

## **Advertise in *Newswrite***

A unique opportunity to promote your products and services to a engaged audience of writers, readers and the literary community

### **About *Newswrite***

*Newswrite* is a 24-page magazine produced by the NSW Writers' Centre for its members six times a year. It is distributed by post to 3,000+ members in New South Wales as well as key industry stakeholders, government bodies and arts organisations across the country.

### **Editorial Approach**

*Newswrite* is a magazine that encourages and inspires our members to write and get their writing noticed. It aims to open up opportunities to our readership by promoting writing competitions, workshops and events—getting readers and writers familiar with the wider NSW literary community and publishing industry.

The variety of articles in each issue include writers' special feature pieces, interviews with known authors, book reviews, NSW Writers' Centre course information, writing hints and tips, all of which entertain, inform and engage with our readers.

### **Reader Profile**

*Newswrite* readers are highly intelligent, creative and accessible professionals breaking into the literary scene and getting their work recognised and published. Our readership also extends to professional authors who are active in the wider literary community. In a recent survey 13% of members indicated that they had joined the NSW Writers Centre just to subscribe to *Newswrite*. Members are predominantly female, aged 26+ with a median income of \$55,000pa. On average they spend just under \$1,000 each year on writing materials and associated products.<sup>1</sup>

### **Benefits to Advertisers**

Advertisers in *Newswrite* gain access to a community of avid readers and writers, keen to find out about products and services that will help them pursue their interests—who use *Newswrite* as an information source.

Advertising in *Newswrite* gets noticed. Our low advertising to editorial ratio together with the high engagement of readers with the content, ensure your message will be seen.

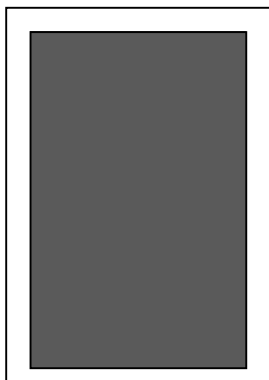
See overleaf for issue dates, sizes, deadlines and rates.

**For more information, or to make a booking, call 02 9555 9757 or email [advertising@nswwc.org.au](mailto:advertising@nswwc.org.au)**

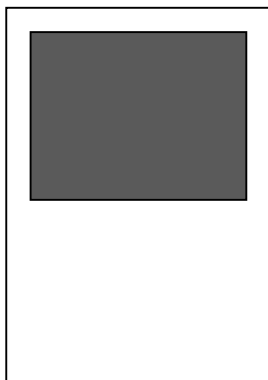
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<sup>1</sup> A more detailed reader profile is available on request

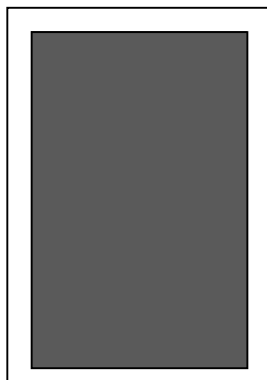
## Newswrite Advertising Rates 2017



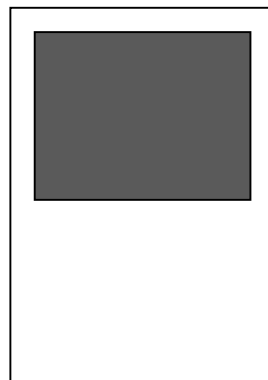
**Back Cover Full Page**  
184mm x 268mm  
Colour Only \$1320



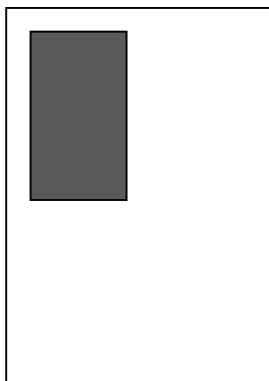
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Colour Only \$725



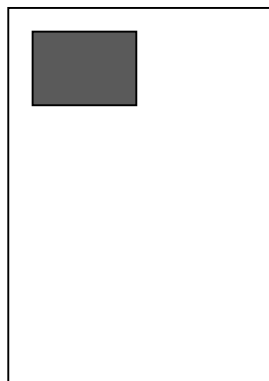
**Full Page IBC & IFC**  
184mm x 268mm  
Colour \$1100



**Half Page**  
184mm x 132mm  
Colour \$605



**Quarter Page**  
90mm x 132mm  
Colour \$365  
Mono \$260



**Eighth Page**  
90mm x 64mm  
Mono \$160



**Inserts**  
A4/A5 ready for insertion \$540  
(Members \$490)  
Brochure inserts: price on application

### DISCOUNTS

NSW Writers' Centre Members receive a 10% discount on *Newswrite* bookings. Book advertising in six consecutive issues and receive a 20% discount.

**All prices include GST.**

### BOOKING DEADLINE

Advertising bookings must be received no later than **one week** prior to the material deadline listed in the *Newswrite 2017 Schedule*.

### MATERIAL DEADLINE

Artwork for each issue must be received by **5pm** on the material deadline date.

Inserts must be received by the Centre no later than **one week** prior to distribution date.

### NEWSWRITE MATERIAL SPECIFICATIONS

Hi resolution (min 300dpi) PDF emailed to [advertising@nswwc.org.au](mailto:advertising@nswwc.org.au)

### NEWSWRITE 2017 SCHEDULE

Issue	Material Deadline	Distribution
Feb-March 2017	12 January	3 February
Apr-May 2017	9 March	31 March
Jun-Jul 2017	11 May	2 June
Aug-Sep 2017	6 July	28 July
Oct-Nov 2017	31 August	22 September
Dec 17-Jan 2018	2 November	24 November

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