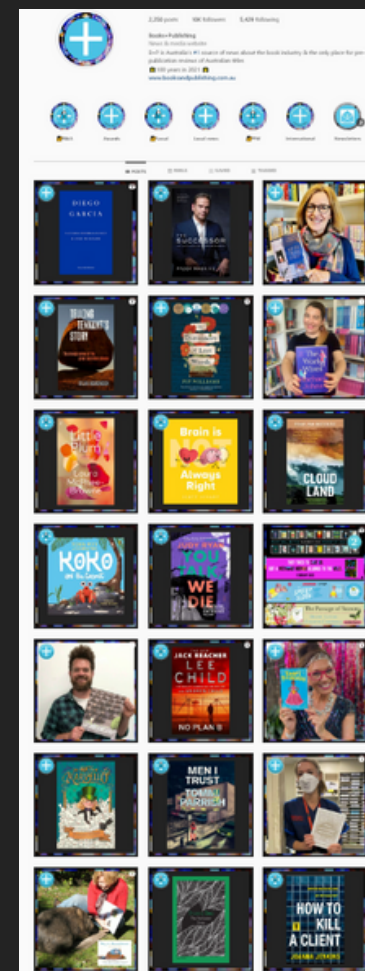
13k



10.9k



1.8k







# 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 and remains on our website.

Offer up to 50 reading copies to subscribers, and feature up to 300 words of text plus a cover image or author photo.

Promoted in our Instagram and Facebook stories at no additional charge.

## Advance copy giveaway >



### The Queen's Apprenticeship

4 October 2023 Books+Publishing

Two women from different worlds in Renaissance France cross paths in a way that changes both their lives. One is Marguerite de Navarre, a King's sister. Powerful, privileged and widely admired, Marguerite must nonetheless marry where she is told to. She has always loved to write, and when disaster strikes in her personal life, she picks up her pen – but some of what she writes will get her into trouble. The other is a cast out, itinerant child who longs to be a printer like her late father. Jehane goes dressed as a male by the name of Josse, at first for safety's sake and then by choice, fending off the risks of being alone, unprotected and born female, poor but trying to live in freedom. Long before #MeToo, women were telling their 'unspeakable' stories, and these two, both rich and poor, are no exception. They come together in the most unexpected of ways.

This is magnificent literary historical fiction in the spirit of Hilary Mantel and Maggie O'Farrell.

***The Queen's Apprenticeship* by Tracy Ryan**

Out 1 November from Transit Lounge

WIN: [Email](#) for your chance to receive one of 10 advance copies. Please don't forget to include your postal address.

'Advertising in *Books+Publishing* has been a tremendous way for us to build a groundswell of interest in our key titles. Advance copy giveaways and digital banners have generated significant inquiries and helped to increase our take up by booksellers, while also creating invaluable rights interest.'

**Barry Scott,**  
Publisher,  
Transit Lounge

**Books+Publishing**  
WEEKLY BOOK NEWSLETTER

**Indigenous Literacy Day**  
Celebrating Stories, Cultures and Languages  
Wednesday 6 September  
[ilf.org.au/ILD](http://ilf.org.au/ILD)

6 September 2023

[Advance copy giveaway](#) | [Latest news](#) | [World news](#) | [This week's news](#) | [Features](#) | [Bestsellers](#) | [Advance reviews](#) | [Promotion](#) | [Jobs](#)

8+P HOMEPAGE

### Advance copy giveaway

**Killing for Country: A family story**  
A gripping reckoning with the bloody history of Australia's frontier wars  
David Marr was shocked to discover forebears who served with the brutal Native Police in the bloodiest years on the frontier. *Killing for Country* is the result – a soul-searching Australian history.  
This is a richly detailed saga of politics and power in the colonial world – of land seized, fortunes made and lost, and the violence let loose as squatters and their allies fought for possession of the country – a war still unresolved in today's Australia.  
If we want the truth, here it is as told by David Marr. He believed that he knew about Australia's racism and violence. Then he went in search of his great-grandmother's history. He found Sub-Inspector Reginald Uhr, "a professional killer of Aborigines," and his brother D'arcy, also in "the massacre business." This led him "step by step, into the history of the Native Police." This force, along with the settlers and white police, murdered my ancestors over a fifty-year period in the Dawson Valley and the rangelands and plains of central Queensland, where the war left no one untouched. This book is more than a personal reckoning with Marr's forebears and their crimes. It is an account of an Australian war fought here in our own country, with names, dates, crimes, body counts and the ghastly, remorseless views of the "settlers."  
Thank you, David.  
—Marcia Langton

