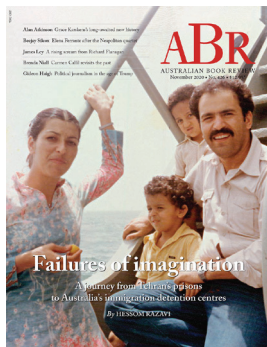


# ABR

AUSTRALIAN BOOK REVIEW

## Media Kit 2022



‘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

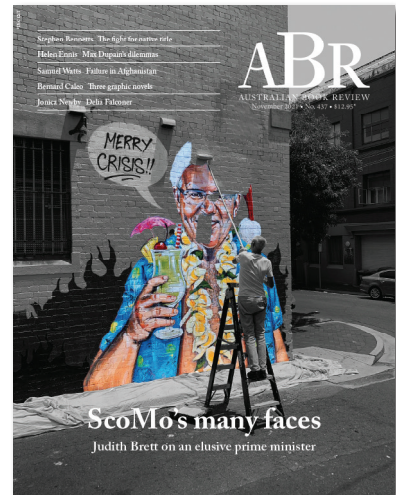
[abr@australianbookreview.com.au](mailto:abr@australianbookreview.com.au)

# 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 eleven times a year and new online content appears weekly.

The magazine has a strong and vibrant digital presence. Our website is the home of *ABR*'s digital edition as well as our 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* also presents a popular weekly podcast that highlights the best new writing from the magazine alongside interviews, creative writing and other special features.



## Readership and influence

### Website

950,000+ page views per year  
393,000+ unique visitors per year

### EDM subscribers

17,900+ New issue highlights (eNews)  
15,000+ *ABR* Highlights  
*Book of the Week*  
*From the Archive*  
*The ABR Podcast, etc.*  
16,200+ *ABR* Arts

### Print and digital edition

50,000+ readership\*  
41,000+ hits per month

### Social Media

13,500+ Facebook  
15,400+ Twitter  
4,800+ Instagram

Sources: Twitter, Facebook, Joomla, Google Analytics 2015–22. \*Estimated figure based on online and print audiences. Last updated 3 August 2022.

# 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 (prior to 2020):

- **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 7*

Eleven issues per year	The January/February issue is 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

**Essay Prize** | May and June issues

- Featuring the winning Calibre Prize Essays

**Fiction Prize** | August

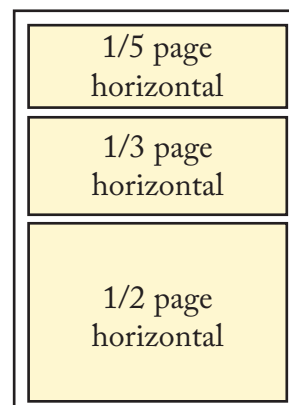
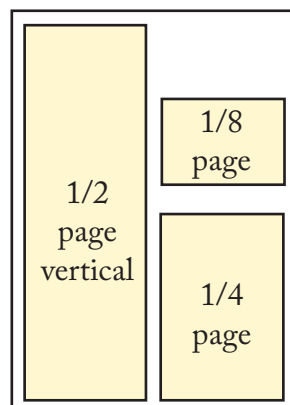
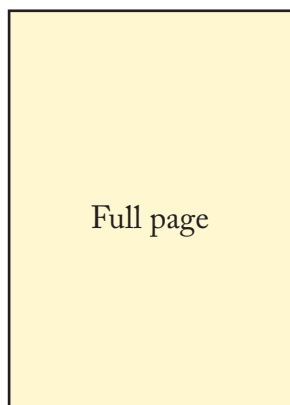
- Featuring the Jolley Prize shortlisted stories

**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 7*

## 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

600 px (w) × 300 px (h) to be supplied as a .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

17,900+ subscribers | *Sent out eleven times a year to promote new issues of ABR.*

Two banner advertising spaces per EDM

#### Highlights (Book of the Week, From the Archive, The *ABR* Podcast etc.)

15,000+ subscribers | *Sent out regularly to promote major new and archival content.*

One banner advertising space per EDM

#### *ABR* Arts

16,200+ 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.**



# Audio Advertising

*Rates and specifications available on the Rate Card on page 7*

## Podcast advertisements

*ABR* presents a popular weekly podcast featuring interviews, highlights from the magazine, creative writing and more. Audio advertising spots are now available.

The *ABR* Podcast is available to stream now on all the major podcast apps.

### Thirty second spot

75 to 85 words in length

### One minute spot

150 to 170 words in length

### Submissions

Podcast advertisements can be sent to *ABR* as scripts for *ABR* staff to read and record, or as prepared audio files (WAV format preferred)

### Special introductory offers available for a limited time

#### Audio + EDM package one:

1 x thirty second audio spot @ \$150 (RRP \$200)  
+ 1 x Podcast EDM banner ad @ \$550 (RRP \$600)  
Total: \$700 (RRP \$800)

#### Audio + EDM package two:

1 x one minute audio spot @ \$250 (RRP \$300)  
+ 1 x Podcast EDM banner ad @ \$550 (RRP \$600)  
Total: \$800 (RRP \$900)

## The *ABR* Podcast

‘This is a breath of fresh air. Each episode offers a snapshot into Australia’s literary scene, review culture and arts world. Highly recommended.’

Astrid Edwards, *The Garrett Podcast*

# Rate Card

Please note these rates are current at 3 August 2022 but are subject to change.

Rates are in Australian dollars and do not include GST or agency fees/commissions.

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

Digital and audio advertisements to be supplied in required formats to [abr@australianbookreview.com.au](mailto:abr@australianbookreview.com.au)

<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 185 mm (w) x 110 mm (h)	\$900 \$650 mono	\$2,400 \$1,700 mono	\$4,100 \$2,950 mono
1/3 Page 185 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)	\$600 \$450 mono	\$1,700 \$1,250 mono	\$2,800 \$2,150 mono
1/5 Page 185 mm (w) x 45 mm (h)	\$450 \$400 mono	\$1,250 \$1,100 mono	\$2,150 \$1,800 mono
1/8 Page 90 mm (w) x 60 mm (h)	\$300 \$250 mono	-	-
<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 / eNews .jpeg   600 px (w) x 300 px (h)	\$600	\$500	
ABR Arts .jpeg   600 px (w) x 300 px (h)	\$600	\$500	
Highlights (Book of the Week, From the Archive, etc.) .jpeg   600 px (w) x 300 px (h)	\$600	-	
<b>Podcast Advertising</b>	<b>x1</b>	<b>x3</b>	<b>x5</b>
30 second audio spot 75 to 85 word script or 30 second recording (WAV format preferred)	\$200	\$500	\$800
One minute audio spot 150 to 170 word script or one minute recording (WAV format preferred)	\$300	\$700	\$1200

# For all advertising enquiries please contact

**Amy Baillieu**

Deputy Editor

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