

WRITERS

VICTORIA

All about writers

Advertising Kit



Snapshot

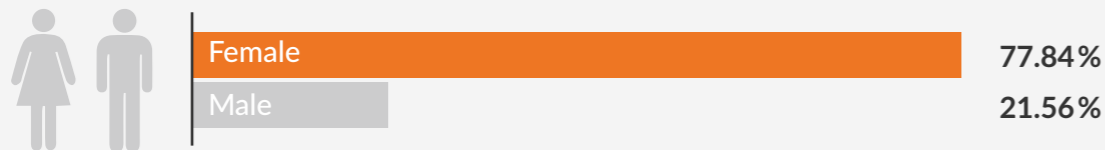
Writers Victoria is all about writing.

With nearly **3300** members, we are the largest organisation supporting Victorian writers. Writers Victoria has been a leading provider of information, resources and skills development for our members and the broader writing community for **28** years. Our diverse annual program continues to deliver targeted professional development and support in response to the needs of our members and participants from all over Victoria (and beyond).

Advertising with Writers Victoria offers the opportunity to reach a targeted audience of writers and readers. Our members are interested in writing as both a hobby and an art form and are actively engaged in a variety of cultural events and are active consumers.

Who are our members?

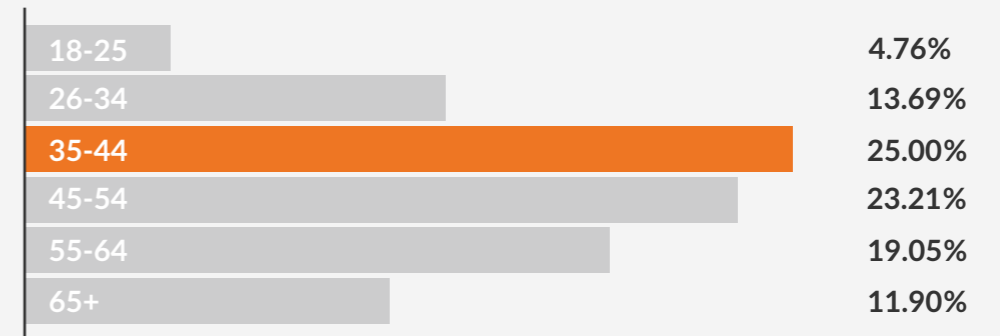
Gender:



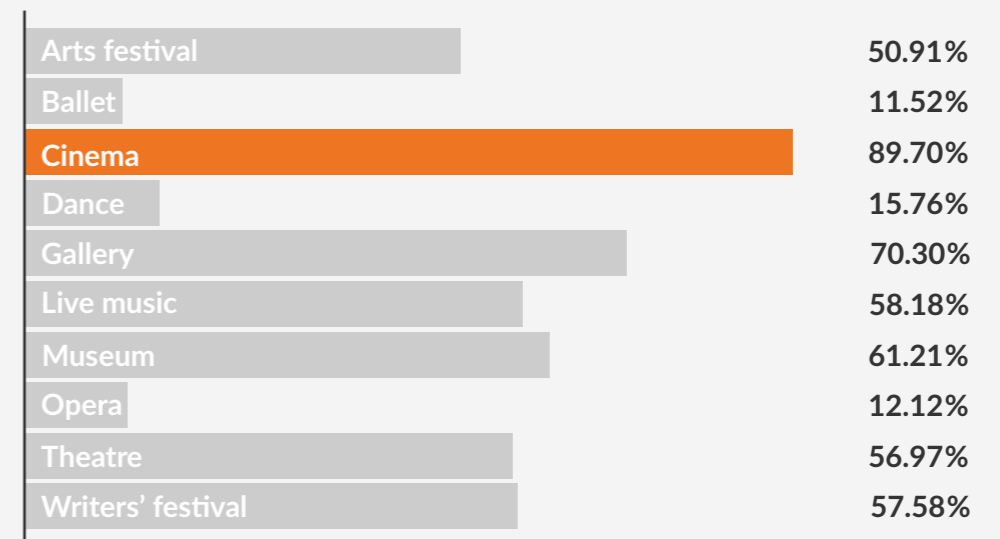
Location:



Age:



Interests:



Print advertising

Program

The Writers Victoria program is the primary resource for our members to access **our exciting courses and events calendar**.

