

# Australian **Self-Publisher**

by Thorpe-Bowker

## **DIGITAL** MEDIA KIT 2018



Reach self-publishers, writers, authors, and readers in Australia and overseas with an advertisement in ***Australian Self-Publisher.***



# Australian Self-Publisher: key facts

- *Australian Self-Publisher* newsletter keeps readers up to date with the latest self-publishing news
- *Australian Self-Publisher* newsletter is published monthly to over 11,500 individual subscribers
- Subscribers are engaged: the *Australian Self-Publisher newsletter* has an average open rate of 23% (industry average: 17%) and an average click rate of 4% (industry average: 3.6%)
- *Australian Self-Publisher* website has more than 16,000 unique page views per month with an average of 9000 unique visitors



***Get your titles in front of a wide range of readers in the industry***



***Promote your publishing services to authors***

## Reader feedback

***‘Your first edition was very informative. Well done, keep it up.’***

***‘Thanks for the great resource. Keep it coming.’***

***‘Your newsletter is a wonderful idea and long overdue.’***

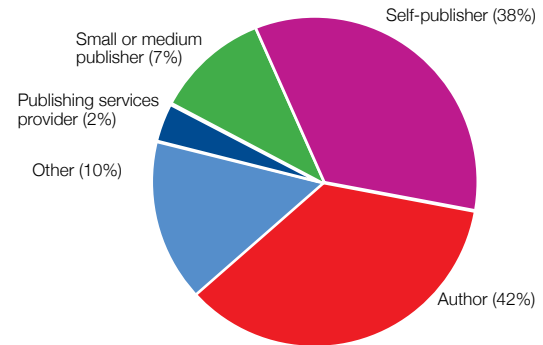
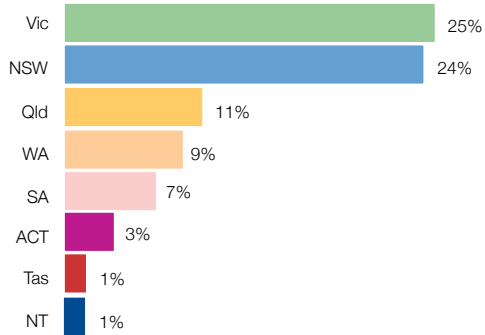
***‘I look forward to this newsletter developing into an industry niche par excellence!’***

***‘Being alerted to opportunities to get published work in front of readers would be amazing. The USA has BookBub. What does Australia have to help us find readers? Thank you! Newsletter is a great idea.’***

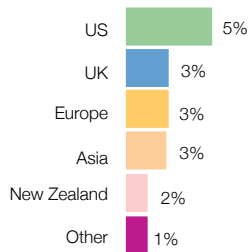
# Australian Self-Publisher: audience

*Australian Self-Publisher* reaches an audience of self-publishers, authors, small to medium publishers, publishing services providers, and other people interested in books.

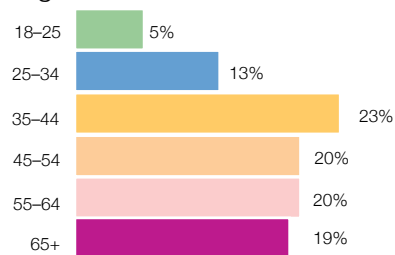
## Location **Australia**



## World



## Age



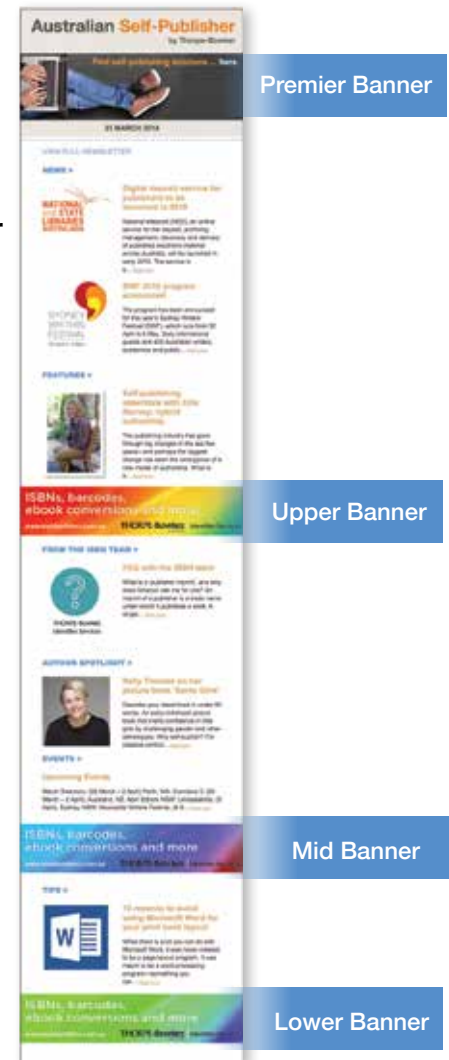
# Australian Self-Publisher: ad selection

Website



Newsletter

- An advertisement runs in one monthly newsletter and for a full month on the website
- Four display advertising options are available each week across a range of prices



Premier Banner

Upper Banner

Mid Banner

Lower Banner

# Australian Self-Publisher: ad rates

PUBLICATION	AD TYPE	DURATION	DIMENSIONS	PRICE
<b>Australian Self-Publisher newsletter and website</b>	<b>Premier banner</b>	1 month	W 500 x H 150 pixels	\$1650
	<b>Upper banner</b>	1 month	W 500 x H 110 pixels	\$950
	<b>Mid banner</b>	1 month	W 500 x H 110 pixels	\$650
	<b>Lower banner</b>	1 month	W 500 x H 110 pixels	\$350
	<b>Service Directory listing</b>	1 month	Info required: Company logo (W 150 x H 150 pixels), company name, link to company service online, address, phone number and email.	\$300
	<b>Title Showcase</b>	1 month	Info required: Book cover (W 400 x H 600 pixels), publisher name, book title, author name, book price, genre, ISBN, distributor contact, and blurb.	\$300

*All prices include GST*

# Australian Self-Publisher: ad specs

## Booking and material deadline

Material deadline for display advertising is 5pm AEST on the Friday prior to publication. Extensions can be accommodated subject to prior notification and approval by the advertising sales manager. If you do not supply material by the agreed deadline, you will be invoiced for the full amount and forfeit your ad.

The booking deadline for *Australian Self-Publisher newsletter* display ads is seven working days prior to publication. Cancellation after that date is not permitted.

Banner artwork can be submitted to: [advertising@thorpe.com.au](mailto:advertising@thorpe.com.au)

Title Showcase and Service Directory Listings can be submitted to: [australianselfpublisher@thorpe.com.au](mailto:australianselfpublisher@thorpe.com.au)

## Advertising terms and conditions

All advertising bookings are made subject to Thorpe-Bowker's Advertising Terms and Conditions. These can be obtained from our advertising sales manager.

## Artwork

**Artwork must be supplied to the following specifications:**

**Maximum file size:** 200KB

**File format:** JPG or GIF files. Please note that some email programs such as Outlook will only show the first frame of a GIF animation. Please include the most important information in the first frame of the advertisement.

**Colour setting:** RGB

**Link:** You must provide a link (URL) for your display advertisement to another website (for example, your own website, a dedicated title website or author page).

**Tracking:** If you require link tracking statistics you must submit a request before the ad is placed.

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For further information contact:

### Display advertisements

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### Title Showcase and Service Listings

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