



# Books+Publishing

SERVING THE PUBLISHING INDUSTRY SINCE 1921

## Media Kit

BOOKS+PUBLISHING MEDIA KIT | 2025



**RM**  
Marketing Services

helping publishers do  
what they do best

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

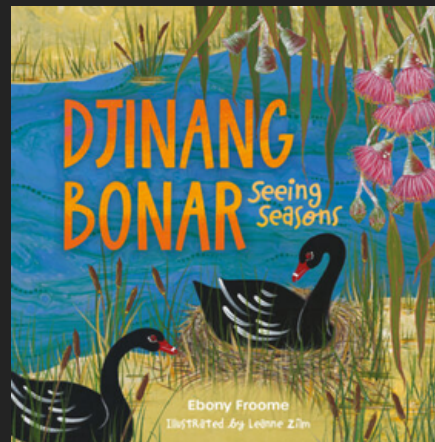
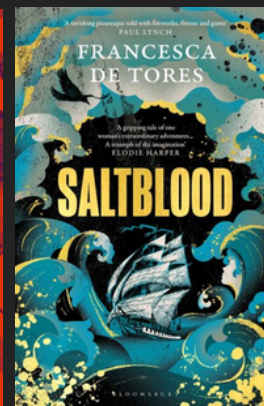
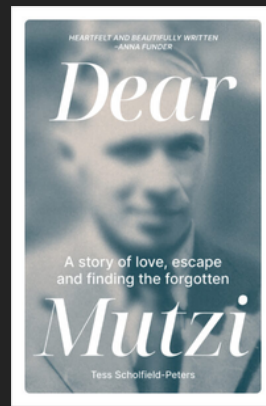
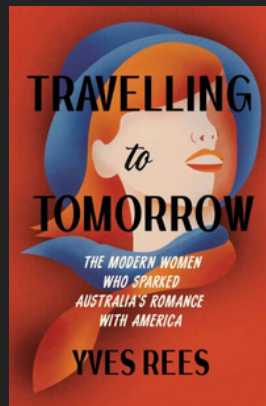
'Whether they are an independently published author or an established press, I recommend *Books+Publishing* to all my clients. If you want to affordably reach the broader publishing and bookselling industry, working with the wonderful team at *B+P* should be part of your sales, marketing and communications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

**Rachael McDiarmid,**  
**RM Marketing Services**



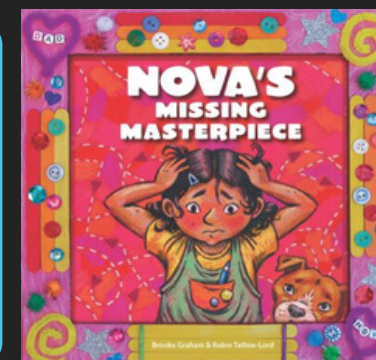
'Advertising with *Books+Publishing* allows publishers to drive campaign awareness by engaging with the trade directly. It's especially valuable to showcase key titles in the months before publication with *B+P*'s Book Buzz EDM and/or running banner advertising on publication. *B+P*'s various advertising 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 37.8% (industry average: 30.9%) and an average click rate of 9.1% (industry average: 6.0%).



