



Books+Publishing

Media Kit 2022

SERVING THE PUBLISHING
INDUSTRY SINCE 1921.





'*Book Buzz* is a fantastic way to reach and engage with the trade. Whether it's to introduce a debut author or highlight a key title, the bespoke EDM is an essential boost to any campaign.'

Tobias Madden,
Senior Marketing Executive (Digital & YA),
Bloomsbury Publishing Pty Ltd

'The team at *Books+Publishing* are a delight to work with! The *Book Buzz* is an excellent way to get the word out about forthcoming releases, and the banner content receives great coverage across the newsletter and website. I love that there are options to suit every campaign budget.'

Caitlin Lawless ,
Publicity Manager,
NewSouth Books

'Advertising with *Books+Publishing* guarantees our books an audience with decision makers that can directly impact a titles success. They are always a delight to deal with, with a great understanding of our mission, and a fundamental passion for our industry.'

Louise Cornege,
Marketing & Publicity
Manager,
UQP

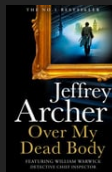
'While *Books+Publishing* should be part of your marketing and communications strategy, it should also be part of your daily publishing life with a subscription, sign-up to their newsletters and follows on social media. I recommend advertising, not only on behalf of my business, but also for outsourced publisher and distributor clients, and those small presses, industry organisations and authors who come to me for marketing and industry consulting services. Their rates are reasonable, they have excellent reach, and, as an added bonus, they are wonderful to work with - what more could you ask for?'

Rachael McDiarmid,
RM Marketing Services



'As a marketer and publicist *Books+Publishing* is always one of my first ports of call when building early buzz and word-of-mouth. Whether its simple display banners or entirely customizable newsletters, working with the team at *Books+Publishing* is always a seamless, collaborative and enjoyable experience.'

Thomas Saras,
Campaign Manager,
HaperCollins Publishers Australia



'The *Weekly Book Newsletter* banners and *Book Buzz* eDMs are a great way for us to connect with booksellers and the wider industry to create awareness for our key books. I use *Books+Publishing* regularly and it's always a pleasant experience to deal with the *B+P* team.'

Nicola Woods,
Head of Marketing & Communications (International Publishing),
HarperCollinsPublishers



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 35.7% (industry average: 24.8%) and an average click rate of 9.1% (industry average: 5.9%).

Books+Publishing website

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



16k +



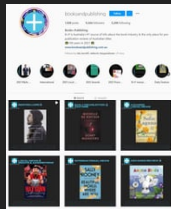
13k +



9k +

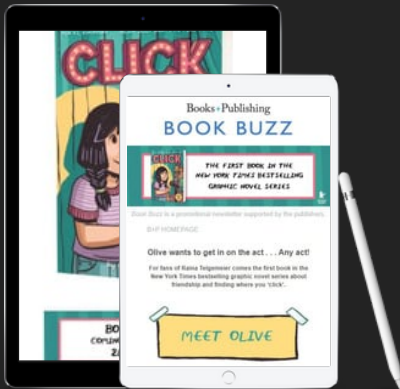
Audience

- 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*.





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*

"Working with the team at B+P gives us such a great opportunity to share our key titles with the industry, in a uniquely creative way."

Bethany Neville
Marketing Manager
Walker Books Australia Pty Ltd



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 an average open rate of 35%

'The importance of *Books+Publishing's* role as a connection point for the booksellers and publishers has never been more apparent than in the last 18 months of lockdowns and border closures. From a marketing perspective, the *Book Buzz* newsletters have done a lot of the heavy lifting in reaching bookshops we normally can see in person.'

Grace Breen,
Publishing & Marketing Manager,
Affirm Press





Banners

Communicate your message with a visually striking banner advertisement

Banners appear in four Daily newsletters, one Weekly Book Newsletter and on the website for one week.

'Books+Publishing is an ideal place for us to champion and celebrate our bright new books with the industry.'

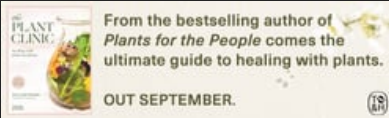
Jackie Money,
Marketing Manager,
Thames & Hudson Australia Pty Ltd

COUNTRY

BILL GAMMAGE
& BRUCE PASCOE

The third book in the First Knowledges Series

26 October 2021





Banners

'Books+Publishing have been instrumental in crafting Streamline Publishing's ads for ultimate appeal to its wide-ranging readership. Books+Publishing gives more than generous advice on advertising options. As an emerging publisher, I was much encouraged by B+P's personal warmth while their professionalism offered the security I needed to commit to a campaign.'

Cathy Oliver,
Streamline Publishing

Choose from four display advertising options across a range of prices.



'We've loved working with the B+P team again in 2021, 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 110 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

BOOK OF THE YEAR AWARDS ARE OPEN
NOMINATIONS CLOSE 2 APRIL 2021

Latest news | This week's news | Features | Topics | Interviews | Reviews | Promotion | Agency changes | Jobs

[VIEW FULL NEWSLETTER](#)

BCBA 2021 Notable Books announced

The Children's Book Council of Australia (CBCA) has announced its list of Notable Books for 2021. The books in each category are: Older readers: The ... [Source](#)

Those Hamilton Sisters

Australians longlisted for 2021 Walter Scott Prize

Four Australian authors have been longlisted for the UK's £25,000 (A\$44,440) Walter Scott Prize for Historical Fiction. Steven Costello was longlisted for The Tobacco ... [Source](#)

Griffiths appointed HarperCollins sales director

HarperCollins has appointed Karen-Marie Griffiths to the position of sales director, replacing Darren Kelly in the role. We are delighted to welcome Karen-Marie back to ... [Source](#)

The book that has inspired the hugely popular true crime podcast Ghost Gate Road.

