

THE BOOKSELLER

Media Pack

Introduction

The Bookseller has been the book publishing industry's leading business magazine since 1858. We champion the intelligence and analysis of the book trade and are the trusted, primary source for book publishing news as we are featured in bookshops, national media and literary festivals. Our copies are read by publishers, retailers, agents and libraries.

With our Buyer's Guides, Book Fair Dailies, weekly magazines, digital advert spaces and our Jobs in Books site, we offer a plethora of advertising opportunities. Reach out to us and we will make your books, products and services the talk of the town!

The numbers

4,597,048

Users of thebookseller.com

29,000+

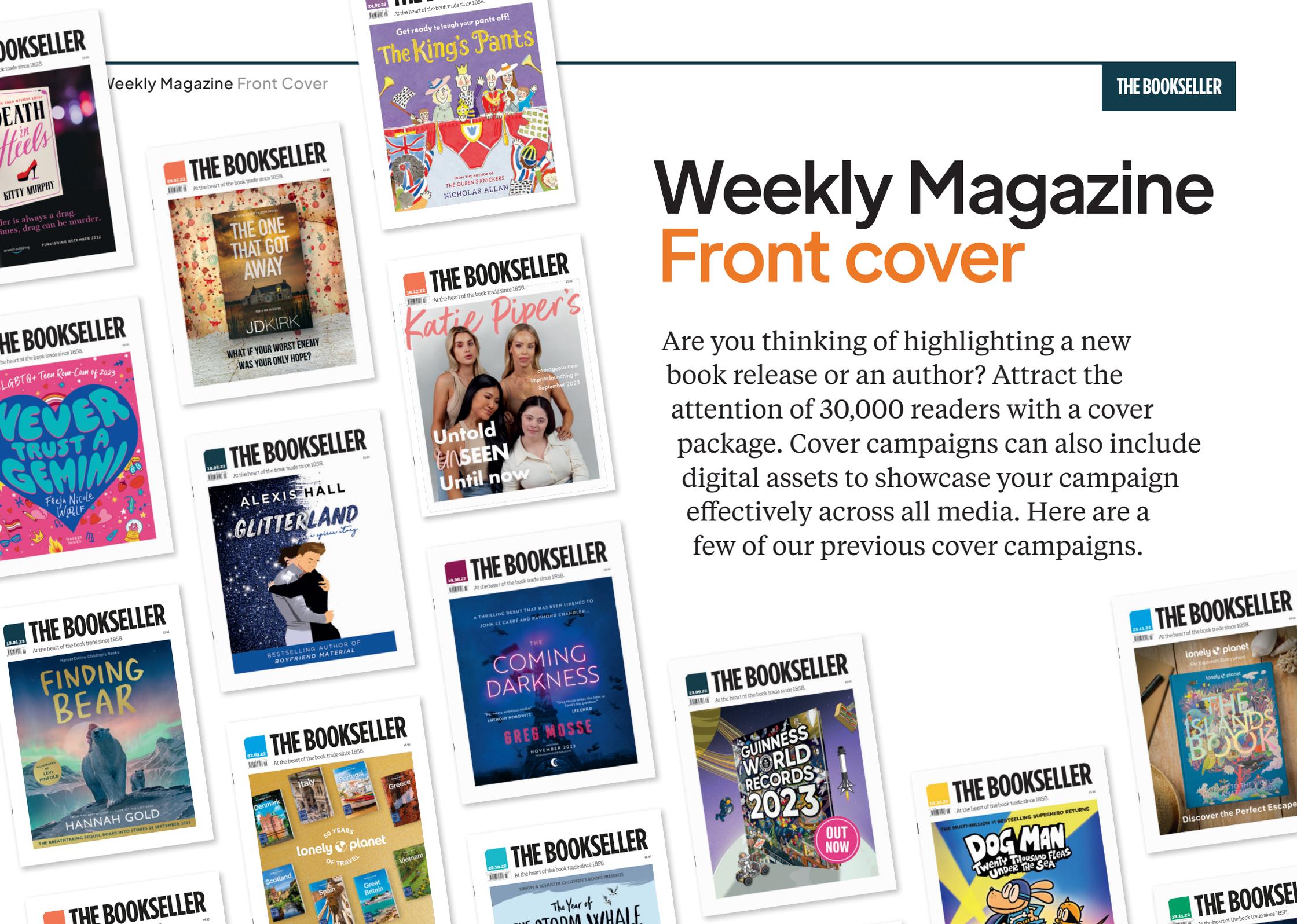
Newsletter recipients



Weekly Magazine Front Cover

Weekly Magazine Front cover

Are you thinking of highlighting a new book release or an author? Attract the attention of 30,000 readers with a cover package. Cover campaigns can also include digital assets to showcase your campaign effectively across all media. Here are a few of our previous cover campaigns.



Weekly Magazine Focuses & Spotlights

Market Focus

