

ABR

AUSTRALIAN BOOK REVIEW

Media Kit 2019

www.australianbookreview.com.au



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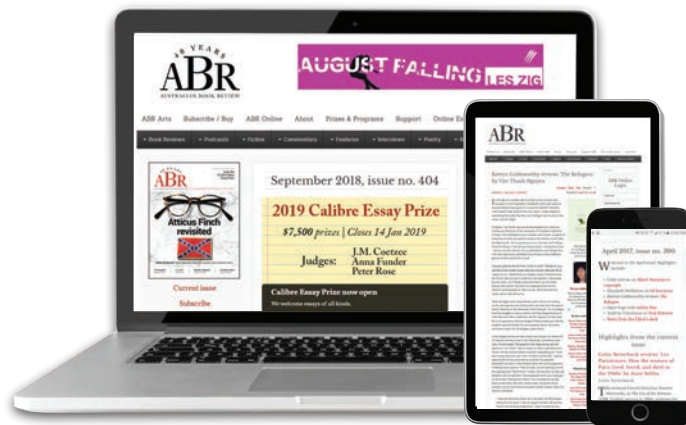
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'The most trustworthy guide to new books in Australia today, marrying reviewers to books with wondrous felicity.'

J.M. Coetzee

'In one elegant, authoritative hit, *ABR* shows you what's going on around here.'

Helen Garner

'As the space allotted to the arts in mainstream newspapers continues to shrivel, magazines such as *Australian Book Review* step up to fill the gap.'

Leo Schofield

Australian Book Review

About ABR

Australian Book Review (ABR) is one of Australia's leading arts magazines. *ABR* is a fully independent non-profit organisation which publishes reviews, essays, commentaries, interviews, long-form journalism, and new creative writing. The magazine is national in readership, authorship, distribution, partners, and influence and is available in print and via *ABR Online* ten times a year.

ABR publishes a number of special themed issues throughout the year including Fiction, Arts, Environment, and Summer Reading.

ABR has a strong and vibrant digital presence. Our website is the home of *ABR Online* and *ABR Arts*. It is also the main access point for those seeking information about our prizes and programs, including our three international literary prizes.

Through *ABR Arts*, *ABR* publishes lengthy, stylish, and timely reviews of new films, plays, operas, concerts, dance, and art exhibitions. These reviews are published online (with a selection also included in the print edition) and are promoted to readers via our fortnightly *ABR Arts* EDM.



'I've been subscribing to *ABR* for many years, and it remains my eagerly awaited monthly treat.'

Jacki Weaver

Readership and influence

In 2018 (January–November) the *ABR* website received over **230,000 unique visitors** with over **650,000 page views**. Visitors to the *ABR* website stay for an average of **1 minute and 42 seconds** at a time.

Print & Online

50,000+ readership*	57,000+ page views per month
30,700+ hits per month	23,800+ unique users per month

EDMs

10,300+ e-News subscribers
10,200+ Book of the Week subscribers
8,300+ *ABR Arts* subscribers

Social Media

11,500+ likes on Facebook and **11,000+** followers on Twitter

ABR's vast and discerning audience

Key features and prize-winners attract substantial hits. For example:

Martin Thomas's 2013 Calibre Prize winning essay "Because it's your country": Bringing Back the Bones to West Arnhem Land' has had over 65,000 hits

Maria Takolander's 2010 Jolley Prize winning story 'A Roānkin philosophy of poetry' has had over 64,100 hits

Sources: Twitter, Facebook, Joomla, Google Analytics 2015–18. *Estimated figure based on online and print audiences

Readership & Demographics

ABR readers love the magazine and engage with it thoughtfully

- **80%** have been reading *ABR* for more than two years
- **55%** have been reading *ABR* for more than five years

ABR readers are highly educated with sound disposable income

- **61%** are female, **38%** are male
- **15%** are aged between 25 and 44, **37%** are aged between 45 and 64
- **93%** have tertiary qualifications
- **63%** have postgraduate qualifications
- **40%** earn over \$75,000 p.a., **29%** earn more than \$100,000 p.a.