***Killing for Country* by David Marr**  
RRP: \$39.99  
ISBN: 9781760642730

Out 3 October from Black Inc.

WIN: [Email](#) for your chance to receive 1 of 10 copies. Please don't forget to include your postal address.



# Banners

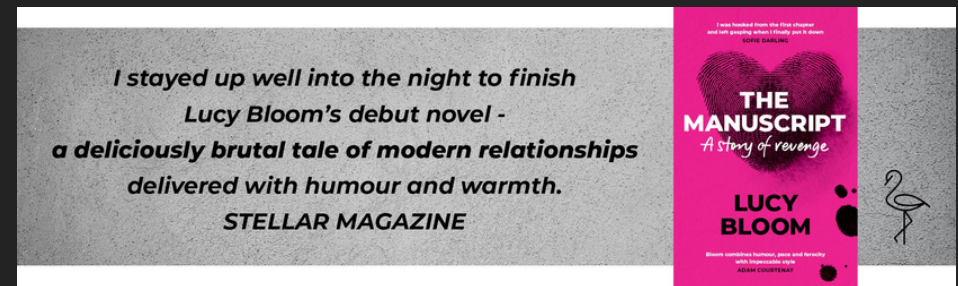
**We have something for every budget!**

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 at no additional charge.







# Banners

'We've loved working with the B+P team again in 2023, 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**



**ISLA'S SONG.**  
**IS YOUR CHILD**  
**REALLY LOVED?**



Inspired by a true story.  
Darren Mort, barrister, actor,  
delivers raw knock-you-down  
pain and joyous relationships.



[www.wilkinsonpublishing.com.au](http://www.wilkinsonpublishing.com.au)  
Distributed by Woodslane

## Banners

**Premier banner**  
(W 500 x H 110p)

**Books+Publishing**  
WEEKLY BOOK NEWSLETTER

**ISLA'S SONG.**  
**IS YOUR CHILD**  
**REALLY LOVED?**



Inspired by a true story,  
Darren Mort, barrister, actor,  
delivers raw knock-you-down  
pain and joyous relationships.

[www.wilkinsonpublishing.com.au](http://www.wilkinsonpublishing.com.au)  
Distributed by Woodslane

16 August 2023

Latest news | World news | This week's news | Features | Highlights | Book reviews | Advance reviews | Columns | Promotions | Other announcements | Join

VIEW FULL NEWSLETTER

**Chinongwa** by Lucy Mushita  
... (a) touching, timeless read  
—Woman Zone




**SPINIFEX PRESS**



**READ MORE**

**Upper banner**  
(W 500 x H 110p)

**Latest news**

**Byron Writers Festival 'tingling with joy' in new Bangalow venue**  
The 2023 Byron Writers Festival, which runs from 11 to 13 August, was an 'incredible success' at its new Bangalow site, according to organisers. The... [Read more](#)

**Chinongwa by Lucy Mushita**  
... (a) touching, timeless read  
—Woman Zone


**READ MORE**

**New agents at Zeitgeist, Alex Adsett Literary: High spot agent in Australia**  
Freelance writer, book critic and editor Samuel Barnett, whose monthly Yabala Book column appears in The Weekend Australian, has joined Zeitgeist Agency. 'It's been a while...' [Read more](#)

**Pantera acquires sharp nonfiction**  
'Pantera' Press has acquired world rights to Lost and Found: How to remember your way to a better life, a new nonfiction book by Tim... [Read more](#)