15.7k



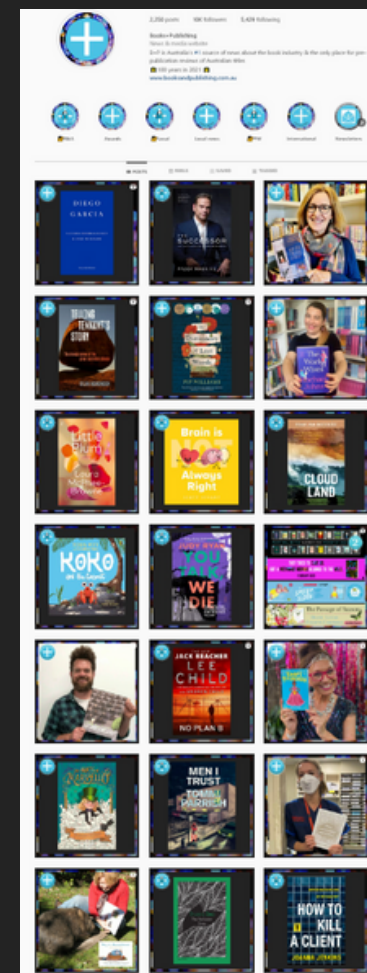
13k



12.6k



3.1k





# 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 >



**Mural**  
Wednesday, 3 July 2024 Books+Publishing

*Mural* is a haunting 'confession' by a psychopath known only as D. Held in a secure facility, he has been asked by his psychiatrist to write down his thoughts, admissions, anxieties and uncertainties. Specifically, D is preoccupied with a British man who spent his early years as a schoolteacher in Australia before becoming a renowned sexologist. D is also consumed by Napier Waller, Australia's most prolific public artist, a man whose highly erotic watercolours are at odds with his stained-glass church windows. He also recounts the true tale of a French man who went mad because he believed prehistoric stones in Brittany were shifting. *Mural* is daring, acknowledging the influences of European writers such as Thomas Bernhard and W. G. Sebald while moving into new and original territory. It is both provocative and tender, a highly explosive fable about sexuality, religion, art and obsession.

***Mural* by Stephen Downes**  
Out 1 September from Transit Lounge

Win: Email [info@transitlounge.com.au](mailto:info@transitlounge.com.au) for your chance to receive 1 of 10 advance copies. Please don't forget to include your postal address.



Books+Publishing  
WEEKLY BOOK NEWSLETTER

OPAL OCT 2024  
PATRICIA WOLF

3 July 2024

Advance copy giveaway | Latest news | This week's news | Features | Rights | Bestsellers | Advance reviews | Classifieds | Jobs |

B+P HOMEPAGE

Advance copy giveaway

**Mural**

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'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



# Banners

**We have something for every budget!**

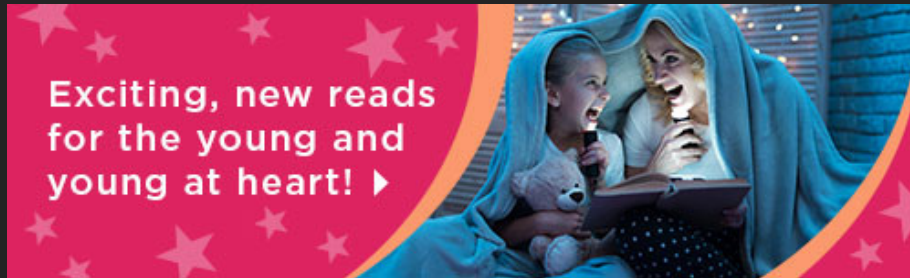
Communicate your message with a visually striking banner advertisement.

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.



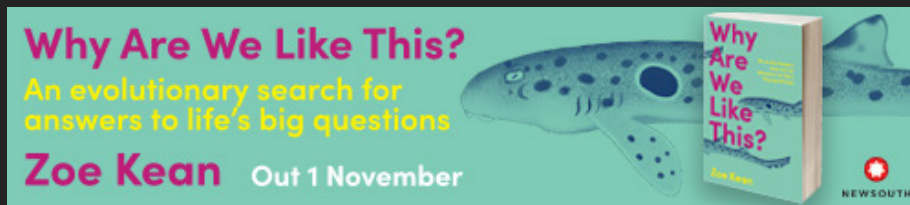


## Banners

Premier banner  
(W 500 x H 110p)



Upper banner  
(W 500 x H 110p)



Mid banner  
(W 500 x H 110p)



Lower banner  
(W 500 x H 110p)

**Books+Publishing**  
WEEKLY BOOK NEWSLETTER

Exciting, new reads for the young and young at heart! ▶

10 August 2023

Latest news | World news | This week's news | Features | Rights | Bookshelves | Advance reviews | Columns | Promotions | Site overview | Join

VIEW FULL NEWSLETTER

**Latest news**

**Byron Writers Festival 'tingling with joy' in new Bangalow venue**

The 2023 Byron Writers Festival, which ran from 11 to 13 August, was an 'overwhelming success' at its new Bangalow site, according to organisers. [View this entry](#)

**New agents at Zeitgeist, Alex Adsett Literary, high spot agent in Australia**

Freelance writer, book critic and writer Samuel Bennett, whose monthly 'Notable Books' column appears in The Weekend Australian, has joined Zeitgeist Agency. 'It's been blown.' [View this entry](#)

**Pantera acquires sharp nonfiction**

'Pantera Press has acquired world rights to Lost and Found: How to reshape your way to a better life, a new nonfiction book by Tim.' [View this entry](#)

