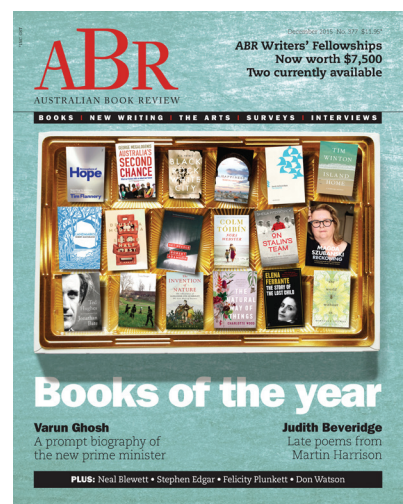
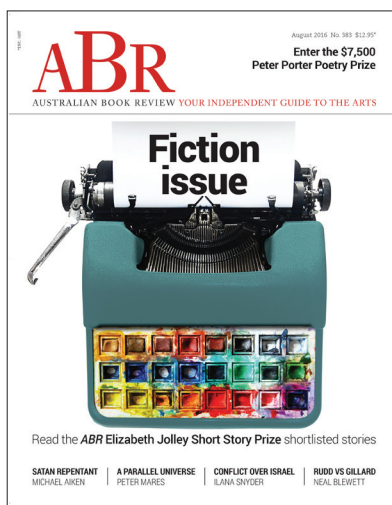
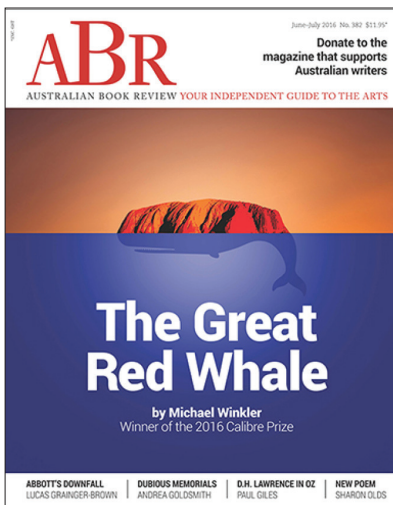


# ABR

# MEDIA KIT 2017

AUSTRALIAN BOOK REVIEW



WWW.AUSTRALIANBOOKREVIEW.COM.AU

# ABOUT ABR

*Australian Book Review (ABR)* is one of Australia's leading cultural magazines. Created in 1961, *ABR* is a fully independent non-profit organisation which publishes reviews, essays, commentaries, interviews, 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*'s primary aims are several: to foster high critical standards; to provide an outlet for fine new writing; and to contribute to the preservation of literary values and a full appreciation of Australia's literary heritage.

*ABR* is committed to highlighting the strength of critical and creative writing around Australia and presenting them to an international audience. The magazine is unusually open to new talent, including younger writers and critics. We pay for everything we publish – print and online – and our rates have more than doubled in the past two years.

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

*ABR* has an extensive range of programs and offers three annual international prizes: the *ABR* Elizabeth Jolley Short Story Prize (worth \$12,500), the Peter Porter Poetry Prize (worth \$7,500), and the Calibre Prize for an Outstanding Essay (worth \$5,000). Through the Calibre Prize and its Fellowship program, *ABR* publishes some of the finest long-form journalism in the country. Among its many contributors are some of the country's pre-eminent writers, scholars, and commentators.

Through *ABR* Arts, *ABR* now engages with the full culture and publishes lengthy, stylish, timely reviews of new films, plays, operas, concerts, dance, and art exhibitions. These reviews are published online and are promoted to a list of over 8,000 subscribers via our fortnightly *ABR* Arts e-bulletin.

Since 2001, *ABR* has been edited by poet and critic Peter Rose. Find out more on our website: [www.australianbookreview.com.au](http://www.australianbookreview.com.au)

## PRAISE

'A creative forum for critical writing, *ABR* is the Australian literary periodical that the world has been waiting for: the one that takes Australia's place on the global stage for granted.'

Clive James

'*Australian Book Review* sits at the centre of Australia's literary, cultural and intellectual life. It is the principal forum for cogent, vigorous and relevant debate on, and for the celebration of, our written culture'

Alex Miller

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

J.M. Coetzee

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

Jacki Weaver

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

Helen Garner

'In the blizzard of clickbait and hot takes, there are times when thoughtful, long-form criticism seems to be vanishing. So all hail the ambitious and exciting Arts Update, which provides imaginative critical space for readers, arts lovers, and the culture at large.'