A preview of forthcoming books in a given market and an expanded look at the sector. Features-led, they include market analysis, interviews with key players and authors, and opinion pieces.

Country/Regional Focus

Special issues of The Bookseller dedicated to an in-depth exploration of a region's book publishing market.

Category Spotlight

A look at different publishing genres, focused around new titles. They include a preview of forthcoming books and an analysis of the sector.



500+
Bookshops receive print copies*

700+
Bookshops receive digital copies*

*Figures include chain booksellers such as Waterstones, Foyles, Blackwell's and W H Smith

The numbers

83,320,000+

Annual impressions on Twitter

1,615,000+

Annual impressions on Facebook

769,000+

Annual impressions on Instagram



20,800+ Facebook followers

26,800+ Instagram followers

37,000+ LinkedIn followers

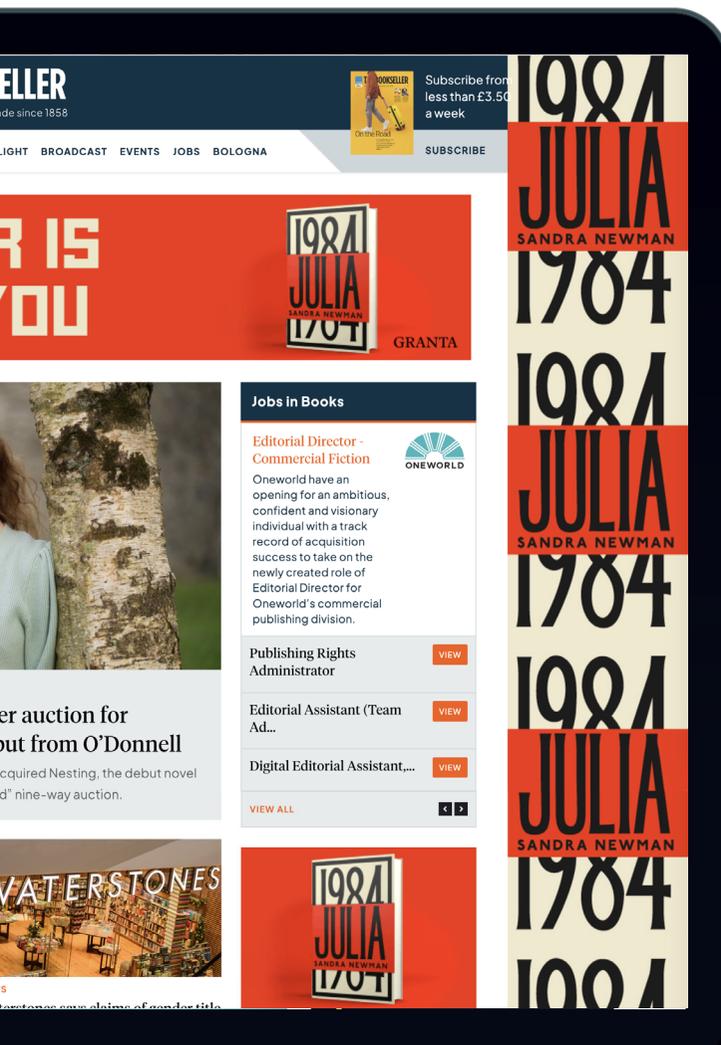
249,000+ Twitter followers

Social Media

Reach out to our followers across social media to highlight upcoming titles, exciting news or updates about your services. Industry professionals across the publishing sector, including booksellers, rights and literary agents, as well as publishers big and small, follow us for the latest news updates. Don't miss the opportunity to have your voice heard!

