

Bookse/ers
Aotearoa New Zealand

SUMMER READING GUIDE

2025/26
SUBMISSIONS
ARE OPEN!

The 2024–25 guide
spotlighted *The Bookshop
Detectives*... will your book
be this years' design feature?

Why should you submit your titles?

We are the only omni-channel nationwide book marketing campaign. We're committed to ensuring the best possible advertising and promotion for your titles through New Zealand's excellent bookshops and influential digital channels. We look forward to working with you to create high impact, meaningful marketing for your titles.

Summer Reading Guide titles will feature in:

- bookshops
- newspapers
- magazines
- social media
- email marketing
- ecommerce sites

The Print Campaign

- 100,000 copies distributed nationwide
- 30,000 copies of an edited guide in The Listener
- 20,000 copies of the Kids Reading Guide

The 2024–25 campaign



Standard SRG



NZ guide with Kete Books



Store's own branding



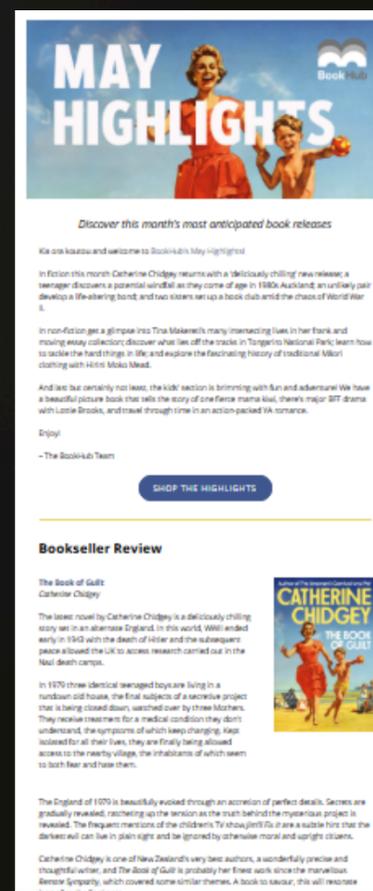
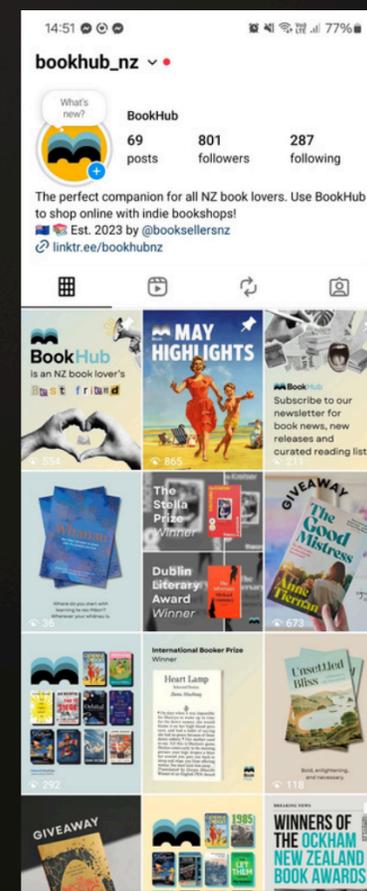
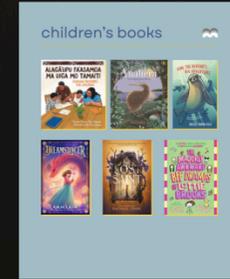
Children's SRG

The Digital Campaign

Kicking off on Bookshop Day (Oct 13), this campaign will run across multiple online channels including:

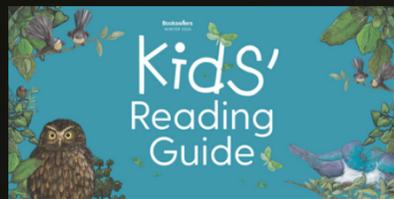
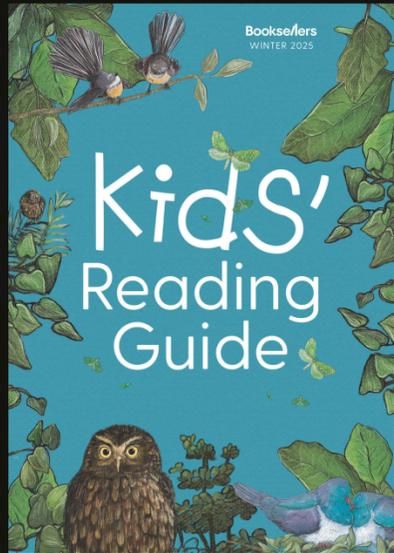
- EDMs
- Social media content e.g. spotlights, promoted posts and bookseller reviews
- Carousels, banners and promotions on the BookHub home page.