Alison Croggon

# PLATFORMS

## AUSTRALIAN BOOK REVIEW (PRINT MAGAZINE)

The print edition of the magazine is published ten times a year (with double issues in January–February and June–July). The print edition contains essays, commentary, new creative writing, interviews, surveys, and a selection of arts reviews from *ABR Arts*.

*See page 6 for advertising rates and specifications for the print edition.*

## ABR ONLINE (DIGITAL EDITION)

*ABR Online* is published ten times a year to coincide with the print edition. *ABR Online* offers: full searchability, longer articles with additional images, references, links and resources, prompt digital publication on the first of the month, a growing digital archive, and a stylish fully responsive design accessible from all devices.

*ABR Online* is available to individuals and institutions on a subscription basis via the *ABR* website. Each new edition of *ABR Online* is promoted in our e-News e-bulletin (sent out to over 10,000 subscribers).

*See page 10 for advertising rates and specifications for e-News and 8 for the ABR website.*

## ABR ARTS

Accessed via the *ABR* website, *ABR Arts* represents an exciting new direction for the magazine. *ABR Arts* presents stylish reviews of major films, plays, operas, concerts, television, dance, and art exhibitions. Our arts critics offer timely, considered reviews of performances and productions from around Australia. They include Alison Croggon, Michael Shmith, and Peter Rose. With *ABR Arts*, *ABR* is now truly an arts magazine – not just a literary magazine. *ABR Arts* reviews are available to read for free via the *ABR* website and are promoted in our fortnightly *ABR Arts* e-bulletin (sent to over 8,000 subscribers).

*See page 10 for advertising rates and specifications for the Arts Update e-bulletin and 8 for the ABR website.*

## ABR WEBSITE

The *ABR* website is the vibrant online home of all things *ABR* including *ABR Online* and *ABR Arts*. It is also the hub for our three popular literary prizes, our events program, our podcasts and other major publishing initiatives such as States of Poetry. The website offers an engaging mix of archive and new content as well as information about the magazine and its wide range of activities. The website's profile and popularity are rising rapidly with 2015-16 figures reflecting a steady 25% growth in engagement and visitors. In 2015 the website received over 175,000 hits from over 119,000 unique users.

*See page 8 for advertising rates and specifications for the ABR website*

## E-BULLETINS

*Australian Book Review* sends out two regular e-bulletins – e-News and *ABR Arts* – to promote new issues of the magazine and new *ABR Arts* content on the website. Each e-bulletin contains two advertising positions. *ABR Arts* is sent out fortnightly and e-News is sent out ten times a year to coincide with the publication of each new issue of the magazine. *See page 10 for advertising rates and specifications for our e-bulletins.*

## PODCASTS

*Australian Book Review* currently offers three podcasts – Poem of the Week, The *ABR* Podcast and States of Poetry – all of which are available via iTunes and SoundCloud.

## SOCIAL MEDIA

*Australian Book Review* is active on Facebook and Twitter with a growing and highly engaged audience. We currently have over 9,000 followers on Twitter, a number that is growing at 100–200 per month. On Facebook we have over 9,500 likes, a number that is growing by over 50 per week, with an average weekly reach of over 10,000 people.

# READERSHIP & DEMOGRAPHICS

Our readers are passionate consumers of theatre, film, opera, classical music, jazz, arts and cultural events and festivals, ballet, art, wine and travel. They enjoy attending exhibitions and going to literary festivals and events and they look to *ABR* for information and entertainment. Our readers are highly educated (35% have tertiary qualifications and 68% have postgraduate qualifications) and have sound disposable income, with over 32% earning over \$100,000 p.a. Many of our readers are also writers, and all have a keen interest in the arts, books, and ideas. Our readers are regular travellers and active participants in Australian literary culture, with 81% attending literary festivals and events and nearly all of them regularly visiting libraries, bookshops, galleries, and museums.