*Social media statistics via Facebook, Instagram and Twitter from May 2022 to April 2023

Email & Digital Asset Advertising

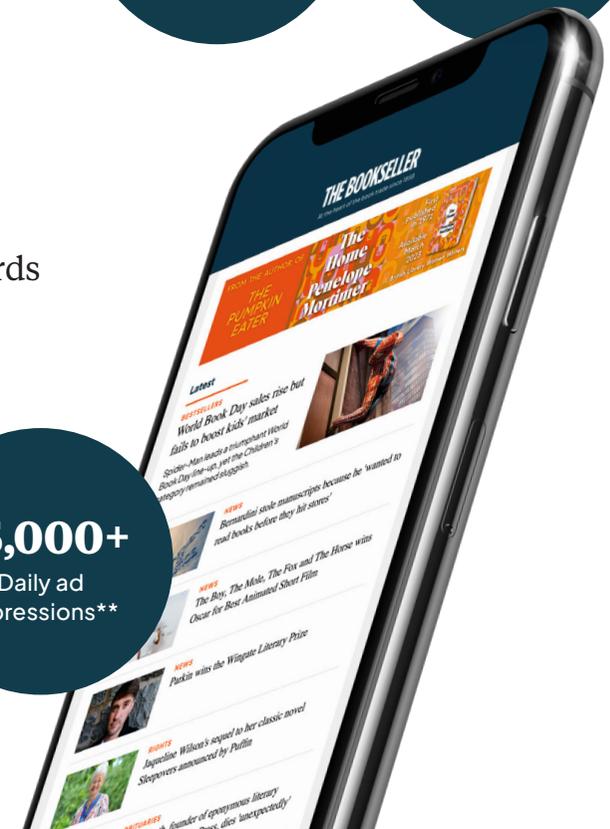


Email advertising

Grab the attention of readers, publishers and bookshops with our daily Morning Briefing email. Sent to over 26,500 subscribers every weekday, we offer Top and Middle Banner slots to highlight single or multiple titles.

Online Digital Assets

Showcase your upcoming titles with a multi-creative online display campaign. Engage subscribers with striking leaderboards and MPUs to promote your book.