ABR readers are literary minded book lovers

- **73%** buy 1–4 books a month, **20%** purchase more than 5 books
- **93%** are likely to give books as gifts
- **99.6%** are bookshop patrons and **32%** visit one weekly
- **57%** have entered a writing competition
- **68%** have had articles or books published
- **22%** are writers or work in publishing

ABR readers are arts lovers

- **98%** go to art galleries and museums
- **96%** go to the cinema
- **91%** go to the theatre
- **85%** attend literary festivals and events
- **78%** attend arts festivals
- **75%** go to classical concerts
- **55%** watch dance and ballet
- **50%** go to the opera
- **45%** go to pop/rock and jazz concerts
- **83%** purchase single tickets to productions/performances
- **16%** do so as part of an annual subscription
- **45%** are members/friends of an art gallery or similar cultural institution

The following percentages of *ABR* readers say that *ABR*'s reviews and advertisements influence their expenditure in the following areas

- Books - **92%**
- Theatre - **62%**
- Film - **75%**
- Opera - **36%**
- Music - **49%**
- Exhibitions - **70%**
- Festivals - **57%**

ABR readers are socially conscious

- **92%** are environmentally conscious
- **93%** donate to charity

ABR readers are travellers

- **28%** have been on an organised international tour

In the last twelve months:

- **68%** have travelled overseas
- **49%** have spent 6+ nights in an international hotel while on holiday
- **13%** have spent 6+ nights in an international hotel while on business
- **87%** have travelled interstate
- **42%** have spent 6+ nights in an interstate hotel while on holiday
- **17%** have spent 6+ nights in an interstate hotel while on business

Source: *ABR* Reader Surveys 2015–18

What our readers love about *ABR*

‘The balance between reviews and commentary and creative writing (fiction & poetry) is excellent and truly encouraging for Australian writers.’

Readership survey respondent

‘Its ambitions as a site of cultural/political commentary. Its active and vocal support of young writers. Its moral compass on political issues.’

Readership survey respondent

‘*ABR* has the entire realm of Australian literature distilled in one magical place. Even if I have missed out on seeing a play/movie/exhibition I feel as though I have thanks to the inexhaustible talent of *ABR* contributors. I love how *ABR* supports emerging authors through its writing competitions ... I am in awe of the high standard of the reviews essays and discussions. *ABR* is the one place I consult when I am doubtful about buying a book or seeing a show, it never ceases to amaze me.’

Readership survey respondent



And *ABR* Arts

‘Independent reviews that are well written and more substantial than in newspapers.’

Culture Counts survey respondent

‘I like the mix of reviewers, the choice of events/exhibitions, the fact that they are published soon after the opening of the exhibition or opera or whatever begins.’

Culture Counts survey respondent

‘Breadth of cultural content, variety of writers’ tones and perspectives, approachable without being superficial.’

Culture Counts survey respondent

‘Topical – easy reading when on the run – authoritative – timely – nothing else like it – visually attractive format – what more can I say?’

Culture Counts survey respondent

‘The intelligent reviews of a wide variety of the classical arts.’

Culture Counts survey respondent

Print Advertising

OVERVIEW

TEN ISSUES PER YEAR: (January–February and June–July are combined)

PUBLICATION DATE: 1st of the month

BOOKING DEADLINES: 10th of the month prior to publication

ARTWORK DEADLINES: 12th of the month prior to publication

INSERTS: Insert options are available, contact us to discuss availability & rates

LAYOUT & SPECIFICATIONS

Double page spread	420 mm (w) x 270 mm (h), plus a 5 mm bleed
Full page	210 mm (w) x 270 mm (h), plus a 5 mm bleed
1/2 vertical	82 mm (w) x 230 mm (h)
1/2 horizontal	175 mm (w) x 110 mm (h)
1/3 vertical	55 mm (w) x 230 mm (h)
1/3 horizontal	175 mm (w) x 74 mm (h)
1/4 vertical	82 mm (w) x 110 mm (h)
1/6 horizontal	175 mm (w) x 35 mm (h)
1/12 vertical	55 mm (w) x 57.5 mm (h)

Please supply advertisements as print-ready PDFs to
abr@australianbookreview.com.au