**A DAZZLING LITERARY DEBUT. EVERYONE**  
**AND EVERYTHING WILL MAKE YOU**  
**LAUGH, CRY AND CALL YOUR SISTER.**

**COMING SEPTEMBER 2023**



**Mid banner**  
(W 500 x H 110p)

**A DAZZLING LITERARY DEBUT. EVERYONE**  
**AND EVERYTHING WILL MAKE YOU**  
**LAUGH, CRY AND CALL YOUR SISTER.**  
**COMING SEPTEMBER 2023**



**World news**

**US bookshop sales up 7% in first half of 2023**  
In the US, bookshop sales grew 7% in the first six months of the year compared to the same period in 2022, reports Publishers Weekly... [Read more](#)

**This week's news**


**Byron Writers Festival receives \$1 million pledge, 2023 NZ Book Awards for CYA, Ngalo Marsh Awards shortlist**  
Byron Writers Festival has received a \$1 million pledge from the Macquarie Fund, to contribute to the ongoing viability of the Festival and support the continued presentation of women writers and First Nations authors, the Indigenous Literary Foundation will showcase three Indigenous children's books in their offshoot First Nations bookshop, the Indigenous Literary Day in September, and the Australian Short Story Festival is offering a new mentorship opportunity with Paul McLaughlin for... [Read more](#)

**In weekly news, the 2023 New Zealand Book Awards for Children and Young Adults were revealed late last week. The shortlists for this year's Ngaio Marsh Awards for New Zealand crime, mystery or thriller writers have been announced and Romance Writers of Australia have announced the winners of the 2023 Harlequin Book of the Year (HARLEQUIN) awards.**

**Overseas, Publishers Weekly has reported that publishers Hachette Book Group, HarperCollins, Penguin Random House and Wiley, and the Internet Archive, have submitted a joint statement for a settlement in the Hachette Book Group, et al v Amazon case. The case, which involves a dispute over the sale of books on Amazon, and the Amazon-Indie Book Fair has announced plans to offer a publishing rights professionals selling translation rights.**

