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# *Australian Book Review*

*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, 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, Film and Television, Arts, Poetry**, and the April 2018 **400th Birthday** issue.

*ABR* has an extensive range of programs and offers **three prestigious annual international prizes**:

- The *ABR* Elizabeth Jolley Short Story Prize (worth \$12,500)
- The Peter Porter Poetry Prize (worth \$8,500)
- The Calibre Essay Prize (worth \$7,500)

Through the Calibre Essay 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* 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.

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)

'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

# Readership & Demographics

*ABR* 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.

*ABR* 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 Australia's literary and arts culture, with 81% attending literary festivals and events and nearly all of them regularly visiting libraries, bookshops, galleries, and museums.

## Demographics

**58%** of *ABR* readers 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  
**70%** say *ABR* influences their book-buying

**32%** earn over \$100,000 p.a.  
**68%** have postgraduate qualifications



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

## Readership & Web presence

*ABR* has a strong and vibrant digital presence. 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 Essay Prize, and the *ABR* Elizabeth Jolley Short Story Prize.

### Print & Online

**100,000+** readership\*  
**26,000+** hits per month  
**54,000+** page views per month  
**21,500+** unique users per month

### EDMs

**10,000+** e-News subscribers  
**8,000+** *ABR Arts* subscribers

### Social Media

**10,700+** likes on Facebook  
**10,000+** followers on Twitter

Source: *ABR* Readership Surveys 2015–16, Google Analytics monthly figures for October 2017 and annual figures for 2015-17.  
\*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.’

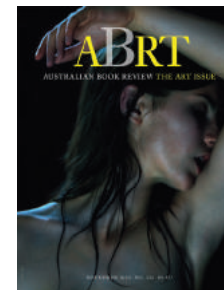
Readership survey respondent

‘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

‘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 and rates.

## SPECIAL ISSUES

**Poetry** (March) featuring the poems shortlisted in the Porter Prize

**400th Birthday** (April) featuring the Calibre Prize essay & other special features

**Film and Television** (May) including a survey and other themed content

**Fiction** (August) featuring the Jolley Prize shortlisted stories

**Arts** (November) featuring ‘Arts Highlights of the Year’

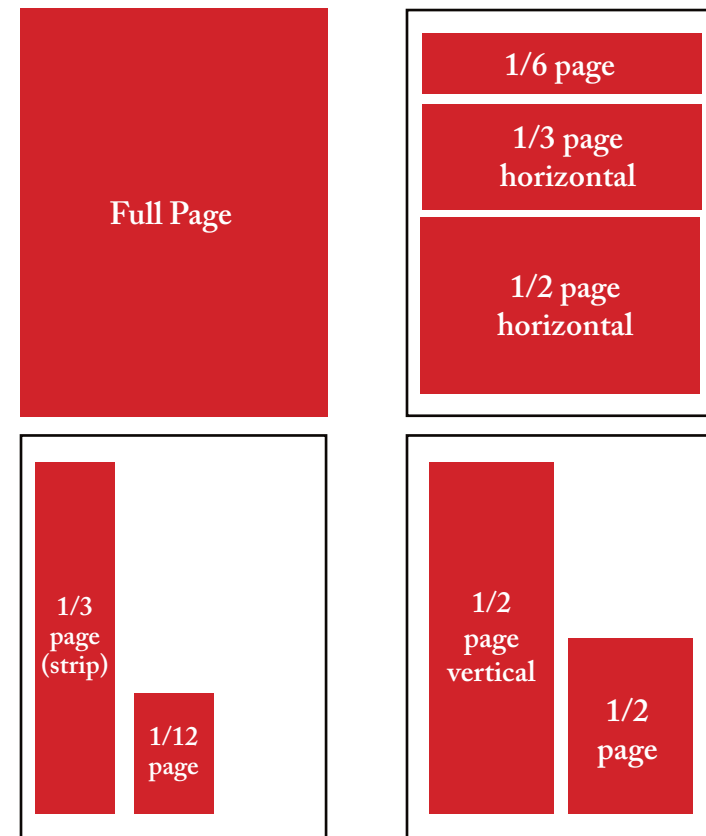
**Summer Reading** (December) featuring ‘Books of the Year’

## LAYOUT & SPECIFICATIONS

<b>double page spread*</b>	420 mm (w) x 270 mm (h)
<b>full page*</b>	210 mm (w) x 270 mm (h)
<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 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)

**FOR PRINT ADVERTISING RATES, SEE PAGE 9**



# 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.

**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

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.