## DEMOGRAPHICS

**58%** are women

**42%** are men

**15%** are aged between 18 and 44

**45%** are aged between 45 and 64

**52%** have been reading *ABR* for over 5 years

**32%** earn over \$100,000 p.a.

**70%** say *ABR* influences their book-buying

**68%** have postgraduate qualifications

## READERSHIP & WEB PRESENCE

**100,000+** readership\*

**48,000+** page views per month

**17,500+** unique users per month

**22,000+** hits per month

**10,000+** e-News subscribers

**8,000+** *ABR* Arts subscribers

**9,500+** likes on Facebook

**9,000+** followers on Twitter

Source: *ABR* Readership Surveys 2015–16, Google Analytics monthly figures for January 2016 and annual figures for 2015.

\*Estimated figure based on online and print audiences

# 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

‘Originally I subscribed to *ABR* for its comprehensive coverage on new book releases, but I particularly enjoy its current spread of including more fiction, memoir, film, art et al.’

Readership survey respondent

‘It supports Australian literature, and more broadly Australian writing generally. It is the only magazine that does. Our writing and writers are celebrated, criticised, applauded in a lively, generous way.’

Readership survey respondent

## AND ABR ARTS

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

Culture Counts survey respondent

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

Culture Counts survey respondent

‘Provision of excellent reviews with substance.’

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

‘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



# PRINT ADVERTISING

## RATES AND DEADLINES

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

READERSHIP 50,000

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 and rates.

- SPECIAL ISSUES**
- Poetry** featuring the poems shortlisted in the Porter Prize
  - Fiction** featuring the Jolley Prize shortlisted stories,
  - Arts** (November) featuring ‘Arts Highlights of the Year’
  - Summer Reading** (December) featuring ‘Books of the Year’



## PRINT ADVERTISING RATES

Premium colour positions		x3	x5	x10
Inside front cover				
– double page spread	\$2600	7000	11,000	20,000
– single page	\$1450	4000	6700	13,500
Outside back cover	\$1500	4100	6750	13,250
Inside back cover	\$1400	3950	6600	13,000

Standard positions	Colour	x3	x5	x10	Mono	x3	x5	x10
Internal double page spread	\$2400	6500	10,000	19,000	\$1600	-	-	-
full page	\$1200	3100	4500	9999	\$800	2200	3500	7000
1/2 page	\$900	2400	4100	7500	\$650	1700	2950	6000
1/3 page	\$700	1900	3200	6000	\$490	1400	2300	4500
1/4 page	\$500	1300	2200	4200	\$330	900	1550	3000
1/6 page	\$330	900	1500	2900	\$280	790	1200	2100
1/12 page	\$170	400	700	1300	\$50	110	200	350

\*Guaranteed position 10% loading

THESE RATES ARE CURRENT AT NOVEMBER 2016 BUT ARE SUBJECT TO CHANGE. PLEASE NOTE THESE RATES ARE IN AUSTRALIAN DOLLARS. THEY DO NOT INCLUDE GST OR AGENCY FEES.

# PRINT ADVERTISING

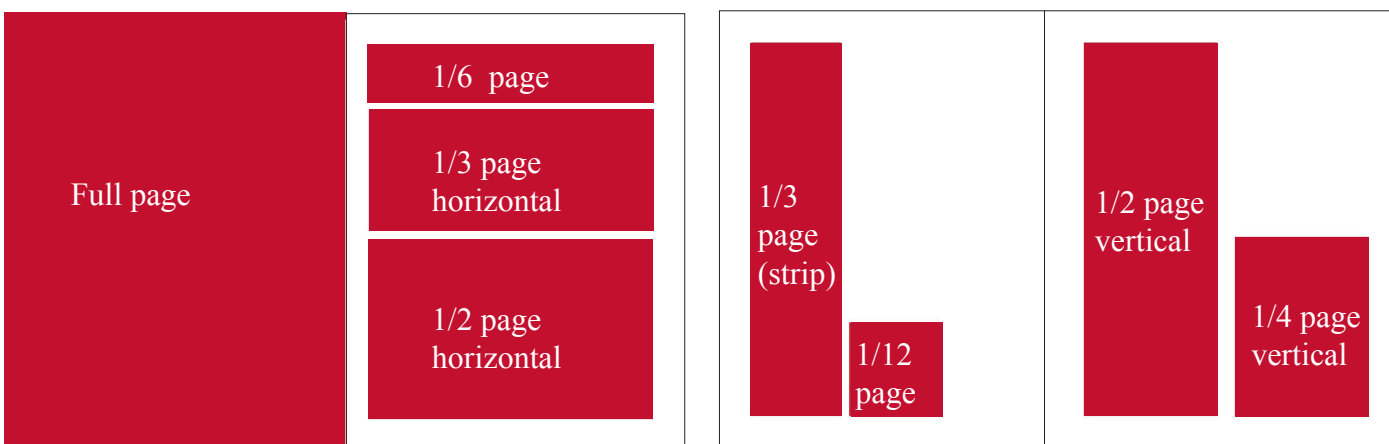
## SPECIFICATIONS

double page spread*	420 mm (w) x 270 mm (h)
full page*	210 mm (w) x 270 mm (h)
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)

