

# ABR

AUSTRALIAN BOOK REVIEW

## Media Kit 2020

[www.australianbookreview.com.au](http://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 **2019** the *ABR* website received almost **250,000 unique visitors** with over **926,000 page views**. Visitors to the *ABR* website stay for an average of **1 minute and 42 seconds** per visit

### Print & Online

<b>50,000+</b> readership*	<b>140,000+</b> page views per month
<b>37,000+</b> hits per month	<b>28,300+</b> unique users per month

### EDMs

<b>11,400+</b> e-News subscribers
<b>10,200+</b> <i>ABR</i> Arts subscribers
<b>11,200+</b> Highlights subscribers

### Social Media

<b>12,500+</b> followers on Facebook
<b>12,100+</b> 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

## 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’

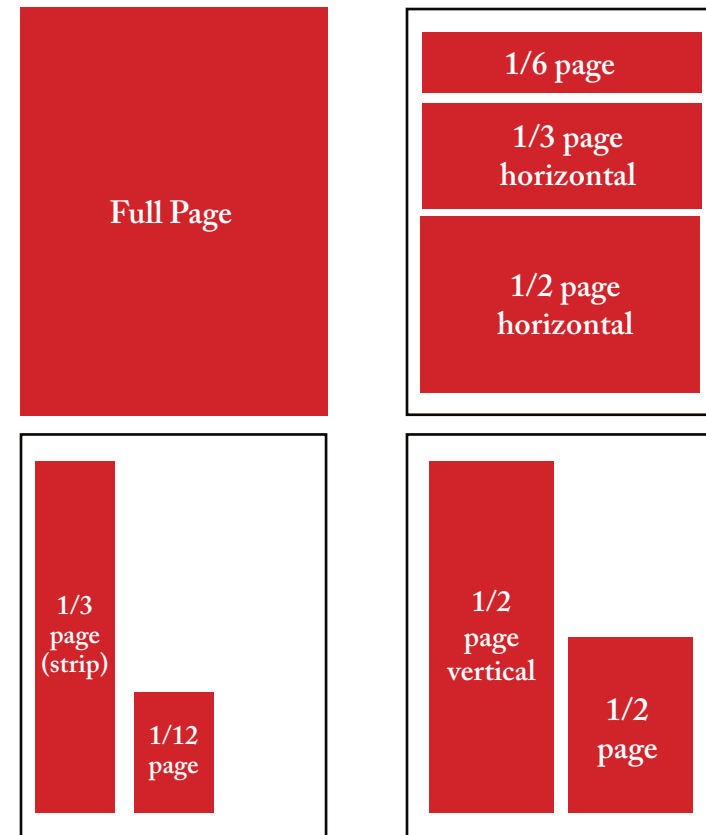
**Summer Reading** (December) featuring ‘Books of the Year’

## LAYOUT & SPECIFICATIONS

<b>Double page spread</b>	420 mm (w) x 270 mm (h), plus a 5 mm bleed
<b>Full page</b>	210 mm (w) x 270 mm (h), plus a 5 mm bleed
<b>1/2 vertical</b>	82 mm (w) x 230 mm (h)
<b>1/2 horizontal</b>	175 mm (w) x 110 mm (h)
<b>1/3 vertical</b>	55 mm (w) x 230 mm (h)
<b>1/3 horizontal</b>	175 mm (w) x 74 mm (h)
<b>1/4 vertical</b>	82 mm (w) x 110 mm (h)
<b>1/6 horizontal</b>	175 mm (w) x 35 mm (h)
<b>1/12 vertical</b>	55 mm (w) x 60 mm (h)

Please supply advertisements as print-ready PDFs to  
[abr@australianbookreview.com.au](mailto:abr@australianbookreview.com.au)

**FOR PRINT ADVERTISING RATES, SEE PAGE 7**



# 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 January 2020 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><b>10 issues per year</b> (with double issues in January–February and June–July)</p>	<b>Inside Front Cover (Double Page Spread)</b>	\$3,000	\$8,000	\$13,000	\$25,000	420 mm (w) x 270 mm (h) + 5 mm bleed	Print-ready PDF
	<b>Inside Cover (Single Page)</b>	\$1,500	\$4,100	\$6,750	\$13,250	210 mm (w) x 270 mm (h) + 5 mm bleed	
	<b>Outside Back Cover</b>	\$1,600	\$4,500	\$7,100	\$14,000		
	<b>Internal Double Page Spread</b>	\$2,500	\$6,750	\$11,000	\$21,000	420 mm (w) x 270 mm (h) + 5mm bleed	
	<b>Full Page</b>	\$1,300	\$3,300	\$5,000	\$9,999	210 mm (w) x 270 mm (h) + 5 mm bleed	
	<b>1/2 Page</b>	\$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)	
	<b>1/3 Page</b>	\$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)	
	<b>1/4 Page</b>	\$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)	
	<b>1/6 Page</b>	\$400 (mono \$350)	\$1100 (mono \$950)	\$1,800 (mono \$1,600)	\$3,500 (mono \$3,000)	175 mm (w) x 35 mm (h)	
	<b>1/12 Page</b>	\$200 (mono \$150)	-	-	-	55 mm (w) x 60 mm (h)	

ABR website	Position	1 Month	2 Months	Dimensions	Format
<p><b>23,800 + unique users per month</b> <b>30,000 + hits per month</b> <b>57,000+ page views per month</b></p>	<b>Premium Banner Advertisement</b> (exclusive, appears on all pages of the website)	\$900	\$1,600	650 px (w) x 130 px (h)	.jpeg, .gif
	<b>Standard Side Panel Advertisement</b> (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
<b>e-News</b>	<b>11,400 +</b>	<ul style="list-style-type: none"> <li>Sent ten times a year to promote the publication of each issue</li> <li>Contains information about prizes, events, giveaways, and links to magazine content.</li> </ul>	<b>Top</b>	\$600	600 px (w) x 200 px (h)	.jpeg
			<b>Lower</b>	\$500		
<b>ABR Arts</b>	<b>9,700 +</b>	<ul style="list-style-type: none"> <li>Sent fortnightly to promote new ABR Arts content.</li> <li>Links to open access arts reviews, commentary, and giveaways</li> </ul>	<b>Top</b>	\$600		
			<b>Lower</b>	\$500		
<b>Book of the Week</b>	<b>10,800 +</b>	<ul style="list-style-type: none"> <li>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</li> <li>Sent monthly to promote a new short story that appears open access on the website for a week and is then available to subscribers</li> <li>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.</li> </ul>	<b>Top</b>	\$600		
<b>Story of the Month</b>			<b>Top</b>	\$600		
<b>From the Archive</b>			<b>Top</b>	\$600		



# For all advertising enquiries, contact:

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ABN 21 176 539 338

*Australian Book Review* reserves the right to refuse or withdraw from publication any advertising at any time that, in the opinion of *ABR*, is illegal, defamatory, offensive, obscene and/or contrary to the business interest, goodwill and/or reputation of *ABR*. No responsibility will be taken for delayed publication due to outside factors, such as printing or shipping. Cancellations must be made by the booking date of the month prior to publication; bookings cancelled after this date will be charged the full advertising fee. Payment for bookings is strictly 30 days net, unless otherwise arranged with *ABR*.