

# ABR

AUSTRALIAN BOOK REVIEW

## Media Kit 2020



‘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**

‘Essential reading for anyone here who is  
seriously interested in any of the arts.’

**David Malouf**

Amy Baillieu | Deputy Editor  
(03) 9699 8822

[abr@australianbookreview.com.au](mailto:abr@australianbookreview.com.au)

Jack Callil | Assistant Editor  
(03) 9699 8822

[digital@australianbookreview.com.au](mailto:digital@australianbookreview.com.au)

# About *Australian Book Review*

*Australian Book Review* is one of Australia's leading arts and cultural magazines. *ABR* is a fully independent non-profit organisation that 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 rapidly growing digital archive of content going back to 1978, 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 of these reviews also appear in print .



## Readership and influence

### Website

925,000+ page views per year  
250,000+ unique visitors per year

### EDM subscribers

10,600+ e-News  
11,500+ *ABR* Highlights  
*Book of the Week*  
*From the Archive, etc.*  
10,600+ *ABR* Arts

### Print and digital edition

50,000+ readership\*  
30,700+ hits per month

### Social Media

12,500+ Facebook  
12,000+ Twitter  
1,700+ Instagram

Sources: Twitter, Facebook, Joomla, Google Analytics 2015–20. \*Estimated figure based on online and print audiences. Last updated 6 March 2020.

# About *ABR* readers

## General demographics

- 61% are female, 38% are male
- 15% are aged between 25 and 44
- 37% are aged between 45 and 64

## *ABR* readers are well educated with sound disposable incomes

- 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 loyal and engaged

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

## *ABR* readers are literary-minded booklovers

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

## *ABR* readers love the arts

- 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

## Their expenditure in the following areas is influenced by *ABR*

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

## *ABR* readers are socially conscious and charitable

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

## *ABR* readers are world 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



# Print Advertising

*Rates and specifications available on the Rate Card on page 6*

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
Material deadline	12th of the month prior to publication
Inserts	Insert options are available, contact us to discuss availability & rates

## Special Issues

**Poetry Prize** | January-February

Featuring the poems shortlisted in the Porter Prize & our 'Publisher Picks' survey

**Essay Prize** | May

- Featuring the winning Calibre Prize Essay

**Indigenous** | August

- Featuring the Indigenous Fellowship essay

**Fiction Prize** | September

- Featuring the Jolley Prize shortlisted stories

**Environment** | October

- Featuring surveys, commentary & special features

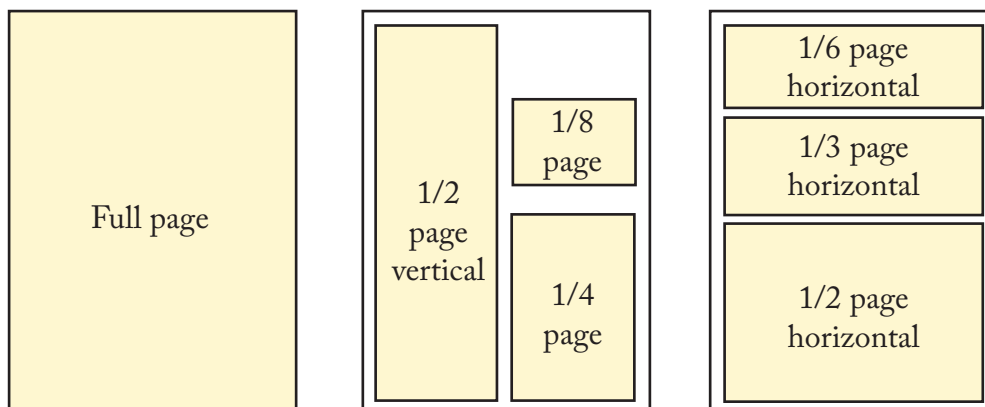
**Arts** | November

- Featuring our 'Arts Highlights of the Year' survey

**Summer Reading** | December

- Featuring our 'Books of the Year' survey

## Advertising spaces available



# Digital Advertising

*Rates and specifications available on the Rate Card on page 6*

## Website advertisements

### Premium Banner website ad

650 px (w) × 130 px (h) to be supplied as a .gif or .jpeg

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

For animated files the preferred length is 10 seconds.