\*Full page and double page advertisements must be created to these specifications with an additional 5 mm bleed

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

## PRINT ADVERTISING LAYOUT



# DIGITAL ADVERTISING

## WEBSITE RATES & SPECIFICATIONS

*ABR* has a strong and vibrant digital presence. Our website receives 200,000 hits per year with traffic increasing steadily by 25% in 2015-16. We have over 9,000 Twitter followers and 9,500 likes on Facebook.

Our website is the home of *ABR Online* and *ABR Arts* (where we publish regular reviews of opera, theatre, film, music and the visual arts). It is also the main access point for those seeking information about our prizes and programs, including our three international literary prizes: the Peter Porter Poetry Prize, the Calibre Prize for an Outstanding Essay, and the *ABR* Elizabeth Jolley Short Story Prize.

### PREMIUM BANNER ADVERTISEMENT

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:** one month \$750 (exclusive) | two months \$1250 (exclusive)

**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 ADVERTISEMENT

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.

**Price:** one month \$300 | two months \$500

**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 CENTRAL BANNER ADVERTISEMENT

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.

**Price:** one month \$250 (rotation) \$350 (exclusive) | two months \$450 (rotation) \$600 (exclusive)

**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.

### HOMEPAGE SIDE PANEL ADVERTISEMENT

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.

**Price:** one month \$200 (rotation) \$300 (exclusive) | two months \$350 (rotation) \$500 (exclusive)

**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.

'Every issue of *ABR* is a must-read: reviews by the rising young guns alongside the legendary gun-slingers, proper breathing space for longer essays, the cream of Australian poetry, crucial fiction and non-fiction.'

Peter Goldsworthy

THESE RATES ARE CURRENT AT NOVEMBER 2016 BUT ARE SUBJECT TO CHANGE. PLEASE NOTE THESE RATES ARE IN AUSTRALIAN DOLLARS. THEY DO NOT INCLUDE GST OR AGENCY FEES.



# DIGITAL ADVERTISING

## WEBSITE AD LOCATIONS

The screenshot displays the Australian Book Review (ABR) website interface. At the top left is the ABR logo with the text 'AUSTRALIAN BOOK REVIEW'. To its right is a red banner labeled 'Premium Banner Ad 540 x 100 pixels'. Below the logo is a navigation menu with links: 'Contact us', 'Subscribe', 'ABR Online', 'About ABR', 'Prizes', 'Programs', 'Support ABR', 'Events', and 'Advertise'. A secondary menu below that includes 'Acte Update', 'Features', 'Book Reviews', 'Commentary', 'Poetry', 'Fiction', 'Interviews', 'Diaries', and 'Reading Australia'. The main content area is titled 'September 2015, issue no. 374' and contains a welcome message, a 'Highlights from the current issue' section with three featured articles, and a 'Most Read' section. On the left sidebar, there are sections for 'The Fiction Issue', 'New in Arts Update', 'From the Archives', and 'Most Read'. On the right sidebar, there is a search bar, an 'ABR e-News' subscription form, and three red boxes labeled 'SSP Ad 200 x 400 pixels'. At the bottom of the main content area, there is an 'Also in this issue' section and a red box labeled 'HCB Ad 435 x 150 pixels'.

**FOR ALL ADVERTISING ENQUIRIES, CONTACT:**

**AMY BAILLIEU T: (03) 9699 8822 | E: ABR@AUSTRALIANBOOKREVIEW.COM.AU**

**DILAN GUNAWARDANA T: (03) 9699 8822 | E: ASSISTANT@AUSTRALIANBOOKREVIEW.COM.AU**

**AUSTRALIANBOOKREVIEW.COM.AU | ABN 21 176 539 338**

# DIGITAL ADVERTISING

## E-BULLETIN RATES & SPECIFICATIONS

### E-NEWS

This news bulletin from *ABR* is sent to over 10,000 subscribers to coincide with the launch of each new issue. It contains information about prizes, events, giveaways and magazine content.