**COMING SEPTEMBER 2023**

**SIMON SHARPE**  
**FIVE TIMES FASTER**  
'Pace is truly what matters in the climate fight'  
**Bill McKibben**



Available now from  
**CAMBRIDGE**  
UNIVERSITY PRESS

**SIMON SHARPE**  
**FIVE TIMES FASTER**  
'Pace is truly what matters in the climate fight'  
**Bill McKibben**



Available now from  
**CAMBRIDGE**  
UNIVERSITY PRESS

**Lower banner**  
(W 500 x H 110p)



# Web banner

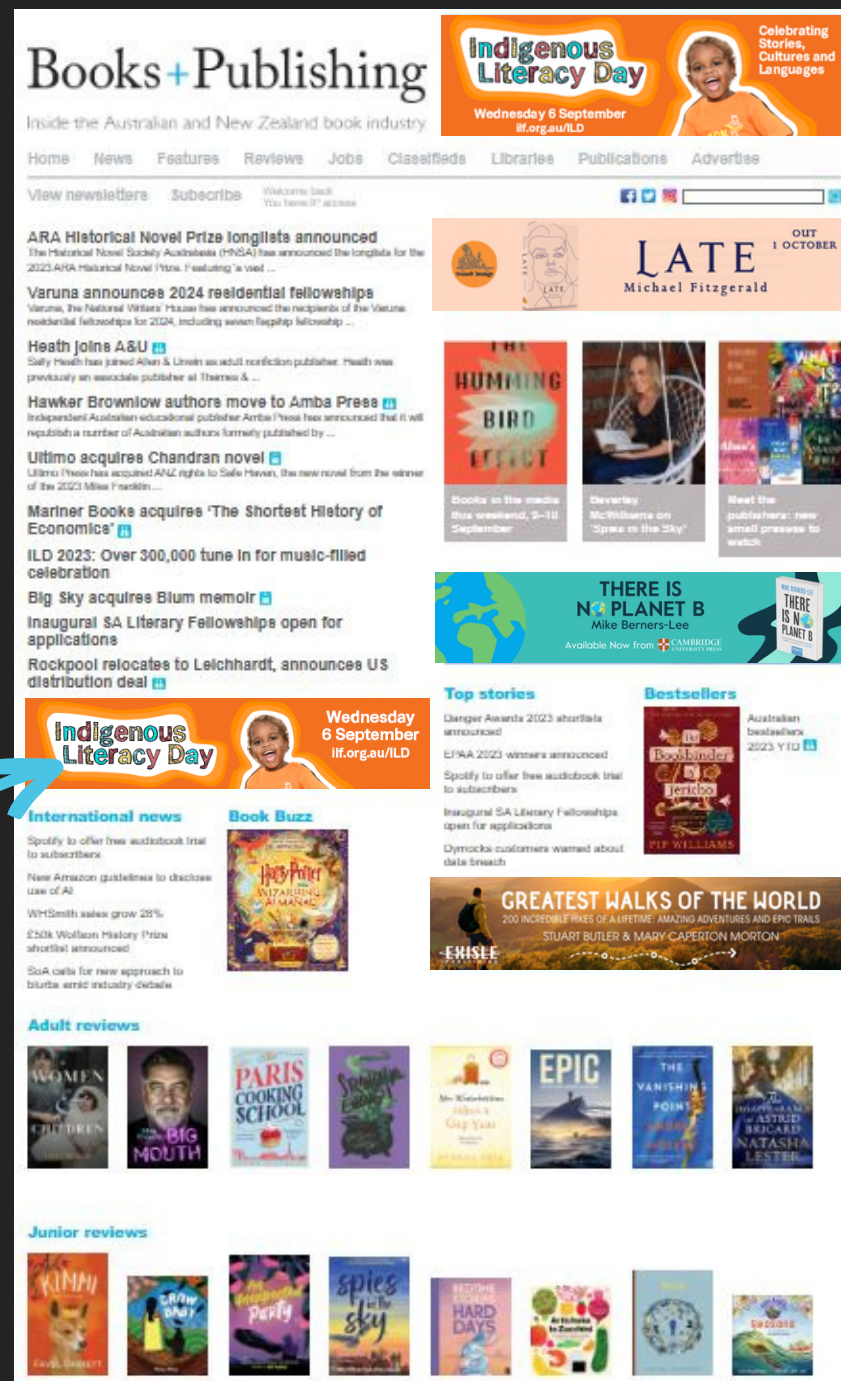
The *B+P* Web banner is prominently positioned on the popular *Books+Publishing* homepage.

The *B+P* website receives more than 151,000 unique page views per month and an average of 65,000 unique visitors.

For further reach, consider combining a Web banner with a *Weekly Book Newsletter* banner or 1 of our 3 takeover packages.



**Web banner**  
(W 500 x H 110p)





# WBN takeover

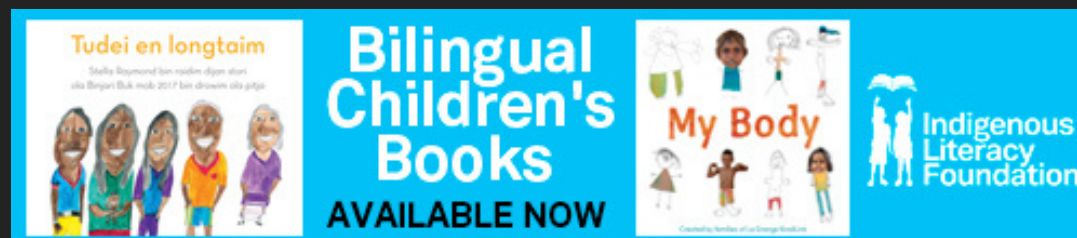
## All 4 banners in the newsletters

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.