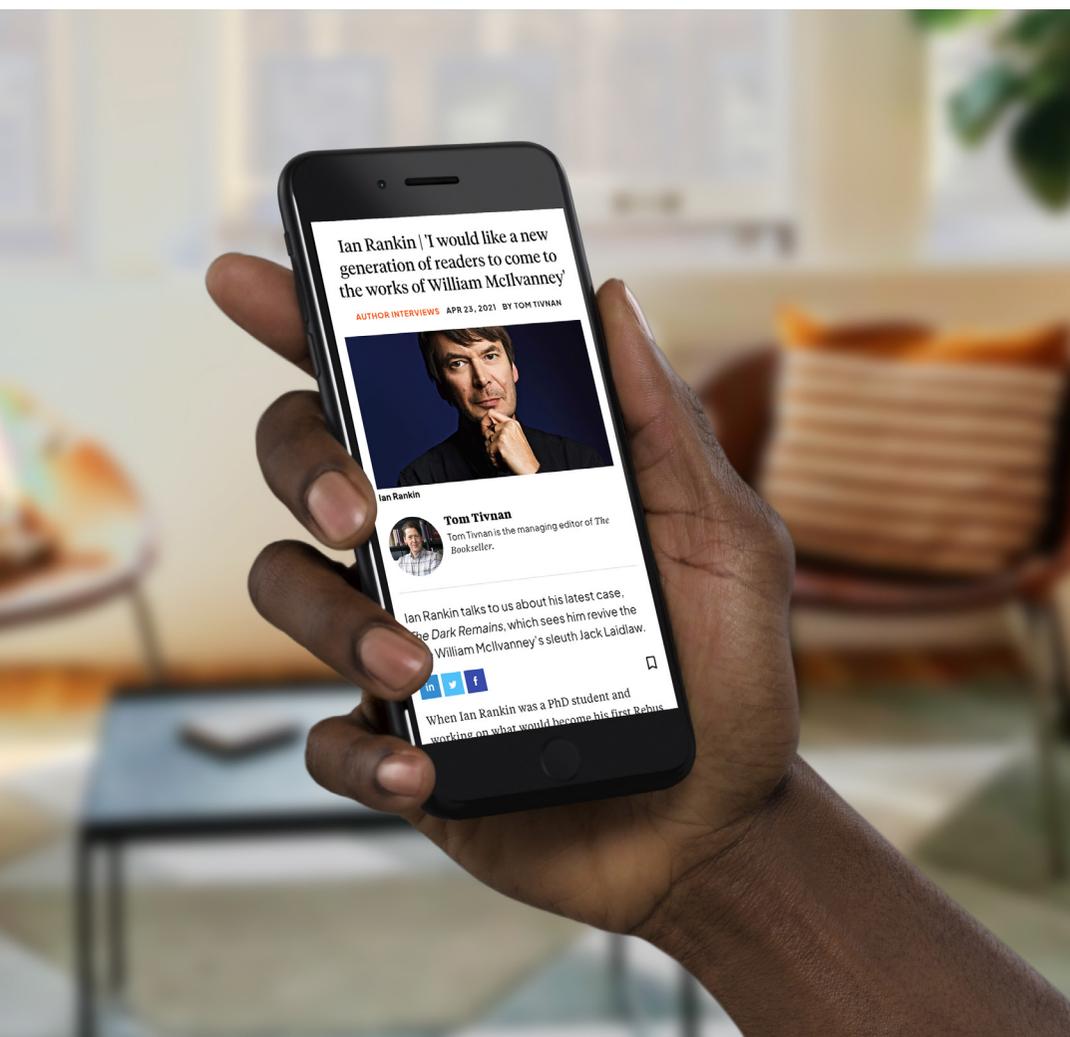
Book Fair Dailies

To prompt meetings, get noticed by international buyers and attract visitors to your stand, our two-pronged show previews and dailies can boost your book fair results in our digital and print editions.

- Bologna Children's Book Fair
- London Book Fair
- Frankfurt Book Fair

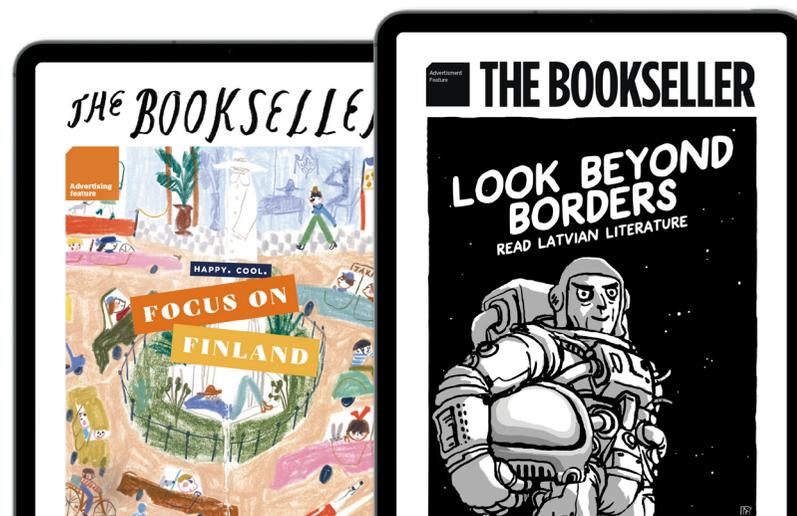


Collaborative Content



Team up with us to create a printed advertorial booklet distributed with The Bookseller, as well as extra copies for you to distribute within your network. Content is written in tandem with a journalist from The Bookseller.