**THESE RATES ARE CURRENT AT JANUARY 2018 BUT ARE SUBJECT TO CHANGE. PLEASE NOTE THESE RATES ARE IN AUSTRALIAN DOLLARS. THEY DO NOT INCLUDE GST OR AGENCY FEES.**



## 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.

**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.



## 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.

**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.

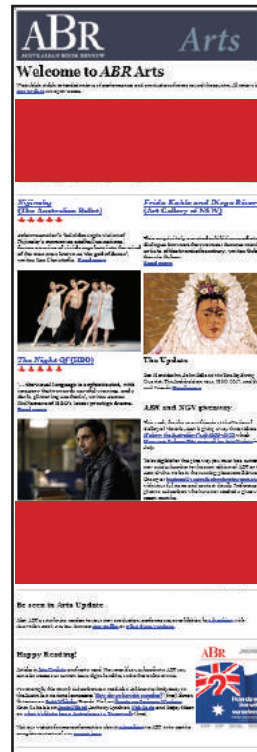
# EDM Advertising



## 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.

**Deadlines:** These newsletters are sent out on the 1st of the month and 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.



## 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.

**Deadlines:** These newsletters are sent out fortnightly. 2018 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)

## ABR ARTS 2018 SEND DATES

January: 30  
February: 13, 27  
March: 13, 27  
April: 10, 24  
May: 8, 22  
June: 5, 19

July: 3, 17  
August: 14, 28  
September: 11, 25  
October: 9, 23  
November: 7, 20  
December: 4

## RATES AND SPECIFICATIONS (ABR ARTS AND E-NEWS)

**Price:** \$600 for the advertisement in the top position, \$500 for the advertisement in the lower position (NB: maximum of two ads per newsletter)

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

**Dilan Gunawardana | Deputy Editor (Digital)**

T: (03) 9699 8822

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

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


ABN 21 176 539 338




# Advertising Quick Reference Guide

THESE RATES ARE CURRENT AT JANUARY 2018 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>	<b>Inside Front Cover (Double Page Spread)</b>	\$2,600	\$7,000	\$11,000	\$20,000	420 mm (w) x 270 mm (h) + 5 mm bleed	Print ready PDF
	<b>Inside Front Cover (Single Page)</b>	\$1,450	\$4,000	\$6,700	\$13,500	210 mm (w) x 270 mm (h) + 5 mm bleed	
	<b>Outside Back Cover</b>	\$1,500	\$4,100	\$6,750	\$13,250		
	<b>Inside Back Cover</b>	\$1,400	\$3,950	\$6,600	\$13,000		
	<b>Internal Double Page Spread</b>	\$2,400 (mono \$1,600)	\$6,500	\$10,000	\$19,000	420 mm (w) x 270 mm (h) + 5mm bleed	
	<b>Full Page</b>	\$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	
	<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>	\$500 (mono \$400)	\$1,300 (mono \$1,100)	\$2,200 (mono \$1,800)	\$4,200 (mono \$3,200)	82 mm (w) x 110 mm (h)	
	<b>1/6 Page</b>	\$350 (mono \$300)	\$975 (mono \$800)	\$1,650 (mono \$1,400)	\$3,100 (mono \$2,750)	175 mm (w) x 35 mm (h)	
<b>1/12 Page</b>	\$170 (mono \$100)	\$400 (mono \$275)	\$700 (mono \$450)	\$1,300 (mono \$900)	55 mm (w) x 57.5 mm (h)		

ABR Online/ABR website	Position	1 Month	2 Months	Dimensions	Format
 <p><b>21,500 + unique users per month</b> <b>26,000 + hits per month</b> <b>54,000+ page views per month</b></p>	<b>Premium Banner Advertisement (exclusive)</b>	\$750	\$1,250	540 px (w) x 100 px (h)	.jpeg, .gif
	<b>Standard Side Panel Advertisement</b>	\$300	\$500	200 px (w) x 400 px (h)	
	<b>Homepage Central Banner Advertisement</b>	\$350 (or \$250 rotation)	\$600 (\$450 rotation)	435 px (w) x 150 px (h)	
	<b>Homepage Side Panel Advertisement (exclusive)</b>	\$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> <p><b>10,000+ Subscribers</b></p>	<b>Top</b>	\$600	600 px (w) x 200 px (h)	.jpeg
	<b>Lower</b>	\$500		

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> <p><b>8,000+ Subscribers</b></p>	<b>Top</b>	\$600	600 px (w) x 200 px (h)	.jpeg
	<b>Lower</b>	\$500		