Our program has a print run of **7000** and is delivered straight to our 3300 members across Victoria, as well as to cafes, bookshops and selected arts venues, and all Victorian libraries. It is also prominently displayed and available for free pick up at the Wheeler Centre for Books, Writing and Ideas, which receives over 40,000 visitors per year. The program is released in two seasons (January – June and June – December), with **discounted rates** available for those who purchase advertising across both seasons. **It is also available online.**

Colour, PDF or TIFF at 300 dpi

ADVERTISEMENT SIZE	DIMENSIONS	COST
Half page	135mm wide x 96mm high	\$495
Full page	147mm wide x 212mm high	\$950
Back cover	147mm wide x 212mm high	\$1100

Magazine

The member magazine of Writers Victoria, *'The Victorian Writer'*, is distributed directly to our **3300** members and is continually listed as one of the most valued benefits of membership.

Over **six** editions the magazine promotes and celebrates the work of our members alongside the work of more established writers. Our issues have covered topics including festivals, travel writing, research, the publishing industry, genre writing and writing for children and we have published writers such as *Graeme Simsion, Tony Birch, Sophie Cunningham, Christos Tsiolkas, Clare Wright, Hazel Edwards, Toni Jordan* and *Emily Bitto*.

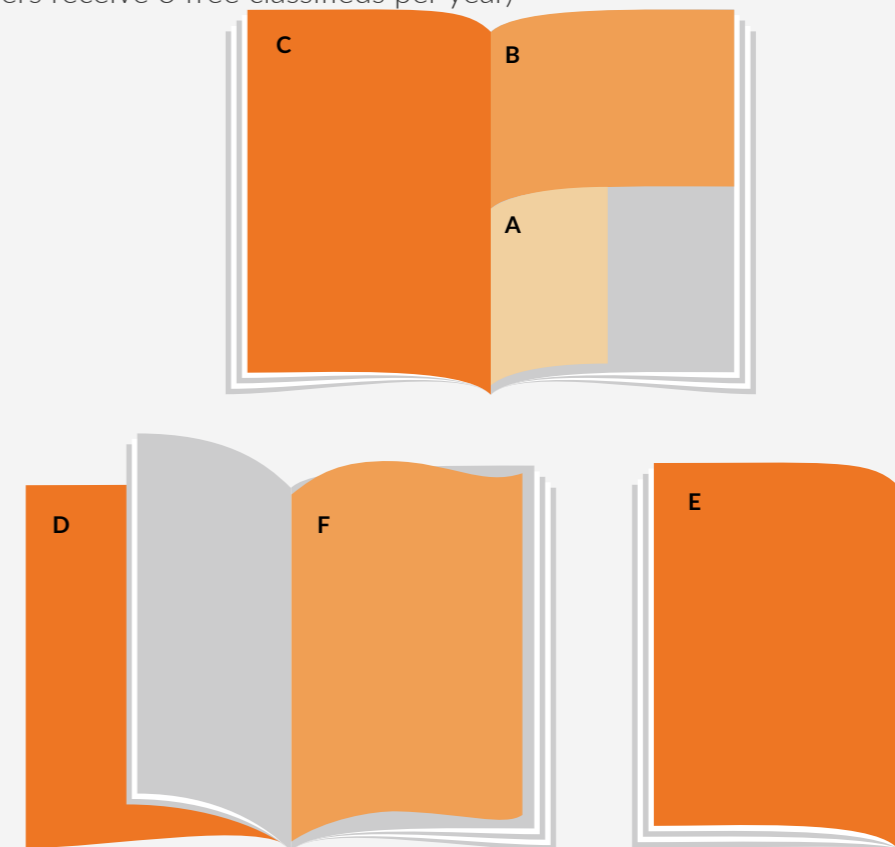
Grayscale, PDF or TIFF at 300 dpi

KEY	ADVERTISEMENT SIZE	DIMENSIONS	COST
A	Quarter page	86mm wide x 130mm high	\$315
B	Half page	179mm wide x 130mm high	\$475
C	Full page	179mm wide x 267 mm high	\$750
D	Inside front cover	179mm wide x 267 mm high	\$900
E	Back cover	179mm wide x 267 mm high	\$1100
F	Magazine insert	Max size 175mm wide x 260mm high	\$630

Discounts apply for multiple bookings.