**Price:** \$500 for the advertisement in the top position, \$300 for the advertisement in the lower position (NB: maximum of two ads per newsletter)

**Deadlines:** These newsletters are sent out on the 1st of the month and advertising spots should be must be booked by the 20th of the month prior to publication with artwork due by the 25th of the month prior to publication.

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

### ABR ARTS

This news bulletin from *ABR* is sent to over 8,000 subscribers to promote new content in *ABR Arts*. It contains links to new open-access reviews of theatre, films, exhibitions, and other arts commentary.

**Price:** \$500 for the advertisement in the top position, \$300 for the advertisement in the lower position (NB: maximum of two ads per newsletter)

**Deadlines:** These newsletters are sent out fortnightly. 2017 send dates are listed below. Please contact us to find out more about the publication schedule: [abr@australianbookreview.com.au](mailto:abr@australianbookreview.com.au)

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




ABR e-bulletin Ad  
600 x 200  
pixels


### ABR ARTS 2017 DATES

January 17, 31	July 4, 18
February 14, 28	August 8, 22
March 14, 28	September 5, 19
April 11, 25	October 3, 17, 31
May 9, 23	November 14, 28
June 6, 20	December 12

# ADVERTISING QUICK REFERENCE GUIDE

THESE RATES ARE CURRENT AT NOVEMBER 2016 BUT ARE SUBJECT TO CHANGE.  
PLEASE NOTE THESE RATES ARE IN AUSTRALIAN DOLLARS AND DO NOT INCLUDE GST OR AGENCY FEES.

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>	Inside Front Cover (Double Page Spread)	\$2,600	\$7,000	\$11,000	\$20,000	420 mm (w) x 270 mm (h) + 5 mm bleed	Print ready PDF
	Inside Front Cover (Single Page)	\$1,450	\$4,000	\$6,700	\$13,500	210 mm (w) x 270 mm (h) + 5 mm bleed	
	Outside Back Cover	\$1,500	\$4,100	\$6,750	\$13,250		
	Inside Back Cover	\$1,400	\$3,950	\$6,600	\$13,000		
	Internal Double Page Spread	\$2,400 (mono \$1,600)	\$6,500	\$10,000	\$19,000	420 mm (w) x 270 mm (h) + 5mm bleed	
	Full Page	\$1,200 (mono \$800)	\$3,100 (mono \$2,200)	\$4,500 (mono \$3,500)	\$9,999 (mono \$7,000)	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	\$500 (mono \$330)	\$1,300 (mono \$900)	\$2,200 (mono \$1,550)	\$4,200 (mono \$3,000)	82 mm (w) x 110 mm (h)	
	1/6 Page	\$330 (mono \$280)	\$900 (mono \$790)	\$1,500 (mono \$1,200)	\$2,900 (mono \$2,100)	175 mm (w) x 35 mm (h)	
	1/12 Page	\$170 (mono \$50)	\$400 (mono \$110)	\$700 (mono \$200)	\$1,300 (mono \$350)	55 mm (w) x 57.5 mm (h)	

ABR Online/ABR website	Position	1 Month	2 Months	Dimensions	Format
 <p>17,000 + unique users per month 22,000 + hits per month 48,000+ page views per month</p>	Premium Banner Advertisement (exclusive)	\$750	\$1,250	540 px (w) x 100 px (h)	.jpeg, .gif
	Standard Side Panel Advertisement	\$300	\$500	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)	

E-News e-bulletin	Position	Per ad	Dimensions	Format
<ul style="list-style-type: none"> <li>- Sent out to promote the publication of each issue.</li> <li>- Prizes, events, giveaways, and magazine content.</li> </ul>	9,400 + Subscribers	\$500	600 px (w) x 200 px (h)	.jpeg
	Top	\$300		

ABR Arts e-bulletin	Position	Per ad	Dimensions	Format
<ul style="list-style-type: none"> <li>- Sent out fortnightly to promote new ABR Arts content.</li> <li>- Open access reviews of theatre, opera and music, films, exhibitions, and other arts commentary.</li> </ul>	7,200 + Subscribers	\$500	600 px (w) x 200 px (h)	.jpeg
	Top	\$300		