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.

Readership and influence

In 2018 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*
- 30,700+ hits per month
- 57,000+ page views 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

- 12,100+ followers on Facebook and 11,300+ 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 66,000 hits
- Maria Takolander’s 2010 Jolley Prize winning story ‘A Roänkin philosophy of poetry’ has had over 65,000 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

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

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
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 (June-July) featuring the Calibre Prize essay & other special features
Fiction (September) 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.

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**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 |
| February | 1, 26 |
| March    | 2, 26 |
| April    | 9, 23 |
| May      | 7, 21 |
| June     | 4, 18 |
| July     | 2, 16, 30 |
| August   | 13, 27 |
| September | 10, 24 |
| October  | 8, 22 |
| November | 6 (Weds), 19 |
| 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
T: (03) 9699 8822
E: digital@australianbookreview.com.au

www.australianbookreview.com.au
ABN 21 176 539 338
Advertising Quick Reference Guide

THESE RATES ARE CURRENT AT MAY 2019 BUT ARE SUBJECT TO CHANGE. PLEASE NOTE THESE RATES ARE IN AUSTRALIAN DOLLARS AND DO NOT INCLUDE GST OR AGENCY FEES/COMMISSIONS.

<table>
<thead>
<tr>
<th>Print Magazine</th>
<th>Position</th>
<th>x1</th>
<th>x3</th>
<th>x5</th>
<th>x10</th>
<th>Dimensions</th>
<th>Format</th>
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<tbody>
<tr>
<td></td>
<td>Inside Front Cover (Double Page Spread)</td>
<td>$3,000</td>
<td>$8,000</td>
<td>$13,000</td>
<td>$25,000</td>
<td>420 mm (w) x 270 mm (h) + 5 mm bleed</td>
<td>Print-ready PDF</td>
</tr>
<tr>
<td></td>
<td>Inside Cover (Single Page)</td>
<td>$1,500</td>
<td>$4,100</td>
<td>$6,750</td>
<td>$13,250</td>
<td>210 mm (w) x 270 mm (h) + 5 mm bleed</td>
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<tr>
<td></td>
<td>Outside Back Cover</td>
<td>$1,600</td>
<td>$4,500</td>
<td>$7,100</td>
<td>$14,000</td>
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<td>Internal Double Page Spread</td>
<td>$2,500</td>
<td>$6,750</td>
<td>$11,000</td>
<td>$21,000</td>
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<td>Full Page</td>
<td>$1,300</td>
<td>$3,300</td>
<td>$5,000</td>
<td>$9,999</td>
<td>210 mm (w) x 270 mm (h) + 5 mm bleed</td>
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<tr>
<td></td>
<td>1/2 Page</td>
<td>$900 (mono $650)</td>
<td>$2,400 (mono $1,700)</td>
<td>$4,100 (mono $2,950)</td>
<td>$7,500 (mono $6,000)</td>
<td>82 mm (w) x 230 mm (h) or 175 mm (w) x 110 mm (h)</td>
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<td></td>
<td>1/3 Page</td>
<td>$700 (mono $490)</td>
<td>$1,900 (mono $1,400)</td>
<td>$3,200 (mono $2,300)</td>
<td>$6,000 (mono $4,500)</td>
<td>55 mm (w) x 230 mm (h) or 175 mm (w) x 74 mm (h)</td>
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<td>$550 (mono $400)</td>
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<td>$2,500 (mono $1,800)</td>
<td>$5,000 (mono $3,200)</td>
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<td>1/6 Page</td>
<td>$400 (mono $350)</td>
<td>$1,100 (mono $950)</td>
<td>$1,800 (mono $1,600)</td>
<td>$3,500 (mono $3,000)</td>
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<td>1/12 Page</td>
<td>$200 (mono $150)</td>
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<th>1 Month</th>
<th>2 Months</th>
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<th>Format</th>
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<tbody>
<tr>
<td></td>
<td>Premium Banner Advertisement (exclusive)</td>
<td>$900</td>
<td>$1,500</td>
<td>540 px (w) x 100 px (h)</td>
<td>.jpeg, .gif</td>
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<tr>
<td></td>
<td>Standard Side Panel Advertisement</td>
<td>$500</td>
<td>$800</td>
<td>200 px (w) x 400 px (h)</td>
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<tr>
<td></td>
<td>Homepage Central Banner Advertisement</td>
<td>$350 (or $250 rotation)</td>
<td>$600 ($450 rotation)</td>
<td>435 px (w) x 150 px (h)</td>
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<tr>
<td></td>
<td>Homepage Side Panel Advertisement (exclusive)</td>
<td>$300 ($200 rotation)</td>
<td>$500 ($350 rotation)</td>
<td>200 px (w) x 200 px (h)</td>
<td></td>
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<tr>
<td></td>
<td>In-article/Hotspot Advertisement</td>
<td>$500</td>
<td>$900</td>
<td>600 px (w) x 200 px (h)</td>
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<table>
<thead>
<tr>
<th>EDM</th>
<th>Subscribers</th>
<th>About</th>
<th>Position</th>
<th>Per ad</th>
<th>Dimensions</th>
<th>Format</th>
</tr>
</thead>
</table>
| e-News | 10,300 + | ● 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 + | ● 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 + | ● 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 |        |        |