Online advertorial articles (maximum 1,000 words) are also available: your copy, the way you want it.



Rate Card

General Sales

Speak to a member of the team for a custom package and information around how to upgrade your advert with postings across our social media.

ONLINE

Banners, emails, social media

INVENTORY	PRICE
Web banners (150,000 imps) Leaderboard, MPU and Mobile Banner.	£2,000
Web banners (75,000 imps) Leaderboard, MPU and Mobile Banner.	£1,600
Website skin	£2,500
Website Homepage Takeover	£2,000
Morning Briefing Takeover Top, Middle and Bottom banner.	£2,000
Morning Briefing (Top banner)	£950
Morning Briefing (Middle banner)	£800
Social Media (one Tweet)	£250
Social Media (five Tweets)	£1,000

PRINT

Weekly magazine

INVENTORY	PRICE
Front cover package Front cover, Inside front cover, 75,000 digital ad impressions.	£5,775
Double-Page Spread	£3,500
Full Page	£2,400
Half (½) Page (Horizontal or Vertical)	£1,400
Third (⅓) Page (Vertical)	£1,000
Quarter (¼) Page	£850
Footer Strip	£450

PRINT

The Buyer's Guides

INVENTORY	PRICE
Front cover package Front cover, Inside front cover, 75,000 digital ad impressions.	£6,500
Double-Page Spread	£3,500
Section Sponsor Section cover, 2x vertical strip ads, name in section page headers.	£2,750
Full Page	£2,400
Half (½) Page (Vertical)	£1,400
Third (⅓) Page (Vertical)	£1,000
Book jacket	£190

Jobs in Books

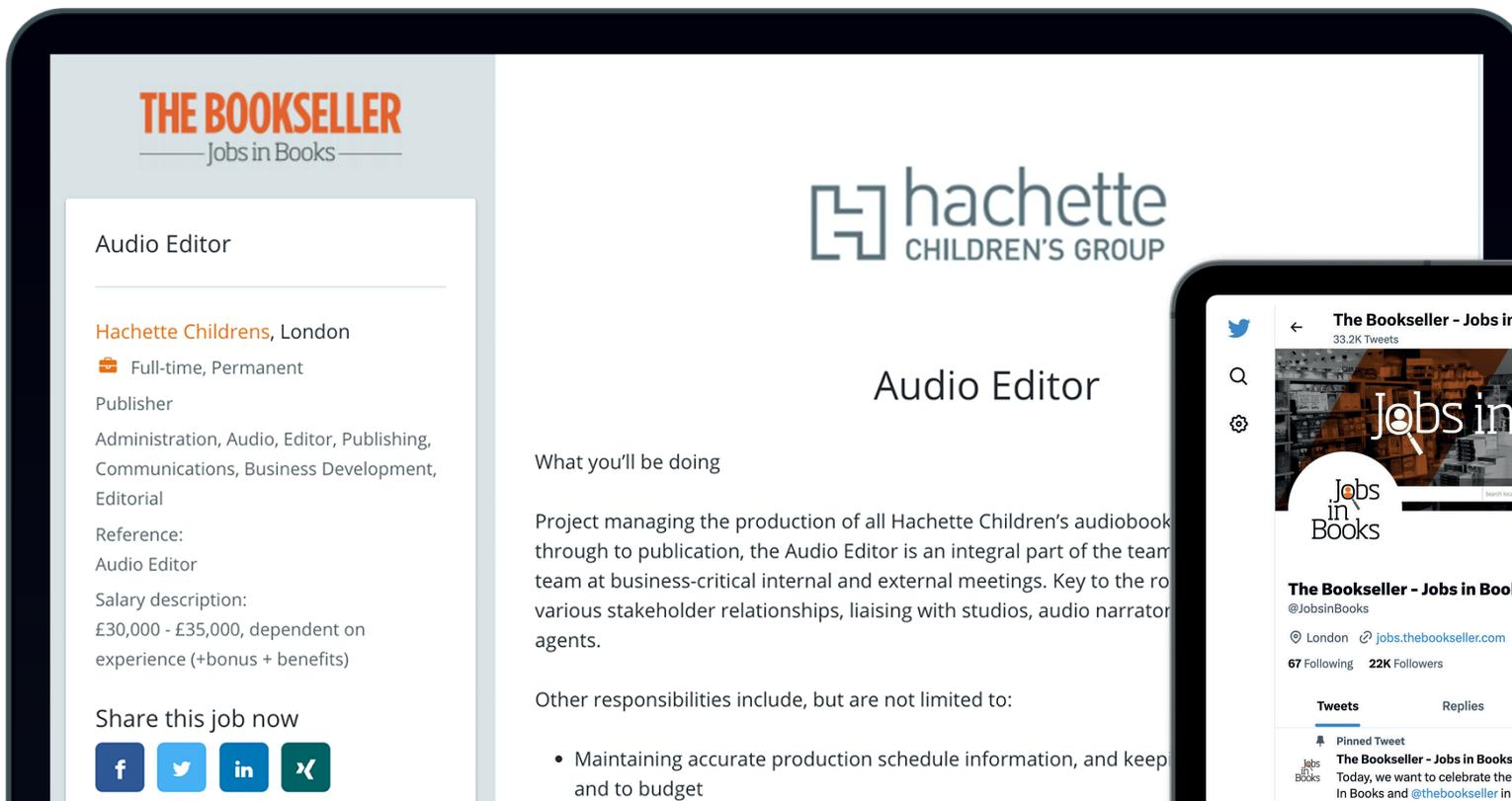
With our wide range of listings from individual job adverts to larger recruitment campaigns, reach and attract the best candidates by featuring your position on **Jobs in Books**, our premier job-finding resource for the book publishing industry. We advertise opportunities at three global book fairs, every week in print via email campaigns and social media.