Magazine classifieds	Maximum 50 words	\$1.10 per word
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(Members receive 3 free classifieds per year)



Online Advertising

Weekly eNews

Our enews is sent weekly to our **3,300** members and is packed with in-depth features, writing news, events, competitions and publishing opportunities. The content in our enews is carefully curated to interest our members and consequently our open rate is more than double the industry standard.

Colour, JPG or TIFF

Graphic ad	290 pixels wide x 200 pixels high	\$250
Editorial ad	Text and image (290 px w x 200 px h)	\$250
Classifieds	50-70 words	\$1.10 per word

(Members receive 3 free classifieds per year)

Website




The Writers Victoria website banner offers prominent placement on our homepage and landing pages, which attract approximately **31,000** views per month. These month-long spaces are colour and fully linkable.

Colour, JPG or TIFF

Homepage	346 pixels wide x 172 pixels high	\$350
Inner landing page	346 pixels wide x 172 pixels high	\$250

Social media support

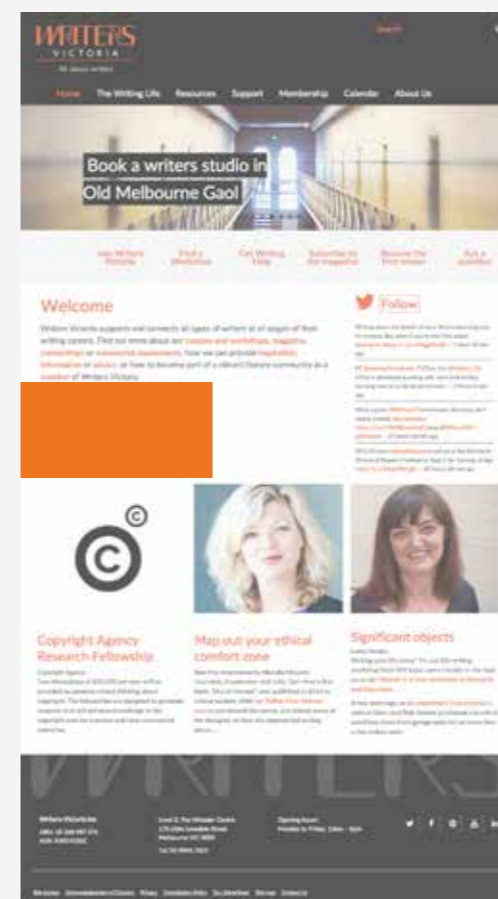
Writers Victoria has a vibrant social media presence. We actively engage with our members and a wider community of writers, artists, arts workers and cultural consumers. We are a trusted industry leader and our social media is the place for news, advice and competitions.

-  Facebook - 10,000+
-  Twitter - 21,000+
-  Instagram - 1200+

1 Facebook, Twitter or Instagram post	\$55
2 posts (can be two of same or combo)	\$80

We reserve the right to edit posts and/or identify them as advertisements.

Website



eNews



Value bundles

Gold bundle



Full-page program + half-page magazine + 2 x eNews + website banner

Price: \$1800 (saving \$475)

Silver bundle



Half-page program + quarter-page magazine + 2 x eNews + website banner

Price: \$1400 (saving \$260)

Bronze bundle



Half-page program + quarter-page magazine + 1 x eNews

Price: \$950 (saving \$110)

Online Advertising Bundles

Purchase any **2 items** of online advertising across the website and/or eNews and receive a **5% discount** on total purchase.

Purchase any **3 items** of online advertising across the website and/or eNews and receive a **10% discount** on total purchase.

Purchase any **4 items** of online advertising across the website and/or eNews and receive a **20% discount** on total purchase.

We can create a package to suit your needs. For a tailored print and online advertising package please contact:

Emma Cayley

03 9094 7841

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