**Why Are We Like This?**

An evolutionary search for answers to life's big questions  
Zoe Kean Out 1 November

**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. [View this entry](#)

**This week's news**

**Byron Writers Festival receives \$1 million pledge, 2023 NZ Book Awards for CYA, Ngāio Marsh Awards shortlist**

Byron Writers Festival has received a \$1 million pledge from the Newshouse Fund, to contribute to the ongoing viability of the festival and support the continued presentation of women writers and First Nations authors; the Indigenous Literacy Foundation will showcase three Indigenous children's books in their offshoot First Nations book store; the Indigenous Literacy Day in September; and the Australian Short Story Festival is offering a new mentoring opportunity with Paul McLaughlin for international submissions.

In search news, the 2023 New Zealand Book Awards for Children and Young Adults have revealed the list of shortlists for this year's Ngāio Marsh Awards for New Zealand crime, history or fiction writing have been announced; and Romance Writers of Australia has announced the winners of the 2023 Romance Book of the Year Awards.

Overseas, Publishers Weekly has reported that publishers Macmillan Book Group, HarperCollins, Penguin Random House and Wiley, and the Israeli Ardor, have formed a negotiated agreement for a settlement in the **Hebrew Book Show**, of **the Hebrew Book Show**, **Macmillan** and **Wiley** have formed a partnership with the **Hebrew Book Show**, and the **Hebrew Book Show** has announced the winners of the **Hebrew Book Show** and the **Hebrew Book Show** has announced the winners of the **Hebrew Book Show** and the **Hebrew Book Show** has announced the winners of the **Hebrew Book Show**.

[View this entry](#)

**A Friend for DRAGON**  
New book from DAV PILKEY



# Web banner

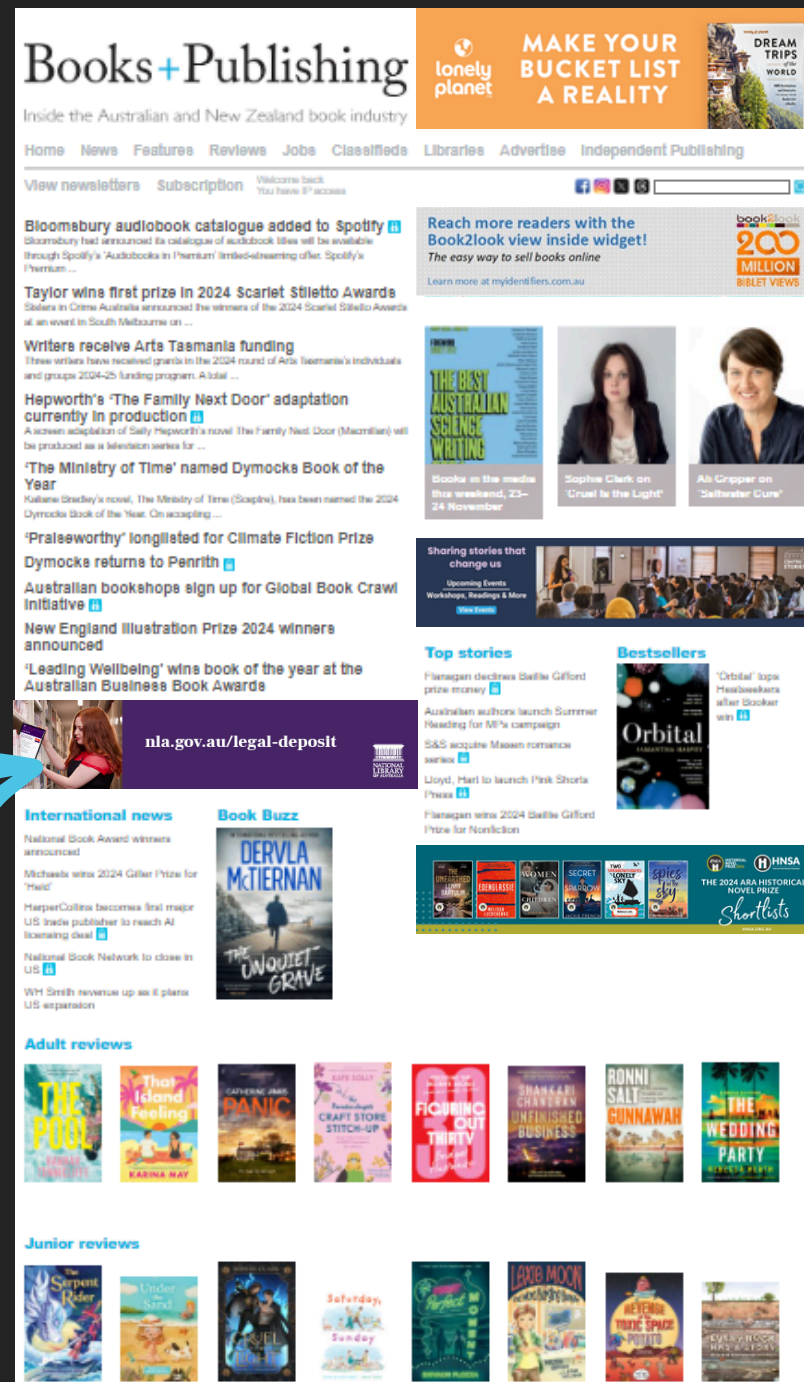
The *B+P* Web banner is prominently positioned on the popular *Books+Publishing* homepage.

