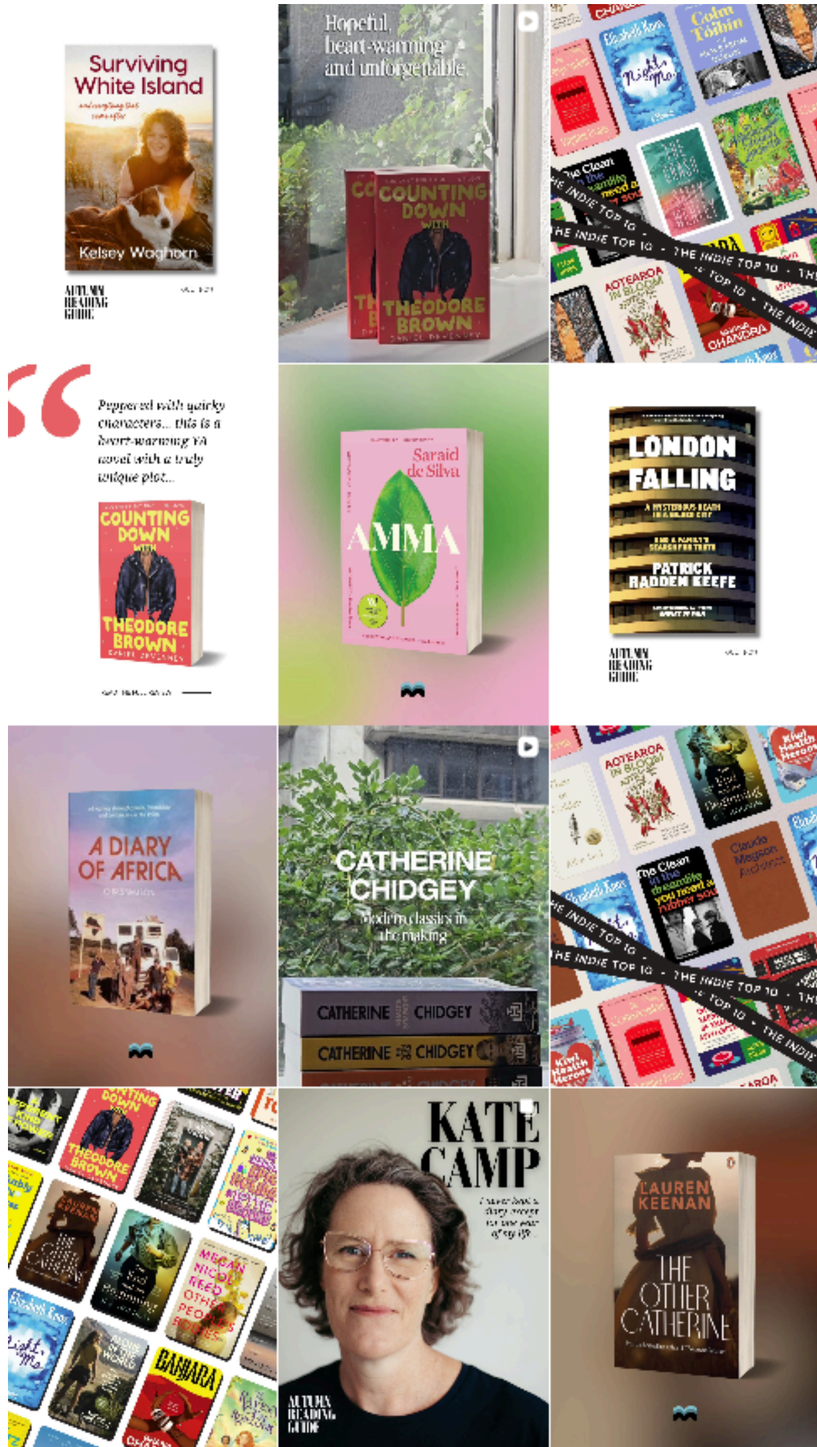
ADVERTISING PROSPECTUS — 2027

BookHub

1 SITE • 70+ NZ BOOKSHOPS • MILLIONS OF TITLES



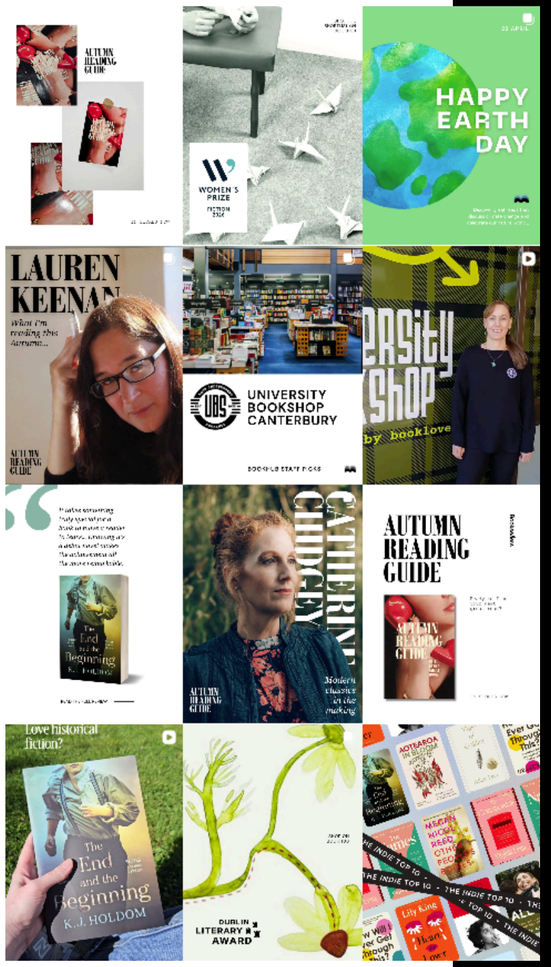
FOUNDED BY BOOKSELLERS AOTEAROA NZ

WHY CHOOSE BOOKHUB?

BookHub connects publishers with readers who are ready to buy. We bring together the shelves of over 70 NZ-owned independent bookshops, making it easy for readers to discover, browse and shop local.

As the champion for NZ independent bookshops, we offer a trusted, book-loving audience and content that is built to drive sales. We love books, we love local and we're here to help.

We offer two advertising slots per week (feature book and feature category), plus our NZ New Releases page, which is free to add to for Booksellers NZ members.



CONTACTS

Naoise O'Donoghue
naoise@booksellers.co.nz
Sales and Marketing

Renee Rowland
renee@booksellers.co.nz
Association Manager

CHANNELS

WEB

WWW.BOOKHUB.CO.NZ
105K ACTIVE USERS IN Q3 2026

INSTAGRAM

@BOOKHUB_NZ
2.5K FOLLOWERS
