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

5,016,000+
Users of thebookseller.com

29,700+
Newsletter recipients
The Showstopper Weekly Magazine

Are you thinking of highlighting a new book release or an author? Attract the attention of 25,000 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.
Timely Impact
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
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!
Email & Digital Asset Advertising

Email advertising
Grab the attention of readers, publishers and bookshops with our daily Morning Briefing email. Sent to over 29,000 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.

- 35% Average open rate for email advertising*
- 16% Average click-through rate for email advertising*
- 3,416,098 Total ad impressions**
- 95,000+ Daily ad impressions**

*Statistics via Affino – Campaign Analysis Channel from Jan to Dec 2022. **Statistics via Google Ads from Jan to Dec 2022
Buyer’s Guides

The Bookseller’s Buyer’s Guides list thousands of titles coming out across the UK and Ireland. With two instalments, in the spring and autumn, shine a light on a major new title, a series or your complete range. We have a host of options to suit your needs and budgets, plus the opportunity to sponsor a section, run display advertising or highlight your title with a Buyer’s Guide jacket.
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.
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.

Audio Editor

Hachette Childrens, London
Full-time, Permanent
Publisher
Administration, Audio, Editor, Publishing, Communications, Business Development, Editorial
Reference: Audio Editor
Salary description: £30,000 - £35,000, dependent on experience (+bonus + benefits)

What you'll be doing

Project managing the production of all Hachette Children's audiobooks through to publication, the Audio Editor is an integral part of the team, liaising with various stakeholder relationships, liaising with studios, audio narrators, agents.

Other responsibilities include, but are not limited to:

• Maintaining accurate production schedule information, and keeping on top of and to budget

Audio Editor

458,000+
Jobs in Books users*

2,900,000+
Yearly page views*

23,700
Candidates receiving weekly newsletter**
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**

<table>
<thead>
<tr>
<th>Artwork Type</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover artwork</td>
<td>194mm</td>
<td>221mm</td>
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<tr>
<td>Full page advert</td>
<td>225mm</td>
<td>297mm</td>
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<tr>
<td>Vertical Half (½) page</td>
<td>95mm</td>
<td>266mm</td>
</tr>
<tr>
<td>Horizontal Half (½) page</td>
<td>194mm</td>
<td>132mm</td>
</tr>
<tr>
<td>Vertical Third (⅓) page</td>
<td>62mm</td>
<td>266mm</td>
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<tr>
<td>Quarter (¼) page</td>
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<tr>
<td>Footer strip artwork</td>
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<td>32mm</td>
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*Full page artwork must be supplied with a 3mm bleed*
# Production Specifications

## Buyer’s Guides

<table>
<thead>
<tr>
<th>Artwork Type</th>
<th>Width</th>
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<tbody>
<tr>
<td>Front Cover artwork</td>
<td>194mm</td>
<td>221mm</td>
<td>*Full page artwork must be supplied with a 3mm bleed</td>
</tr>
<tr>
<td>Full page advert*</td>
<td>225mm</td>
<td>297mm</td>
<td>*Section Sponsor strip adverts must be supplied with a 3mm bleed</td>
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<tr>
<td>Section Sponsor</td>
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<td>230mm</td>
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<td>Cover page</td>
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<tr>
<td>Vertical strip</td>
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<td>297mm</td>
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<tr>
<td>Vertical Half (½) page</td>
<td>95mm</td>
<td>253.2mm</td>
<td>*Section Sponsor strip adverts must be supplied with a 3mm bleed</td>
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<tr>
<td>Book Jacket with listing</td>
<td>95mm</td>
<td>253.2mm</td>
<td>Jackets must be supplied hi-res (300DPI), in CMYK only—no spot colours</td>
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</table>
**Production Specifications**

**Online Specifications**

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<table>
<thead>
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<th>Artwork Requirement</th>
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<tr>
<td>Leaderboard</td>
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<td>MPU</td>
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<td>Email banner</td>
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<td>150px</td>
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<td>Mobile banner</td>
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<td>50px</td>
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<td>Skin</td>
<td>2,000px</td>
<td>1,200px</td>
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<tr>
<td>Large leader</td>
<td>1,280px</td>
<td>209px</td>
</tr>
</tbody>
</table>

Artwork must be supplied with a click-through URL. Maximum file size 100kb. JPG format is preferred.
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Contact Mathilde for
Display Advertising,
Digital Advertising

Contact Sasha for
Recruitment