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.**



**Written a book?**  
The National Library collects  
Australia's stories.

[Learn more](#)



**Ensure your story is  
preserved and read  
by future generations.**

[Get started](#)



**Write yourself  
into history.**

[Learn more](#)



**Deposit your book with  
the National Library  
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[Get started](#)




**Write yourself into history.**

[Learn more](#)



**Deposit your book with the National Library of Australia today.**

[Get started](#)




## 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)



**Written a book?**  
The National Library collects Australia's stories.

[Learn more](#)




**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](#)

**Ensure your story is preserved and read by future generations.**

[Get started](#)




**Byron Writers Festival returns after two years of upheaval**

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](#)

**Write yourself into history.**

[Learn more](#)



**This week's news**


**Booktopia results, TS Bookshop closes, crime writing award winners**

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.


**Deposit your book with the National Library of Australia today.**

[Get started](#)



**Michelle Kadarusman on 'Berani'**

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

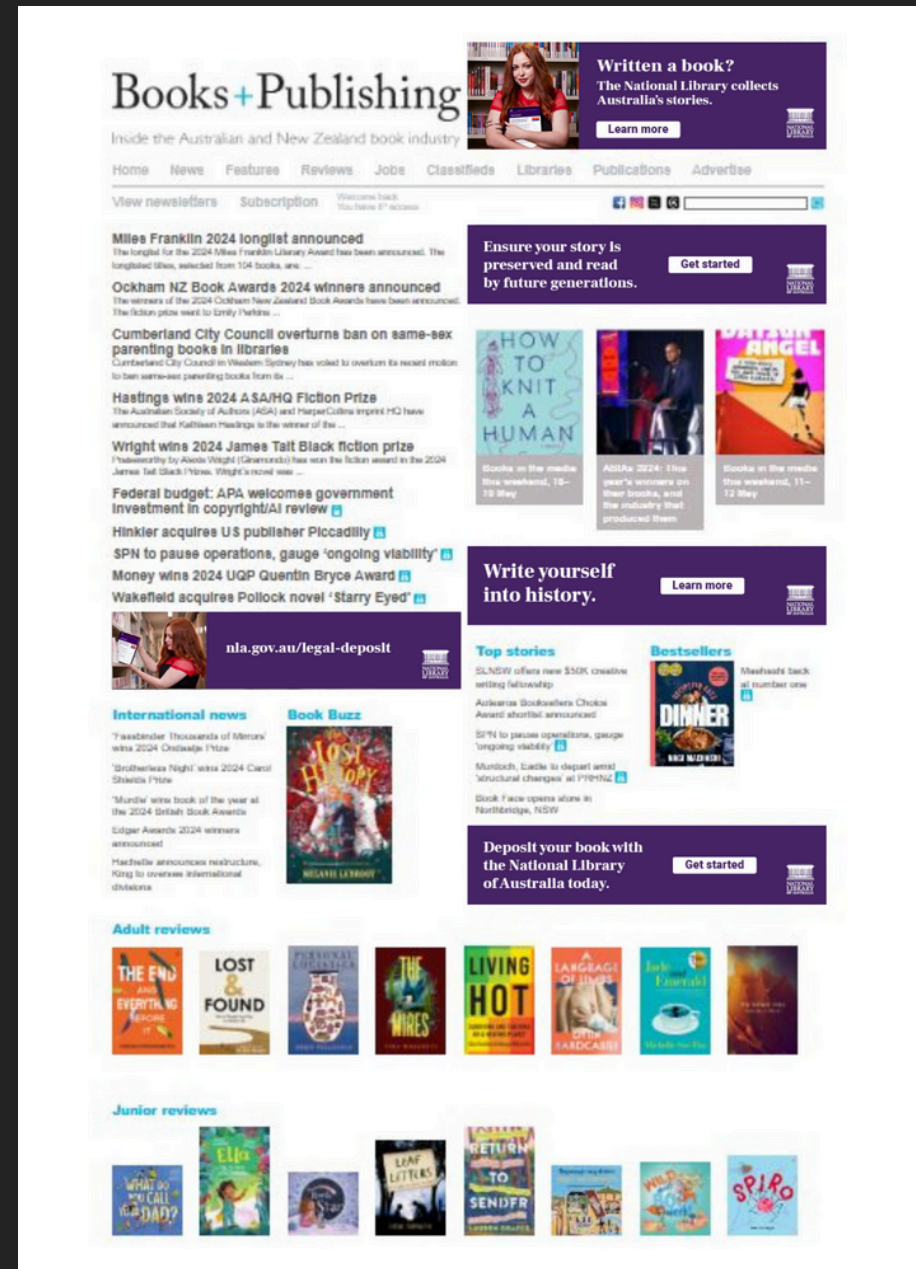
All 5 banners on the B+P website!!