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

***WBN* banners are all promoted on our Instagram and Facebook accounts at no additional charge.**







## WBN takeover

Premier banner  
(W 500 x H 150p)



Upper banner  
(W 500 x H 110p)



Mid banner  
(W 500 x H 110p)



Lower banner  
(W 500 x H 110p)

Celebrating Stories, Cultures and Languages

7 September

APA convenes diversity & inclusion working group; releases UniMelb 'baseline' survey results

The Australian Publishers Association (APA) has released the results of a 'baseline' survey of the Australian publishing industry undertaken by University of Melbourne researchers, and... [Read more](#)

DONATE NOW

Byron Writers Festival returns after two years of upheaval [A](#)

The 2022 Byron Writers Festival, which ran 26 to 28 August, was 'a resounding success', according to the organisers. The first in-person festival since 2019,.... [Read more](#)

Register NOW

**This week's news**

Booktopia results, TS Bookshop closes, crime writing award winners [A](#)

In its full-year preliminary results, Booktopia has reported its revenue was up 7.5%, while its underlying earnings were down 54%; the online book retailer has also reached an agreement with the Australian Competition and Consumer Commission (ACCC) regarding the ACCC's case alleging a false or misleading returns policy at Booktopia.

The board of the Melbourne Theosophical Society has temporarily closed the TS Bookshop and Theosophical Society Library, making bookshop staff redundant; meanwhile, the shortlist for the 2022 Spark Prize was announced, alongside the winners of the 2022 Ned Kelly and Davitt awards.

Tudei en longtain

Bilingual Children's Books

AVAILABLE NOW

My Body

Michelle Kadarusman on 'Berani' [A](#)

A powerful middle-grade story about animal activism, Michelle Kadarusman's latest novel Berani follows two young protagonists, Malia and Ari, who work together to rescue orangutan... [Read more](#)

# 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.

WBN banners are all promoted on our Instagram and Facebook accounts at no additional charge.

The screenshot displays the Books+Publishing website homepage. At the top, the logo 'Books+Publishing' is prominent, with the tagline 'Inside the Australian and New Zealand book industry'. A navigation bar includes links for Home, News, Features, Reviews, Jobs, Classifieds, Libraries, Publications, and Advertise. A 'View newsletters' link and a 'My subscription' link are also visible. A 'Welcome back, Vanessa Pargally' message is shown. The main content area features several banners and news items. A large banner at the top right promotes the 'BOOK OF THE YEAR awards 2023' with a 'NOW OPEN' button. Below this, a banner for the 'ABORIGINAL AND TORRES STRAIT ISLANDER AUTHORED CHILDREN'S BOOK AWARD CATEGORY' is displayed. The 'News' section includes headlines such as 'Racklyeft wins 2023 SCBWI Bologna Scholarship', 'Walker acquires Kate and Angourie Rice YA romance novel', 'Ultimo acquires Yankovich debut book on friendship in "heated auction"', 'Transit Lounge acquires Cameron literary thriller', 'King joins HarperCollins as nonfiction publisher', 'PRH signs Johns in two-book deal', 'Judith Wright Poetry Prize, Nellie Sidney Short Story Prize shortlists', 'Scribe acquires Small's "Bird Life"', 'Pantera sells "Courting Samira" to Harpervia, acquires fourth Award novel', and 'MUD Literary Prize increases to \$10K, 2023 shortlist announced'. A 'BOOK OF THE YEAR awards 2023' banner is also present. The 'International news' section includes headlines about US bookstore sales, Paramount's exploration of S&S, S&N sales in 2022, HarperCollins US reaching tentative agreement with unionized employees, and Waldenbooks Children's Book Prize shortlist announcement. The 'Book Buzz' section features a 'Hairy Holes' book cover. The 'Adult reviews' section shows book covers for 'The Secret Life of You' and 'The Secret Life of Me'. The 'Junior reviews' section shows book covers for 'The Secret Life of You', 'The Secret Life of Me', 'The Secret Life of Her', and 'The Secret Life of Him'. A 'NEW DECODABLE BOOK CATEGORY' banner is also visible, along with a 'BESTSELLERS' section featuring a 'The Offer' book cover. A 'ENTER AUSTRALIA'S PREEMINENT CHILDREN'S BOOK AWARD' banner is at the bottom right.



NEW

# Books+Publishing ultimate takeover

All 5 banners on the website & an ACG

Adding in an Advance Copy Giveaway for maximum impact!!

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 ACG and *WBN* banners are all promoted on our Instagram and Facebook accounts at no additional charge.







