

BOOK **O**CCINO  
NOVEMBER 2020 — *Summer Reading* — ISSUE 3



BOOK **O**CCINO  
DECEMBER 2022 — *Summer Reading*



BOOK **O**CCINO  
DECEMBER 2023 — *Summer Reading Guide*



BOOK **O**CCINO  
June 2025 — *Winter Reading*



BOOK **O**CCINO  
NOVEMBER 2021 — *Summer Reading*



BOOK **O**CCINO  
**2025 READING GUIDES**  
MEDIA KIT



## WE ARE STORYTELLERS

**At Bookoccino we revere the ancient art of storytelling.**

We put books into the hands of humans to encourage reflection, remembrance and a re-framing of the past. We inspire imagination and the confidence to reshape the future with new narratives.

We are deeply enmeshed in and trusted by the Northern Beaches community as a progressive, human-centric business.

The Bookoccino story is a happy one, 32 years in the telling.

It is a tale of innovation, experimentation and devotion. A trusted local institution which traverses the generations and welcomes all walks of life. In our dynamic offering books are complemented by coffee, wine and live music. Our connections to some of Australia's finest authors affords us an opportunity to host some of Sydney's finest events, which we do with an authentic, laboured approach.

Owned by Pulitzer Prize winning journalist Raymond Bonner and his business partner Sally Tabner, Bookoccino attracts a creative, cultured and affluent clientele. We are actively involved in the promotion and preservation of the Northern Beaches as a place of environmental importance and a tourism highlight for the greater Sydney area.

We are pleased to actively work within our community to build new and exciting storytelling opportunities.

We look forward to working with you

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## INSIGHTS

Established in 1992, Bookoccino is an Avalon icon with a strong and stable foundation of customers. We are actively involved in the cultural landscape of the Northern Beaches and work closely with Northern Beaches Council, local schools and community groups to bring story into the heart of public life.

Our reading guides are more than a catalogue for Christmas shoppers.

Our next edition features cover art by Luke Sciberras, alongside interviews with Pulitzer Prize winning art critic Sebastian Smee and children's author Zanni Louise. Our reading guides have a long shelf life and are beautifully designed to offer you a premium production with a strong branding identity.

For the 2025 editions, we will print 20,000 copies and deliver 18,000 of them directly to homes from Collaroy to Frenchs Forest and north to Palm Beach and Terrey Hills. Another 1500 will be dropped to institutions and outlets that align with our culture.

Your advertisement will also be delivered to our highly engaged mailing list of 7.5 thousand with an average open rate of 57%. The Northern Beaches has one of the best demographics of Sydney: well educated, dual income families with strong lifestyle values and good disposable income.

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## SECTIONS

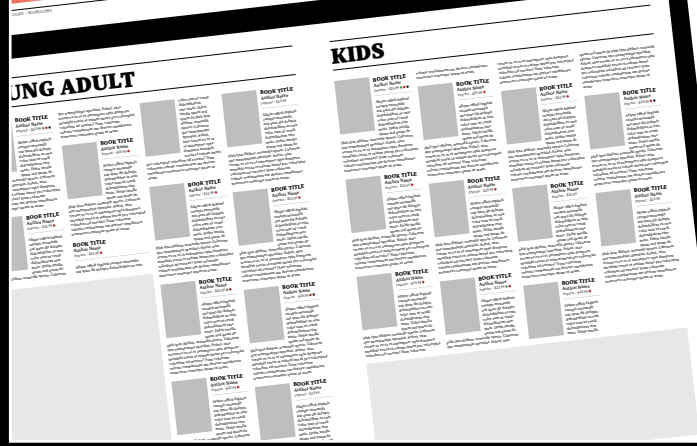
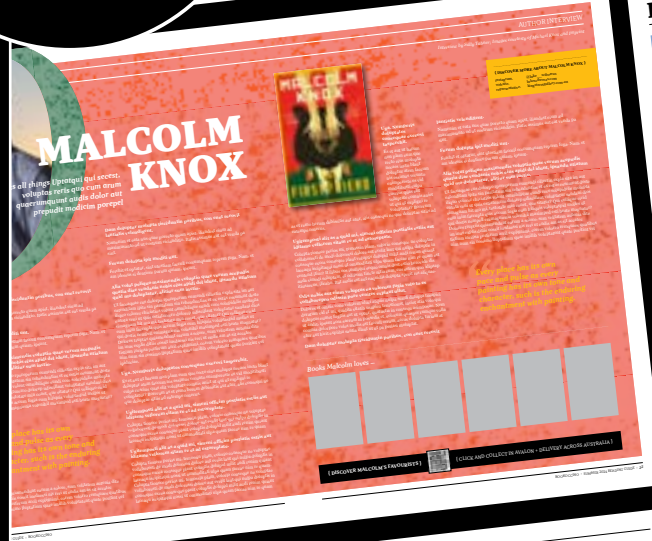
Bookoccino's much-loved Reading Guide is undertaking a re-design, launching this Summer 2024/25.