The 4 banners promoted to 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.



# 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.





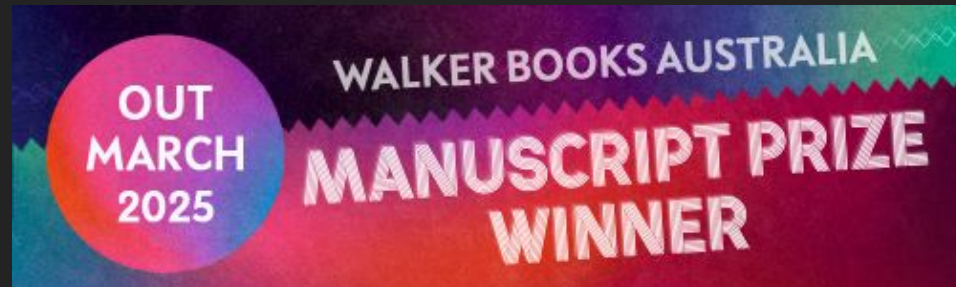
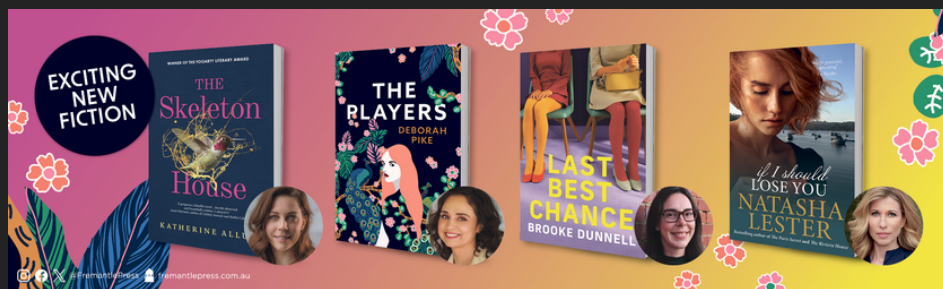
# Book Buzz

We recommend booking early!

*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





# Book Buzz

Our *Book Buzz* has increased to an average open rate of 43.00%

*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*





# Book Buzz Bonanza

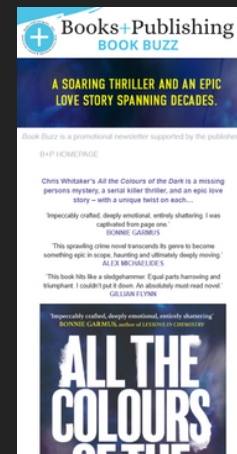
Make an even bigger splash for your standout titles with a Book Buzz Bonanza!

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.



