

ABR

AUSTRALIAN BOOK REVIEW

Media Kit 2019-20

www.australianbookreview.com.au



Contents

About *Australian Book Review* | 2

About our readers | 3

Print advertising | 5

Digital advertising | 7

Rate card | 7

Contact | 8



‘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 online. The print edition is published ten times a year and new online content appears weekly.

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

The magazine has a strong and vibrant digital presence. Our website is the home of *ABR*'s digital edition as well as our growing digital archive, online exclusives, and arts reviews. It is also the main access point for those seeking information about our prizes and programs, including our three international literary prizes – the Calibre Essay Prize, the *ABR* Elizabeth Jolley Short Story Prize, and the Peter Porter Poetry Prize – and our prestigious writers fellowships.

ABR publishes stylish and timely online reviews of new films, theatre, operas, concerts, dance, and art exhibitions. These reviews are promoted to readers via our fortnightly *ABR* Arts EDM. A selection also appear in the print edition.

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** per visit

Print & Online

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

EDMs

- 11,400+** e-News subscribers
- 9,700+** *ABR* Arts subscribers
- 10,800+** Book of the Week subscribers
- 10,800+** Story of the Month subscribers
- 10,800+** From the Archive subscribers

Social Media

- 12,500+** followers on Facebook
- 11,800+** followers on Twitter



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

Sources: Twitter, Facebook, Joomla, Google Analytics 2015–19. *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 2015–19

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.'

Reader 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.'

Reader 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.'

Reader survey respondent

'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 60 mm (h)

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

FOR PRINT ADVERTISING RATES, SEE PAGE 7

SPECIAL ISSUES

Poetry (January–February) featuring the poems shortlisted in the Porter Prize

Calibre (May) 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’



Digital Advertising

WEBSITE



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.

Price: \$900 for one month
\$1600 for two months

Specifications: 650 px (w) × 130 px (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 most pages. Advertisements appear on rotation across the three positions.

Price: \$500 for one month
\$800 for two months

Specifications: 340 px (w) × 680 px (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.

EDMS

ABR offers advertising positions in a variety of regular EDMs that are sent out to promote new issues of the magazine, new arts reviews and other online content.

- **e-News** is sent out ten times a year to promote new issues of the magazine, *ABR* news and giveaways.
- ***ABR* Arts** is sent out fortnightly to promote new arts content and giveaways.
- **Book of the Week** is sent out every Monday to promote a major new review.
- **Story of the Month** is sent out monthly to promote new short fiction.
- **From the Archive** is sent out fortnightly to promote newly digitised content from our growing online archive of material from the start of *ABR*'s second series in 1978 onwards.

EDM RATES AND SPECIFICATIONS

Price: \$600 for the advertisement in the top/only position
\$500 for the advertisement in the lower position

(lower position available in e-News and *ABR* Arts only)


(NB: Maximum of two ads per e-News/*ABR* Arts EDM and one per Book of the Week/Story of the Month/From the Archive EDM)

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

**Interested in advertising in EDM advertising around specific dates?
Contact *ABR* for a more detailed publication schedule and availability.**

Advertising Quick Reference Guide

These rates are current at October 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 60 mm (h)	

ABR website	Position	1 Month	2 Months	Dimensions	Format
23,800 + unique users per month 30,000 + hits per month 57,000+ page views per month	Premium Banner Advertisement (exclusive, appears on all pages of the website)	\$900	\$1,600	650 px (w) x 130 px (h)	.jpeg, .gif
	Standard Side Panel Advertisement (on rotation across three positions which appear on most pages of the website)	\$500	\$800	340 px (w) x 680 px (h)	

ABR EDMs	Subscribers	About	Position	Per ad	Dimensions	Format
e-News	11,400 +	<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	9,700 +	<ul style="list-style-type: none"> Sent fortnightly to promote new ABR Arts content. Links to open access arts reviews, commentary, and giveaways 	Top	\$600		
			Lower	\$500		
Book of the Week	10,800 +	<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		
Story of the Month		<ul style="list-style-type: none"> Sent monthly to promote a new short story that appears open access on the website for a week and is then available to subscribers 	Top	\$600		
From the Archive		<ul style="list-style-type: none"> Sent fortnightly to promote content from our growing digital archive of articles published from 1978 to 2010. Highlighted articles appear open access on the website for a week and are then available to subscribers. 	Top	\$600		

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