

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 four 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.¹

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.

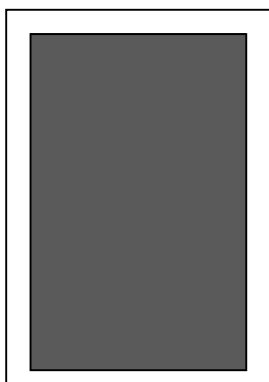
Advertising in *Newswrite* gets noticed. Our low advertising to editorial ratio together with the high engagement of readers with the content, ensure your message will be seen.

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

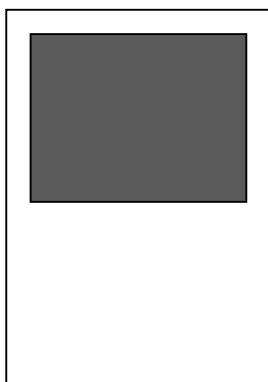
For more information, or to make a booking, call 02 9555 9757 or email advertising@nswwc.org.au

¹ A more detailed reader profile is available on request

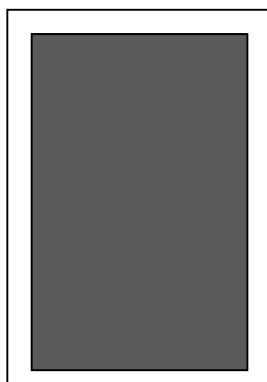
Newswrite Advertising Rates 2018



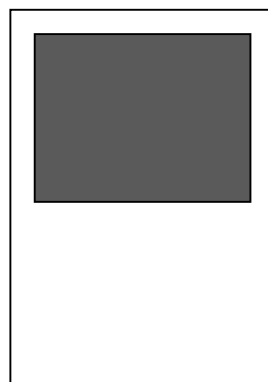
Back Cover Full Page
184mm x 268mm
Colour Only \$1320



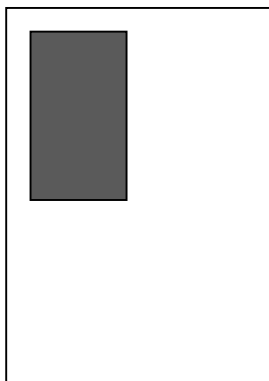
Back Cover Half Page
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Colour Only \$725



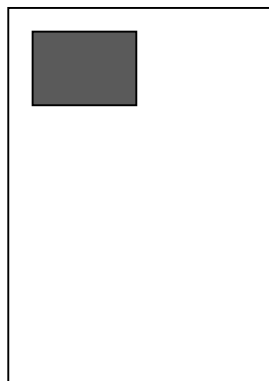
Full Page IBC & IFC
184mm x 268mm
Colour \$1100



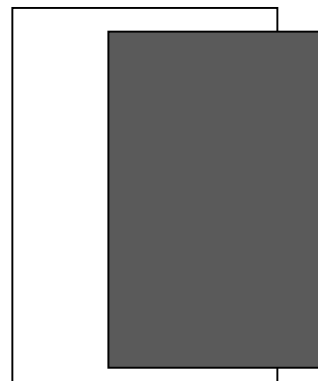
Half Page
184mm x 132mm
Colour \$605



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* 2018 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

High resolution (min 300dpi) PDF emailed to advertising@nswwc.org.au

NEWSWRITE 2018 SCHEDULE

Issue	Material Deadline	Distribution
Mar-Apr-May	25 January 18	23 Feb 18
Jun-Jul-Aug	26 April 18	25 May 18
Sept-Oct-Nov	26 July 18	31 August 18
Dec-Jan-Feb	1 November 18	30 November 18