FOR PRINT ADVERTISING RATES, SEE PAGE 9

SPECIAL ISSUES

Poetry (March) featuring the poems shortlisted in the Porter Prize

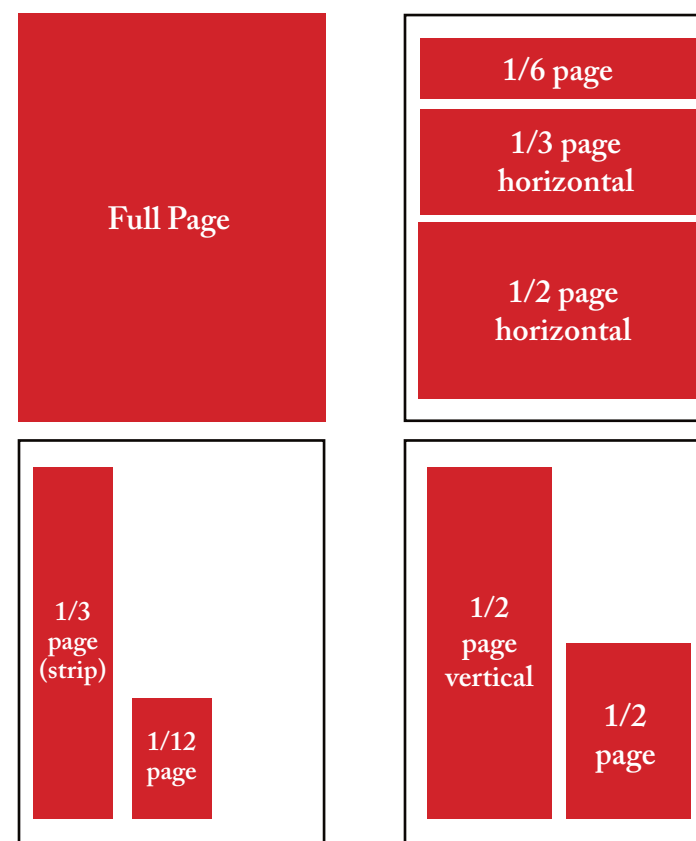
Calibre (April) featuring the Calibre Prize essay & other special features

Fiction (August) featuring the Jolley Prize shortlisted stories

Environment (October) featuring surveys, commentary, & special features

Arts (November) featuring 'Arts Highlights of the Year'

Summer Reading (December) featuring 'Books of the Year'



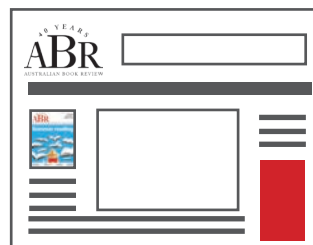
Website Advertising



PREMIUM BANNER

This premium position appears at the top of our website and is visible on all pages. This position is sold to a single advertiser at a time.

Specifications: 540 pixels (w) × 100 pixels (h) to be supplied in .gif or .jpeg format along with a link to the website of your choice. For animated files the preferred length is 10 seconds.



STANDARD SIDE PANEL

These side panel advertisements appear on the right-hand side of the website and are visible on all pages. Advertisements appear on rotation across the three positions.

Specifications: 200 pixels (w) × 400 pixels (h) to be supplied in .gif or .jpeg format along with a link to the website of your choice. For animated files the preferred length is 10 seconds.



HOMEPAGE SIDE PANEL

This side panel advertisement appears on the left-hand side of the website and is visible on the homepage. Advertisements appear on rotation. May be booked on an exclusive basis subject to availability.

Specifications: 200 pixels (w) × 200 pixels (h) to be supplied in .gif or .jpeg format along with a link to the website of your choice. For animated files the preferred length is 10 seconds.



HOMEPAGE CENTRAL BANNER

This banner advertisement appears in the centre of the homepage and is visible only on that page. Advertisements appear on rotation. May be booked on an exclusive basis subject to availability.

Specifications: 435 pixels (w) × 150 pixels (h) to be supplied in .gif or .jpeg format along with a link to the website of your choice. For animated files the preferred length is 10 seconds.



IN-ARTICLE HOTSPOT

These advertisements appear embedded in major features and on our most popular pages. They are sold on a monthly basis.

Specifications: 600 pixels (w) × 200 pixels (h) to be supplied in .gif or .jpeg format along with a link to the webpage of your choice. For animated files the preferred length is 10 seconds.

FOR DIGITAL ADVERTISING RATES SEE PAGE 9

EDM Advertising

E-NEWS

This news bulletin from *ABR* is sent to over 10,300 subscribers to coincide with the launch of each new issue. It contains information about prizes, events, giveaways, and magazine content.

Deadlines: These newsletters are sent out on or just before the 1st of the month to coincide with the publication of the online edition. Advertising spots must be booked by the 20th of the month prior to publication with artwork due by the 25th of the month prior to publication.

BOOK OF THE WEEK

This news bulletin from *ABR* is sent out every Monday to over 10,200 subscribers to promote a major new review or article. These articles are free to read for a week and then are available to subscribers after that.

Deadlines: These newsletters are sent out every Monday. Advertising spots must be booked by Wednesday of the week before the send-date with artwork due by the Thursday of the week before.

ABR ARTS

This news bulletin from *ABR* is sent to over 8,300 subscribers to promote new content in *ABR Arts*. It contains links to new open-access reviews of theatre, films, exhibitions, and other arts commentary.

Deadlines: These newsletters are sent out fortnightly on Tuesdays. 2019 send dates are listed below.