NEW

# Book Buzz ultimate takeover

An ACG, all 5 banners on the website & prime *Book Buzz* coverage

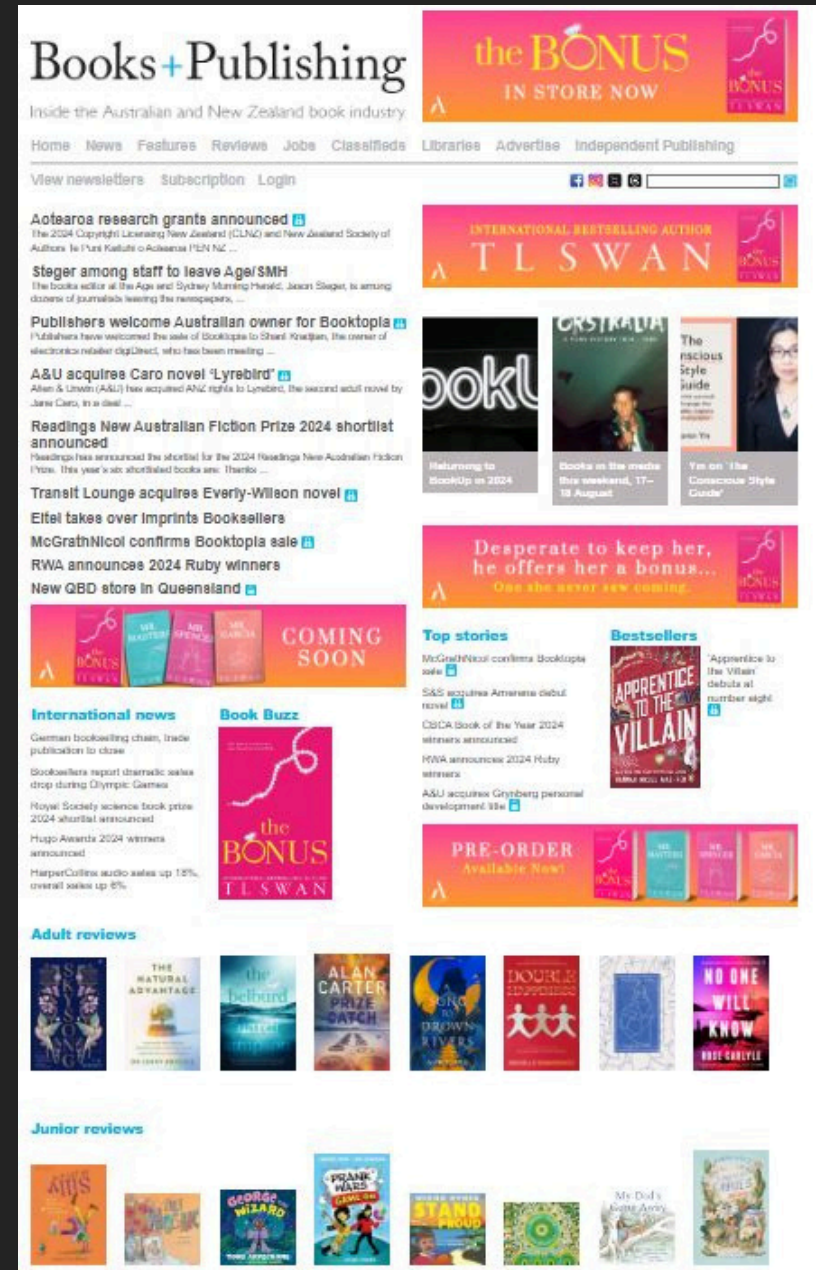
Secure a Tuesday *Book Buzz* and *B+P* Ultimate Takeover the following day - total control for the week!

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







# 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.

**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](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 >



## The Leaves

Wednesday, 17 April 2024 **Books+Publishing**

When his mother dies, Luke's childhood is severed into a 'before' and 'after' and a chain of catastrophic events is unleashed that alters the course of his life. Navigating the upheaval of a broken foster system (that serves as a pipeline to poverty and incarceration in 'juvie'), *The Leaves* is a meditation on loss, female friendship, and the role of the state. It reveals the cruelty and futility of the youth detention system, and the violence of the law itself.

***The Leaves* by Jacqueline Rule**

Publisher: Spinifex Press

Price: \$26.95

ISBN: 9781922964021

Distributor: Spinifex Press

Website: [Spinifex Press](https://www.spinifexpress.com.au)



# 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.