Booksellers will also be able to own-brand the SRG digital resources for email, web and social media, increasing the reach of the SRG and KRG curation even further to their own audiences.



Examples

More of our print and digital marketing



WED, 13 MAR 2025 | BREAKING NEWS

WINNERS OF THE OCKHAM NEW ZEALAND BOOK AWARDS

SHOP THE WINNERS WITH BookHub

Congratulations to this year's outstanding winners!

Established in 1968, the Ockham Awards are the country's premier literary honours for books written by New Zealanders.

You can visit [BookHub](#) to shop for all these books with Aotearoa's independent bookshops!

SHOP THE WINNERS

Winner of the Jann Medicott Acorn Prize for Fiction

Delirious

by Damien Wilkins



"Delirious is an unforgettable work of fiction that navigates momentous themes with elegance and honesty... What stood out to the judges was the assured but understated touch of prose as it flows elegantly across decades, threads the intricacies of relationships, and fathoms the ongoing evolution of a couple's grief."

- Thom Conroy, judge

BUY NOW

Winner of the BookHub Prize for Illustrated Non-Fiction

Toi Te Mana: An Indigenous History of Māori Art

by Deidre Brown, Ngarina Ellis & Jonathan Mane-Wheoki



"A book of enduring significance with international reach... Toi Te Mana is extensively researched and thoughtfully written, casting a wide inclusive net. The result is a beautifully designed visual tour de force, and a cultural framework that approaches toi mahi with intelligence and insight."

- Chris Szekely, judge

BUY NOW

Winner of the Mary and Peter Biggs Award for Poetry

Liar, Liar, Lick, Spit

BREAKING NEWS

WINNERS OF THE OCKHAM NEW ZEALAND BOOK AWARDS

BookHub SHOP THE WINNERS

JANN MEDICOTT ACORN PRIZE FOR FICTION

DELIRIOUS

BY DAMIEN WILKINS

WINNER WINNER WINNER WINNER WINNER WINNER

delirious
Damien Wilkins

"Delirious is an unforgettable work of fiction that navigates momentous themes with elegance and honesty... What stood out to the judges was the assured but understated touch of prose as it flows elegantly across decades, threads the intricacies of relationships, and fathoms the ongoing evolution of a couple's grief."

- Thom Conroy, judge

MARY AND PETER BIGGS AWARD FOR POETRY

LIAR, LIAR, LICK, SPIT

BY EMMA NEALE

WINNER WINNER WINNER WINNER WINNER WINNER

LIAR, LIAR, LICK, SPIT
Emma Neale

"Liar, Liar, Lick, Spit displays an exceptional ability to turn conventional narratives into quicksilver flurries of insight. It's a book about time, and failure, and being others as tall stories, and the black-on-or-blue effects of deceit, the scales dropping from one's eyes. It's about power and a sense of powerlessness. It's about belief and the loss of belief. It's about trust and with fairness. It's about redemption."

- David Eggleston, judge

BOOKHUB PRIZE FOR ILLUSTRATED NON-FICTION

TOI TE MANA

BY DEIDRE BROWN, NGARINA ELLIS & JONATHAN MANE-WHEOKI

WINNER WINNER WINNER WINNER WINNER WINNER

TOI TE MANA
AN INDIGENOUS HISTORY OF MĀORI ART

"A book of enduring significance with international reach... Toi Te Mana is extensively researched and thoughtfully written, casting a wide inclusive net. The result is a beautifully designed visual tour de force, and a cultural framework that approaches toi mahi with intelligence and insight."

- Chris Szekely, judge

GENERAL NON-FICTION AWARD

HINE TOA

BY NGĀHUIA TE AWEKĪTUKU

WINNER WINNER WINNER WINNER WINNER WINNER

Hine Toa
A Story of Heavers

"Hine Toa is a rich, thoughtfully researched narrative that defies easy categorisation, as well as being a vital picture of Ngāhūia Te Awekītuku's early life. From her childhood on the job of a housemaid to her many professions and adventures, she is also a fiery social and political history that illustrates the transformation of New Zealand from a vital space. Hāori, feminist perspectives."

- Jody Walker, judge

MATĀTŪHI FOUNDATION BEST FIRST BOOK AWARDS

WINNER WINNER WINNER WINNER WINNER WINNER

THE CHTHONIC CYCLE
BY UNA CRUICKSHANK

WINNER of the J.E. McCracken Prize for General Non-Fiction

POORHARA
BY MICHELLE RAHURAHU

WINNER of the Hubert Church Prize for Fiction

MANUALTI
BY REX LETOIA PAGET

WINNER of the Bruce Mackay Prize for Poetry

SIGHT LINES: WOMEN AND ART IN AOTEAROA
BY KIRSTY BAKER

WINNER of the Judith Massey Prize for Illustrated Non-Fiction