# 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.

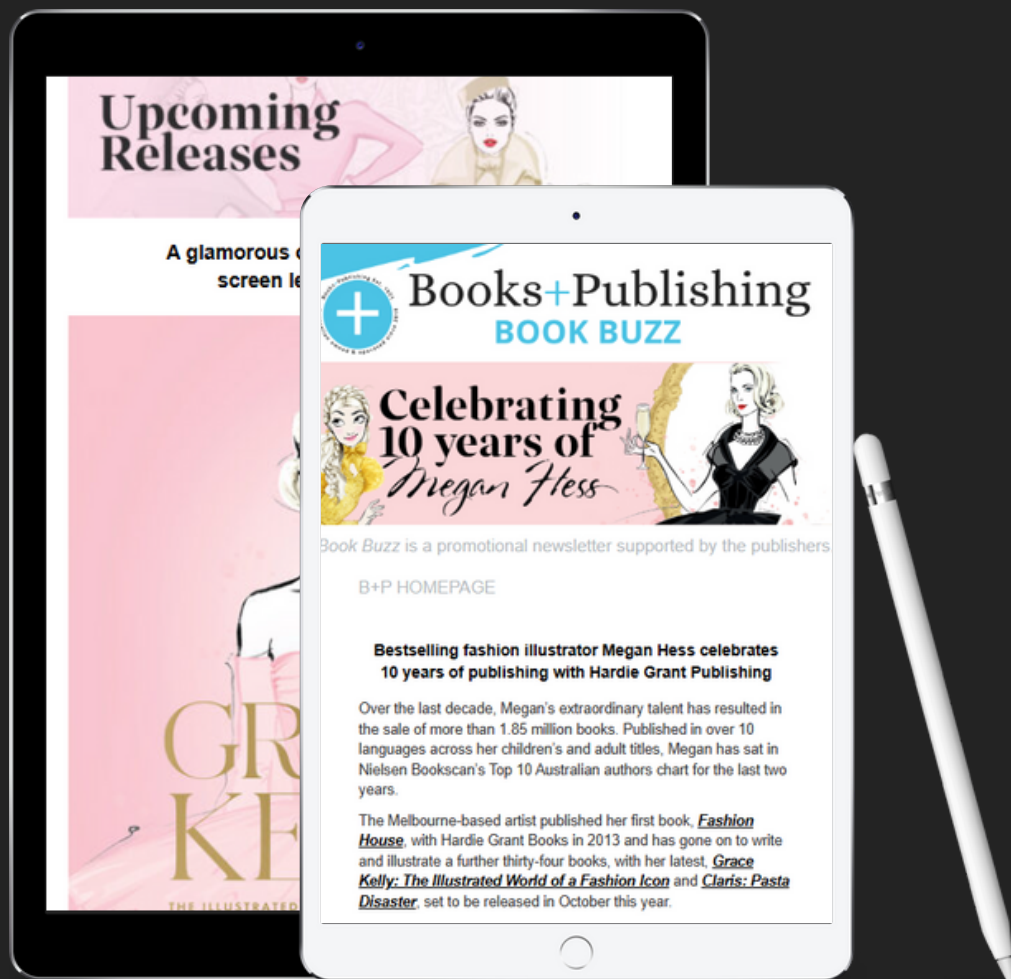
Choose your own content and market your titles exclusively to the *Books+Publishing* audience.

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

Promote up to 10 titles in a *Book Buzz*

'The *Books+Publishing* advertising offering is a valuable part of our marketing mix that ensures we're reaching the trade audience at the right time. Their team is highly responsive and easy to work with - their attention to detail on the *Book Buzz* EDMs in particular is a highlight.'

**Emily Erwin**  
**Digital Marketing Manager (Books & Explore)**  
**Hardie Grant**





# Book Buzz

We recommend booking early!

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

*Book Buzz* are sent out 2pm on a Tuesday or Friday. Advertisers have reported that subscribers will snatch up all available advance reading copies within 20 minutes of a *Book Buzz* being sent.

Advertised on our website, [Instagram](#) & [Facebook](#) at no additional charge.