For more details, queries or a customised package, including multiple listings, contact sasha.mcmullin@thebookseller.com.

445,000+
Jobs in Books users*

2,044,600+
Yearly page views*

18,523
Candidates receiving weekly newsletter**



*Statistics via Google Analytics from Jan to Dec 2022.
**Statistics via Affmo from Jan to Dec 2022.

Rate Card

Jobs in Books

For queries regarding Jobs in Books advertising, contact sasha.mcmullin@thebookseller.com for further information, or call 020 3358 0374.

Print deadlines

Tuesday 2pm
Booking and copy deadline
(space dependent)

Tuesday 5pm
Cancellation deadline

Wednesday 10am
Approval deadline

Friday
Publication day



All online jobs listings come with a Tweet and are included in the Jobs email

INVENTORY	PRICE
<p>Job of the Week</p> <p>Online listing Featured, 1 week.</p> <p>Print/e-edition Job of the Week panel, 1 week</p> <p>Digital Advert on the Jobs in Books website and The Bookseller homepage; advert at the top of weekly jobs email and Morning Briefing email.</p> <p>Social LinkedIn post.</p>	£820
<p>Recommended Listing</p> <p>Online listing Standard, 2 weeks.</p> <p>Print/e-edition Standard panel, 1 week.</p>	£722
<p>Featured Job (One week)</p> <p>Online listing Featured, 1 week.</p> <p>Print/e-edition Featured panel, 1 week.</p> <p>Social LinkedIn post.</p>	£650
<p>Featured Job (Two weeks)</p> <p>Online listing Featured, 2 weeks.</p> <p>Print/e-edition Featured panel, 1 week.</p> <p>Social LinkedIn post.</p>	£850
<p>Standard Listing</p> <p>Online listing Standard, 1 week.</p> <p>Print/e-edition Standard panel, 1 week.</p>	£515
<p>Four-week Listing</p> <p>Online listing Standard, 4 weeks.</p> <p>Print/e-edition Standard panel, weeks 1 & 3.</p>	£900
<p>Internship</p> <p>To advertise an internship, the role must follow our Internship guidelines, available on the Jobs in Books website. Price on application.</p>	£POA

*All rates listed exclude VAT

Production Specifications

Supplying Artwork



Print assets

File format/s PDF

Colour profile CMYK only. No RGB or spot colour

File size If over 8MB, the file should be sent via WeTransfer or similar provider

Image Resolution 300 DPI minimum

Other Multi-page bookings must be supplied as single-page PDFs. Files should not contain transparent elements, with white set to knock-out. Fonts must be embedded and subset.

