



# Media Kit

## 2016

### Good Reading

Highest circulating consumer print + online magazine about books across Australia & New Zealand



### SpineOut

A creative online magazine for and by high school students



### PK mag

A fun, creative and educational online magazine for and by primary school students



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

## Our market is:

- educated
- informed
- cultured
- highly engaged



## AWARD-WINNING eNEWSLETTERS

Targeted at specific markets:

- readers and book clubs
- librarians
- high school teachers
- primary school teachers

Our average **open rate** is **above 40%+**

## HOT PRODUCT

Target our audience with high-impact eFlyers featuring a single product.

## gr PRINT & DIGITAL MAG

|                   |                  |
|-------------------|------------------|
| <b>Readership</b> | 50,000+          |
| <b>Frequency</b>  | Monthly          |
| <b>Format</b>     | Print and online |

Available from:

- bookshops and by direct subscription
- all Qantas, Singapore Airlines and Rex lounges
- professional waiting rooms, hotels and cafes
- writers' and readers' festivals

**83%** OF LIBRARIES SUBSCRIBE TO **gr** IN PRINT AND ONLINE  
(online member access 24/7 from home)

## gr OUR AUDIENCE

**75%** women (approx)

**25%** men (approx)

**84%** of our readers recommend books they've seen in **gr** to others

**62%** of our readers buy 3-6 books a month

**97%** OF OUR READERS PURCHASE BOOKS AND PRODUCTS SEEN IN **gr**

## gr ONLINE

The **gr** website is the place to find any information about books:

- daily book news
- author interviews
- book information
- reviews and ratings
- chapter samples
- book clubs notes
- online bookstore
- videos
- teachers' resources
- library resources
- book clubs
- **gr** archive

## gr SOCIAL MEDIA

- Facebook 13,500+ members
- Twitter 4000+ followers







A popular online magazine for the YA market - high school students.



## SpineOut DIGITAL MAG

- Bi-monthly  
February/March, April/May, June/July, August/September, October/November
- Available from school, municipal library or from home
- No user names and passwords required

## SpineOut OUR AIMS

- To engage students - providing a place for young people to have their creative work published
- To provide opportunities for students to review new books
- To publish the students' reviews and help students find a good book to read

## SpineOut OUR AUDIENCE

- Young adults aged between 12-17
- Public, private and independent schools
- High school teachers across all subjects
- School librarians

## SpineOut MEDIA

- Regular e-newsletters to teachers and librarians including information and resources



## How is SpineOut used?

- By students for interest and enjoyment
- Librarians and teachers use SpineOut to help select books for the school and library
- Garnering ideas and resources for the students and teachers
- Within the library and the classroom - often screened on interactive whiteboards



A popular and fun online magazine for the primary school market



- Bi-monthly  
March/April, May/June, July/August, September/October, November/December
- Available from school, municipal library or from home
- No user names and passwords required



- To engage students - providing a place for young people to have their creative work published
- To provide opportunities for students to review new books
- To publish the students' reviews and help students find a good book to read



- Young readers aged between 7-11
- Public, private and independent schools
- Primary school teachers
- School librarians



- Regular e-newsletters to teachers and librarians including information and resources



## How is PK mag used?

- By students for interest and enjoyment
- Librarians and teachers use PK mag to help them and the students select books for the school and library
- Garnering ideas and resources for the students and teachers
- Within the library and the classroom - often screened on interactive whiteboards