Features

How international book markets performed in 2020

Through the Publishing Solutions – a collaboration between book industry trade magazines from around the world – representatives from publications from around the world – Germany, France, Italy, Sweden, Japan ... [Source](#)

Big Sky Publishing's Anzac Day

Sara Haghdoosti on 'Sunburnt Veils'

Sara Haghdoosti's debut YA novel Sunburnt Veils ... [Source](#)

NEW

Web banner

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

Pricing: Web banner

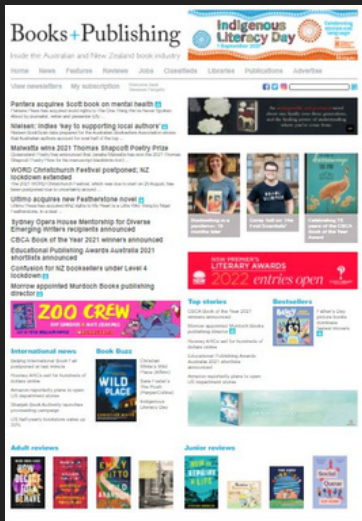
(W 500 x H 110 pixels)

\$550



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.



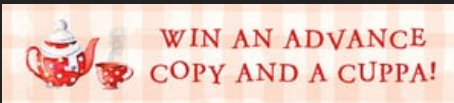


WBNI takeover

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

This package gives you control of all banners in the WBNI & Daily newsletters.

Add on a Web-banner to overtake the website with ALL 5 banners.



Books+Publishing

Inside the Australian and New Zealand book industry

Home News Features Reviews Jobs Classifieds Libraries Publications Subscribers

View newsletters My subscriptions

Sales, Credits and News to celebrate Love Your Bookshop Day

The Australian Bookshop Association (ABA) has announced that this year's Love Your Bookshop Day (LYBD) celebrations on Sunday 6 October.

Barrowman wins 2021 Michael Gibbons Prize

The Barrowman has won the 2021 Michael Gibbons Prize for an unpublished novel. It is the most recent prize. (Page: Barrowman)

Lionel & Patricia Press cookbook prize tonight announced

The tonight for the inaugural 2021 Lionel & Patricia Press Cookbook Prize has been announced. The inaugural prize is \$10,000.

Various announcements 2022 residential fellowships

Various the National Writers' Centre has announced the recipients of the 2022 Residential Fellowship for 2022. The awards are:

Fernandez joins Alex Adsett Literary

Alexandra Fernandez has joined the Alex Adsett Literary agency. Fernandez, who has almost 10 years experience in...

Nguyen Marsh Awards 2021 shortlists announced

Melbourne Prize for Literature finalists announced

Gray to leave Bloomsbury Australia

Murkin YA novels optioned for screen

The Boy Who Tried to Steal His Name sells to North America

International news

First Pacific publishing company can make in Lagunera

Boston Prize 2021 shortlist announced

US investment fund becomes largest US investment fund

Copyright renewal up 10% in 2020

Amazon, Big Five seek to diversify into non-fiction publishing

Book Buzz

A Very Good Girl (Imogen Cook, Bloomsbury)

Two Water (Michael Borge, Bloomsbury)

Christmas highlights (Marianne Grant)

Adult reviews

The Boy Who Tried to Steal His Name

The Boy Who Tried to Steal His Name

The Boy Who Tried to Steal His Name

The Boy Who Tried to Steal His Name

Junior reviews

The Boy Who Tried to Steal His Name

The Boy Who Tried to Steal His Name

The Boy Who Tried to Steal His Name

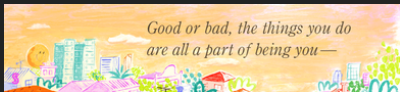
The Boy Who Tried to Steal His Name



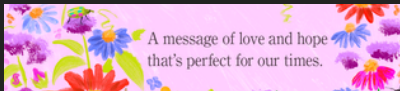


Pricing: \$3,000

Premier banner
(W 500 x H 150 pixels)



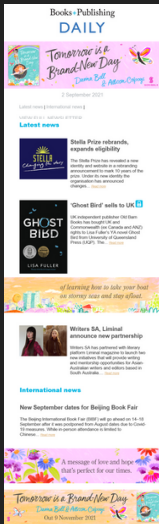
Upper banner
(W 500 x H 110 pixels)



Mid banner
(W 500 x H 110 pixels)



Lower banner
(W 500 x H 110 pixels)





Advance Copy Giveaway

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

An interactive, high-impact promotion at an affordable price.

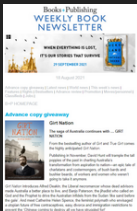
Prominently positioned, it runs in one Weekly Book Newsletter and one Daily newsletter and remains on our website.

Offer up to 10 reading copies to subscribers, and feature up to 300 words of text plus a cover image or author photo.

Price: \$950

'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,
Co-publisher,
Transit Lounge





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 \$44.00
(optional)
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

BOOKS+PUBLISHING MEDIA KIT | 2022

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 >



When I'm a Surgeon

15 September 2021

You can't be what you can't see! Dream Big, Aim High. This delightful book highlights the many opportunities a surgical career offers beyond the traditional perceptions of this role and breaks career gender stereotypes.

When I'm a Surgeon by Dr Samantha Pillay

Publisher: Samantha Pillay

Genre: Children's Book

ISBN: 9781922675002

RRP: AU\$19.99

Available via [Amazon](https://www.amazon.com.au), Angus & Robertson, [Booktopia](https://www.booktopia.com.au) and other online retailers.

Email: contact@samanthapillay.com

Website: [Dr Samantha Pillay](https://www.DrSamanthaPillay.com)



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