### Standard Side Panel website ad

340 px (w) × 680 px (h) to be supplied as a .gif or .jpeg

These side panel advertisements appear on the right-hand side of the website and are visible on almost all pages.

Advertisements appear on rotation across the four positions.

For animated files the preferred length is 10 seconds.

## EDM Banner advertisements

### Standard EDM Banner Ads

340 px (w) × 680 px (h) to be supplied as a .gif or .jpeg

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

#### New issue / eNews

10,600+ subscribers | *Sent out ten times a year to promote new issues of ABR.*

Two banner advertising spaces per EDM

#### Highlights (Book of the Week, From the Archive, etc.)

11,500+ subscribers | *Sent out regularly to promote major new and archival content.*

One banner advertising space per EDM

#### ABR Arts

10,600+ subscribers | *Sent out fortnightly to promote new arts content and giveaways.*

Two banner advertising spaces per EDM

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

# Rate Card

Please note these rates are current at March 2020 but are subject to change. Rates are in Australian dollars and do not include GST or agency fees/commissions.

<b>Print Advertising</b>	<b>x1</b>	<b>x3</b>	<b>x5</b>
Inside Front Cover <i>Double-page spread</i> 420 mm (w) x 270 mm (h) + 5 mm bleed	\$3,000	\$8,000	\$13,000
Inside Cover <i>Single page</i> 210 mm (w) x 270 mm (h) + 5 mm bleed	\$1,500	\$4,100	\$6,750
Outside Back Cover 210 mm (w) x 270 mm (h) + 5 mm bleed	\$1,600	\$4,500	\$7,100
Internal Double Page Spread 420 mm (w) x 270 mm (h) + 5mm bleed	\$2,500	\$6,750	\$11,000
Full Page 210 mm (w) x 270 mm (h) + 5 mm bleed	\$1,300	\$3,300	\$5,000
1/2 Page 90 mm (w) x 230 mm (h) or 175 mm (w) x 110 mm (h)	\$900 \$650 mono	\$2,400 \$1,700 mono	\$4,100 \$2,950 mono
1/3 Page 175 mm (w) x 75 mm (h)	\$700 \$550 mono	\$1,900 \$1,500 mono	\$3,200 \$2,300 mono
1/4 Page 90 mm (w) x 110 mm (h)	\$550 \$400 mono	\$1,500 \$1,100 mono	\$2,500 \$1,800 mono
1/6 Page 175 mm (w) x 35 mm (h)	\$400 \$350 mono	\$1,100 \$950 mono	\$1,800 \$1,600 mono
1/8 Page 90 mm (w) x 60 mm (h)	\$300 \$250 mono	-	-

**Artwork for print advertisements is to be supplied as a print-ready PDF  
to [abr@australianbookreview.com.au](mailto:abr@australianbookreview.com.au)**

<b>Website Advertising</b>	<b>1 month</b>	<b>2 months</b>
Premium Banner .jpeg or .gif   650 px (w) x 130 px (h)	\$900	\$1,700
Standard Side Panel .jpeg or .gif   340 px (w) x 680 px (h)	\$500	\$800
<b>EDM Advertising</b>	<b>First</b>	<b>Second</b>
New issue / e-News .jpeg or .gif   600 px (w) x 200 px (h)	\$600	\$500
ABR Arts .jpeg or .gif   600 px (w) x 200 px (h)	\$600	\$500
Highlights (Book of the Week, From the Archive, etc.) .jpeg or .gif   600 px (w) x 200 px (h)	\$600	-



# For all advertising enquiries please contact

**Amy Baillieu**

Deputy Editor

[abr@australianbookreview.com.au](mailto:abr@australianbookreview.com.au)

**Jack Callil**

Assistant Editor

[digital@australianbookreview.com.au](mailto:digital@australianbookreview.com.au)

*Australian Book Review*

Studio 2, 207 City Road

Southbank VIC 3006

(03) 9699 8822

ABN: 21 176 539 338

[www.australianbookreview.com.au](http://www.australianbookreview.com.au)



## **Advertising terms and conditions**

*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*.