Digital assets

File Format/s JPEG/GIF only

Colour profile RGB only

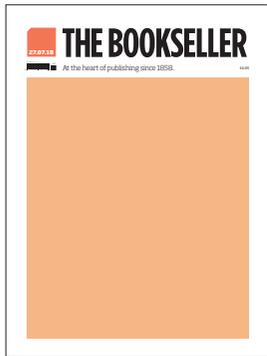
File Size 350KB maximum

Image Resolution 72DPI

Other Clients must provide a URL for their artwork to link to. Artwork can be animated, but some email providers prohibit this, so each frame of your creative should also work in isolation.

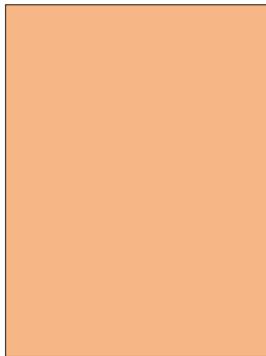
Production Specifications

Weekly Magazine, Book Fair Dailies



Front Cover artwork

Width	194mm
Height	221mm



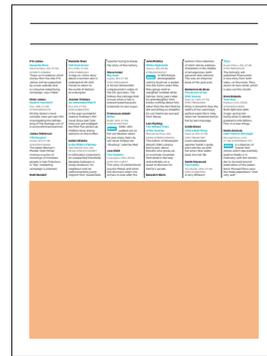
Full page advert

Width	225mm
Height	297mm



Vertical Half (1/2) page

Width	95mm
Height	266mm



Horizontal Half (1/2) page

Width	194mm
Height	132mm



Vertical Third (1/3) page

Width	62mm
Height	266mm



Quarter (1/4) page

Width	95mm
Height	132mm



Footer strip artwork

Width	194mm
Height	32mm

*Full page artwork must be supplied with a 3mm bleed

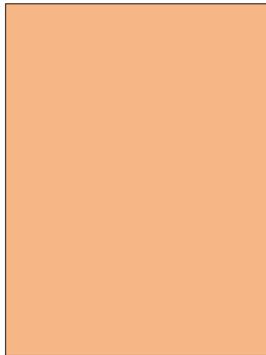
Production Specifications

Buyer's Guides



Front Cover artwork

Width	194mm
Height	221mm



Full page advert*

Width	225mm
Height	297mm

