

BOOKS+PUBLISHING

MEDIA KIT 2015

Reach booksellers, publishers,
librarians, teachers, authors
and readers in Australia with an
advertisement in *Books+Publishing's*
online and **print** publications

BOOKS+PUBLISHING audience

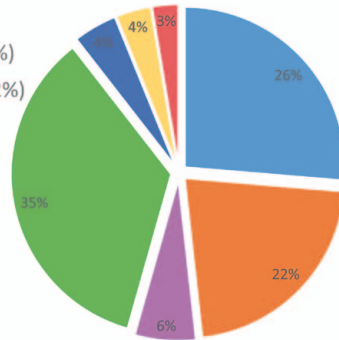
Audience

- *Books+Publishing* reaches an audience of booksellers, publishers, librarians, teachers, authors and readers through its print and online publications

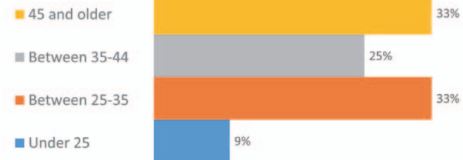
About *Books+Publishing* readers

Workplace

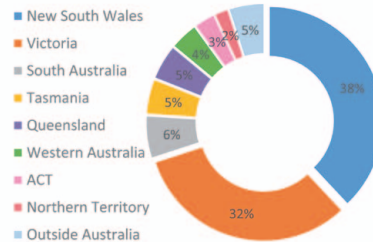
- Publishers (26%)
- Booksellers (22%)
- Libraries (6%)
- Schools (35%)
- Readers (4%)
- Writers (4%)
- Other (3%)



Age



Location



BOOKS+PUBLISHING magazine

Books+Publishing magazine—key facts

- **Four print issues a year**
- **Distribution of 6000** (with a pass-on ratio of 1:4)
- **Distribution includes all of the major book chains in Australia and New Zealand** (Dymocks, Collins, Whitcoulls, PaperPlus New Zealand and every Leading Edge Books member store)
- **Distribution includes more than 4000 primary and secondary schools** through our network of educational bookselling partners
- **Contains** pre-publication reviews of Australian and New Zealand books, author interviews, feature articles and opinion pieces
- **Includes a flip-cover edition of *Junior* magazine** focussing on children's and YA books



BOOKS+PUBLISHING magazine

Title Showcase ad \$275

A Title Showcase ad is a low-cost print ad in *Books+Publishing* magazine. Each ad promotes a single book title.

How to purchase

To purchase a Title Showcase ad, visit www.myidentifiers.com.au.

To check availability and deadlines, contact production@thorpe.com.au.

Combine
and save!

Purchase a Title Showcase ad
AND a Lower Box ad
and **save \$50**.

* All prices are GST inclusive
* All Advertising bookings are made subject to Thorpe-Bowker's advertising terms and conditions, found online at www.booksandpublishing.com.au

The image shows three examples of Title Showcase ads arranged in a grid. Each ad has a dark header with the title 'Title showcase' in white. Below the header, the ad is divided into two columns: 'fiction' and 'nonfiction'. Each ad includes a small image of the book cover, the book title, author name, ISBN, RRP, and distributor information. The first ad is for 'The Ordinary Animals' by Rane Woodman, published by Little Steps Publishing. The second is 'How to Write What You Want to Say' by Patricia Hipwell, published by logonliteracy. The third is 'Wan'karru: The Golden Bandicoot' by Diane Lucas, published by Waterlily Publications.

Above: Examples of Title Showcase ads in *Books+Publishing* magazine.

Details required

1. **Cover image:** a high-resolution scan of your book cover
2. **Company/author name:** This will appear as the heading of the ad
3. **Distributor name:** Provide either your own details or those of your distributor
4. **Contact information:** phone number, email address and website URL
5. **Title information:** book title, author name, ISBN, RRP, genre (fiction, nonfiction or children's)
6. A **description** of your book (30 words max)

BOOKS+PUBLISHING online

Books+Publishing online—key facts

- The **Weekly Book Newsletter** is published each Wednesday and contains the latest book-industry news, job advertisements, classifieds, industry notices and bestseller charts
- **Books+Publishing Daily** is published every weekday and contains the latest book-industry news
- The **Weekly Book Newsletter** and **Books+Publishing Daily** reach over 2500 subscribers, including booksellers, publishers, librarians, teachers, authors and readers
- **Read voraciously**—50% of subscribers read the *Weekly Book Newsletter* within four hours
- 60% of surveyed readers rate the *Weekly Book Newsletter* as their **most important source of news about the industry**—above mainstream press, word of mouth, sales reps, internet, direct mail, conferences and social media



BOOKS+PUBLISHING online

Lower Box ad

\$275

A Lower Box ad is published in one *Weekly Book Newsletter* and five *Books+Publishing Daily* emails, and will also appear on the *Books+Publishing* website for seven days.

The ad is the 'best value' offering for price and visibility.

Combine and save!

Purchase a Lower Box ad AND a Title Showcase ad and **save \$50.**

Ad type	Price
Premier Banner	\$1650
Top Box	\$825
Mid Box	\$715
Lower Box	\$275
Classified advertising	\$1.32 per word (35 words minimum) Optional logo: \$44

WEEKLY BOOK NEWSLETTER



How to purchase

To purchase a **Lower Box** ad, visit www.myidentifiers.com.au.
To purchase other ads, contact production@thorpe.com.au.

Please note that you must supply your own artwork, in JPG format with the size: width 258px x height 235px, along with a website URL or email address.

To check availability and deadlines, contact production@thorpe.com.au.

* All prices are GST inclusive
* All Advertising bookings are made subject to Thorpe-Bowker's advertising terms and conditions, found online at www.booksandpublishing.com.au

Combine and save!

Can't decide between print and online advertising?
Purchase a Title Showcase ad AND a Lower Box ad
and **save \$50**.

Title Showcase ad: \$275

Lower Box ad: \$275

Combined package: \$500

To purchase, visit www.myidentifiers.com.au.