**Tier 1:** January – April **Tier 2:** May–October **Tier 3:** November– December





# NEW

# Book Buzz Bonanza

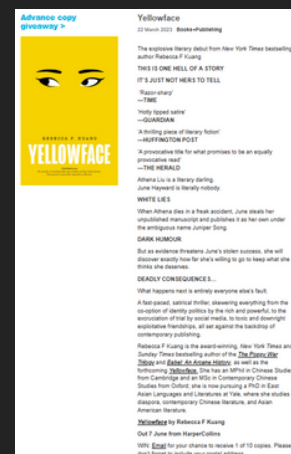
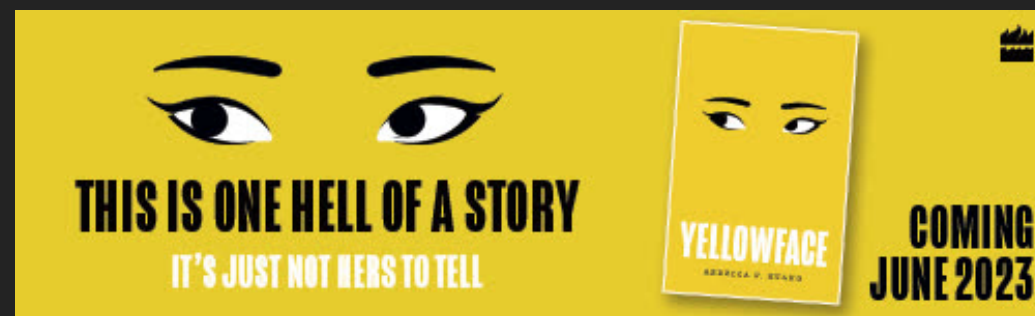
Make an even bigger splash for your standout titles with a Book Buzz Bonanza!

Promotion is for a single title, consisting of an Advance Copy Giveaway, Book Buzz and two banners, scattered across a number of weeks in the order you choose.

**Advance Copy Giveaway** - Prominently positioned, it runs in one Weekly Book Newsletter and one Daily newsletter and remains on our website.

Two **Banners** - select from our 4 WBN banner options premier, upper, mid or lower banners

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





# Classifieds

Classifieds appear in: *Weekly Book Newsletter* (one edition) and subsequent *Daily* and loaded to *Books+Publishing's* website.

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.

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

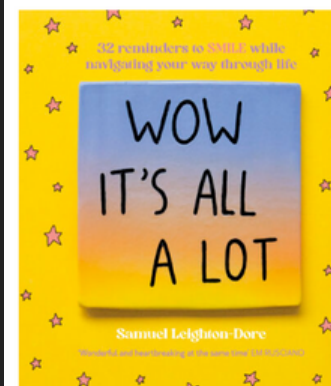
**Submit your material by 12 noon each Tuesday for inclusion in the next day's *Weekly Book Newsletter*:** [submit.booksandpublishing.com.au](https://submit.booksandpublishing.com.au)

**Contact:** [classifieds@booksandpublishing.com.au](mailto: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 >



## Wow It's All A Lot

5 July 2023 Books+Publishing

This book is for anyone going through a tough time, about celebrating the awkward and messy middle bits of life.

Samuel's artwork and writing celebrate the messy bits of trying to navigate our busy lives. Life, like the tiles themselves, can be hard and fragile, so it's okay to be a 'work in progress' and not have everything figured out. His writing is relatable and comforting, it's funny, sad, hopeful, inspirational and drawn from his experiences with mental health and human connection.

***Wow It's All A Lot* by Samuel Leighton-Dore**

Publisher: Harper By Design

Genre: Self-Help / Personal Growth / Happiness

ISBN: 9781460763810

Price (\$AUD RRP): \$24.99

Website: [Wow It's All A Lot: HarperCollins Australia](https://www.wowitsallalot.com.au)

Distributor: Harper Entertainment Distribution Services



# 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.

## Rate Card

All prices include GST.

## Contact:

[advertising@booksandpublishing.com.au](mailto: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 to create a link. It offers various statistics including click rate.