ABR ARTS SEND DATES

2019

January: 29	July: 2, 16, 30
February: 1, 26	August: 13, 27
March: 2, 26	September: 10, 24
April: 9, 23	October: 8, 22
May: 7, 21	November: 6 (Weds), 19
June: 4, 18	December: 3

RATES AND SPECIFICATIONS

Price: \$600 for the advertisement in the top position, \$500 for the advertisement in the lower position (e-News and *ABR Arts* only)
(NB: maximum of two ads per e-News/*ABR Arts* EDM and one per Book of the Week EDM)

Specifications: 600 pixels (w) × 200 pixels (h) to be supplied in .jpeg format along with a link to the webpage of your choice. No animated files please.

For all advertising enquiries, contact:

Amy Baillieu | Deputy Editor

T: (03) 9699 8822

E: abr@australianbookreview.com.au

Jack Callil | Assistant Editor

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E: digital@australianbookreview.com.au

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ABN 21 176 539 338




Advertising Quick Reference Guide

THESE RATES ARE CURRENT AT JANUARY 2019 BUT ARE SUBJECT TO CHANGE.

PLEASE NOTE THESE RATES ARE IN AUSTRALIAN DOLLARS AND DO NOT INCLUDE GST OR AGENCY FEES/COMMISSIONS.

Print Magazine	Position	x1	x3	x5	x10	Dimensions	Format
 <p>10 issues per year (with double issues in January–February and June–July)</p>	Inside Front Cover (Double Page Spread)	\$3,000	\$8,000	\$13,000	\$25,000	420 mm (w) x 270 mm (h) + 5 mm bleed	Print-ready PDF
	Inside Cover (Single Page)	\$1,500	\$4,100	\$6,750	\$13,250	210 mm (w) x 270 mm (h) + 5 mm bleed	
	Outside Back Cover	\$1,600	\$4,500	\$7,100	\$14,000		
	Internal Double Page Spread	\$2,500	\$6,750	\$11,000	\$21,000	420 mm (w) x 270 mm (h) + 5mm bleed	
	Full Page	\$1,300	\$3,300	\$5,000	\$9,999	210 mm (w) x 270 mm (h) + 5 mm bleed	
	1/2 Page	\$900 (mono \$650)	\$2,400 (mono \$1,700)	\$4,100 (mono \$2,950)	\$7,500 (mono \$6,000)	82 mm (w) x 230 mm (h) or 175 mm (w) x 110 mm (h)	
	1/3 Page	\$700 (mono \$490)	\$1,900 (mono \$1,400)	\$3,200 (mono \$2,300)	\$6,000 (mono \$4,500)	55 mm (w) x 230 mm (h) or 175 mm (w) x 74 mm (h)	
	1/4 Page	\$550 (mono \$400)	\$1,500 (mono \$1,100)	\$2,500 (mono \$1,800)	\$5,000 (mono \$3,200)	82 mm (w) x 110 mm (h)	
	1/6 Page	\$400 (mono \$350)	\$1100 (mono \$950)	\$1,800 (mono \$1,600)	\$3,500 (mono \$3,000)	175 mm (w) x 35 mm (h)	
	1/12 Page	\$200 (mono \$150)	-	-	-	55 mm (w) x 57.5 mm (h)	

ABR Online/ABR website	Position	1 Month	2 Months	Dimensions	Format
 <p>23,800 + unique users per month 30,000 + hits per month 57,000+ page views per month</p>	Premium Banner Advertisement (exclusive)	\$900	\$1,500	540 px (w) x 100 px (h)	.jpeg, .gif
	Standard Side Panel Advertisement	\$500	\$800	200 px (w) x 400 px (h)	
	Homepage Central Banner Advertisement	\$350 (or \$250 rotation)	\$600 (\$450 rotation)	435 px (w) x 150 px (h)	
	Homepage Side Panel Advertisement (exclusive)	\$300 (\$200 rotation)	\$500 (\$350 rotation)	200 px (w) x 200 px (h)	
	In-article/Hotspot Advertisement	\$500	\$900	600 px (w) x 200 px (h)	

EDM	Subscribers	About	Position	Per ad	Dimensions	Format
e-News	10,300 +	<ul style="list-style-type: none"> Sent ten times a year to promote the publication of each issue Contains information about prizes, events, giveaways, and links to magazine content. 	Top	\$600	600 px (w) x 200 px (h)	.jpeg
			Lower	\$500		
ABR Arts	8,300 +	<ul style="list-style-type: none"> Sent fortnightly to promote new ABR Arts content. Links to open access reviews of theatre, opera, music, films, exhibitions, and other arts commentary, giveaways 	Top	\$600		
			Lower	\$500		
Book of the Week	10,200 +	<ul style="list-style-type: none"> Sent weekly to promote a major review or article that appears open-access on the website for a week and is then available to subscribers 	Top	\$600		