The staple sections for the 2025 editions will be:

- Welcome
- Best-sellers lists (top 10) – fiction, non-fiction, lifestyle, young adult/kids.
- Author interview – with the Summer edition featuring Sebastian Smee, Pulitzer Prize Winning Art critic and author of Paris in Ruins.
- Artist interview – with the Summer edition cover artist Luke Sciberras.
  - Children's author interview – with the Summer edition featuring Zanni Louise, author of Hazel's Treehouse.
- Bookoccino team favourites – seasonal best reads from our staff.
  - Celebrity author recommendations – favourite reads from Bookoccino's friends.
  - Adult book categories – per genre with sub-divisions
  - Young adults/kids book categories – with sub-divisions
  - Events – past 6 months review, upcoming season series, plus recurring events

## PRINT + DIGITAL

In addition to the much loved printed Reading Guide, from Summer 2024/25 the publication will also be available in a digital format with interactive advertising.





## **ADVERTISER BENEFITS**

All advertising partners receive the following benefits.

**With a single edition booking, advertisers receive:**

- Bookoccino tote bag.
- 50 copies of the reading guide featuring your advertisement.

**With a double edition booking, advertisers receive:**

- Pre-sale event ticket opportunities.
- Bookoccino tote bag.
- 50 copies of the reading guide featuring your advertisement.

**All 2025 advertisers receive:**

- First advertising opportunities in the 2026 reading guides.

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## RATES

Below are the advertising rates for Bookkoccino's 2025 Reading Guides.

Size	Single Edition Price	Double Edition Price
Outside Back Cover – Full Page	\$2,185	\$3,933
Inside Front Cover – Full Page	\$2,185	\$3,933
Internal Full Page	\$1,750	\$3,150
Third Page Vertical (Favourite's section)	\$1,250	\$2,250
Half Page Horizontal	\$950	\$1,710
Quarter Page Vertical	\$475	\$855
Quarter Page Horizontal	\$475	\$855
Eighth Page Horizontal	\$275	\$495

All prices are excluding GST.

Double edition bookings (summer and winter 2025) receive a 10% discount.

Bookings for specific positions available on request; 25% loading is applicable (excludes outside / inside front cover and third page vertical bookings).

## DEADLINES

Below are the deadlines for both of the 2025 editions of Bookkoccino's Reading Guides.

Deadline	2024/2025 Summer	2025 Winter
Booking Deadline	<b>NEW</b> 16th October 2024	21st April 2025
Artwork Deadline	18th October 2024	5th May 2025
Payment Deadline	25th October 2024	12th May 2025

## INTERACTIVE ADVERTISEMENTS

All advertisements from Summer 2024/25 will be interactive in the digital format. A single URL can be embedded into each individual advertisement.

Please supply with final artwork.

## NEW AD OPPS

COMING FOR  
SUMMER 2024/25  
EDITION

### FULL PAGE

258mm wide x 375mm high

*Outside back cover  
Inside front cover  
Internal full page*

### THIRD PAGE VERTICAL

82.5mm wide x 361mm high

*Favourite's section only*

### QUARTER PAGE VERTICAL

126.5mm wide x 180.5mm high

### EIGHTH PAGE HORIZONTAL

126.5mm wide x 90mm high

**AMENDED  
DIMENSIONS**  
FOR QUARTER  
PAGE VERTICAL  
ARTWORK

### QUARTER PAGE HORIZONTAL

258mm wide x 90mm high

### HALF PAGE HORIZONTAL

258mm wide x 180mm high



**NEW  
AD SPECS**

COMING FOR  
SUMMER 2024/25  
EDITION



## **ARTWORK REQUIREMENTS**

**Accepted Files.** All artwork is required as a high-resolution PDF.

**Colours.** Must be CMYK; no RGB or spot colours will be accepted.

**Resolution.** All images must be 300dpi at size they are used in the advertisement.

**Fonts.** Must be embedded or outlined prior to creating PDF.

**Bleed.** Is not required on any sizes.

**Production Marks.** All PDFs must include crop marks and file name. Other production marks are accepted.

**Logos.** To ensure best production outcomes, it is suggested all logos be set as vector files in advertisements.

**Digital Edition URLs.** A single website address / URL is required for each advertisement for the interactive version.

**Supplying Artwork.** All artwork PDF files are to be emailed to [readingguides@bookoccino.com.au](mailto:readingguides@bookoccino.com.au).

## **ARTWORK ASSISTANCE**

If you require assistance to produce your advertisement, Bookoccino's design partner, KRM Design, is available to assist.

Please contact Karina to discuss your needs.

**KRM**

0434 390 456 – [karinamerriman@hotmail.com](mailto:karinamerriman@hotmail.com)

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— BOOKS WINE COFFEE —

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*we're more than a bookstore*

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– **sign up for our weekly newsletter** –