*Full page artwork must be supplied with a 3mm bleed



Section Sponsor Cover page

Width	194mm
Height	230mm



Section Sponsor Vertical strip

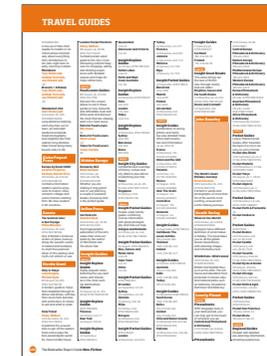
Width	44.6mm
Height	297mm

*Section Sponsor strip adverts must be supplied with a 3mm bleed



Vertical Half (1/2) page

Width	95mm
Height	253.2mm

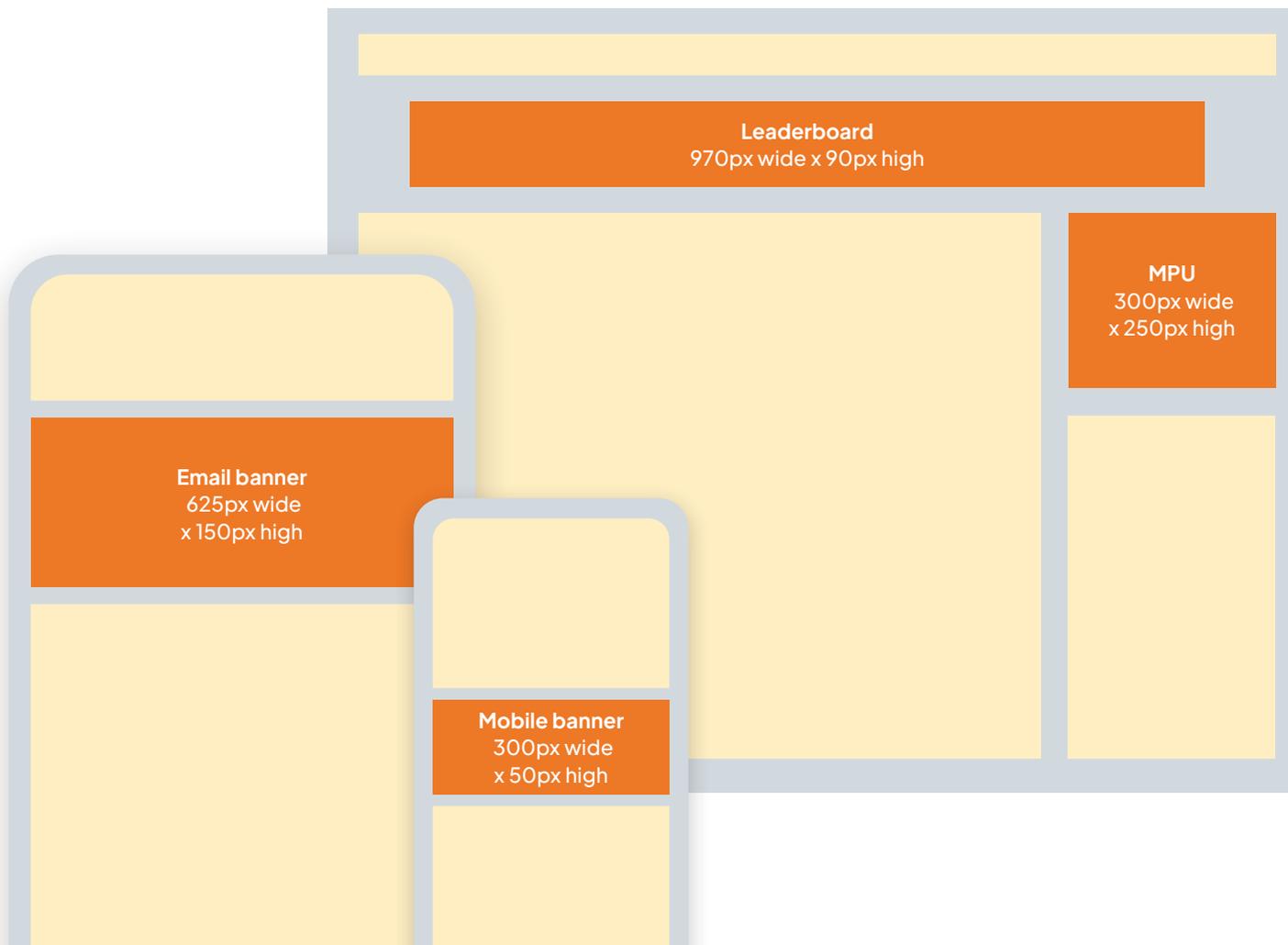


Book Jacket with listing

Jackets must be supplied hi-res (300DPI), in CMYK only—no spot colours

Production Specifications

Online Specifications



Leaderboard		Mobile banner	
Width	970px	Width	300px
Height	90px	Height	50px
MPU		Email banner	
Width	300px	Width	625px
Height	250px	Height	150px
Skin		Large leader	
Width	2,000px	Width	1,280px
Height	1,200px	Height	209px

Artwork must be supplied with a click-through URL.
Maximum file size 100kb. JPG format is preferred.



Contact

Contact Robyn for
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Digital Advertising

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Contact Sasha for
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