30K MONTHLY VIEWS ON AVERAGE

EMAIL

BOOKHUB NEWSLETTER
2.5K SUBSCRIBERS

FEATURE BOOK

Take over the BookHub home page and let all our users know about your newest titles.

Details

- Runs for 1 week, Mon–Sun
- Ideal for promoting a single title
- 3 options – Banner, Feature Book or Combo

Includes

- Homepage primary ad slot according to your booking
- Instagram post + story
- ‘Book of the Week’ feature in weekly email newsletter

What do we need from you?

- For banner - 1100x250px artwork
- For feature book - ISBN
- For combo - both of the above

BOOK NOW



FEATURE CATEGORY

Do you have a batch of new releases, backlist or an author you want to promote?
Send us your topic of choice and a list of ISBNs and we'll do the rest.

Details

- Runs for 1 week, Mon–Sun
- Ideal for promoting multiple titles
- 2 options - Condensed or Expanded

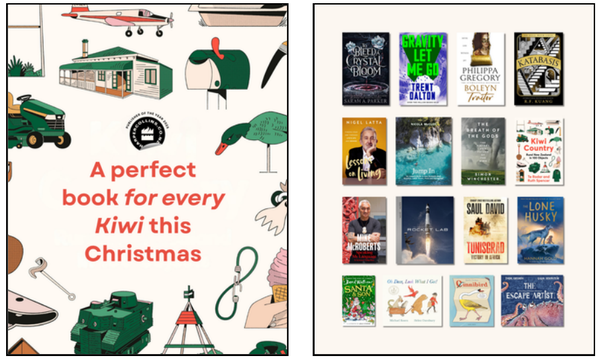
Includes

- Featured category on the BookHub homepage in a secondary position
- Instagram post + story
- Dedicated email newsletter

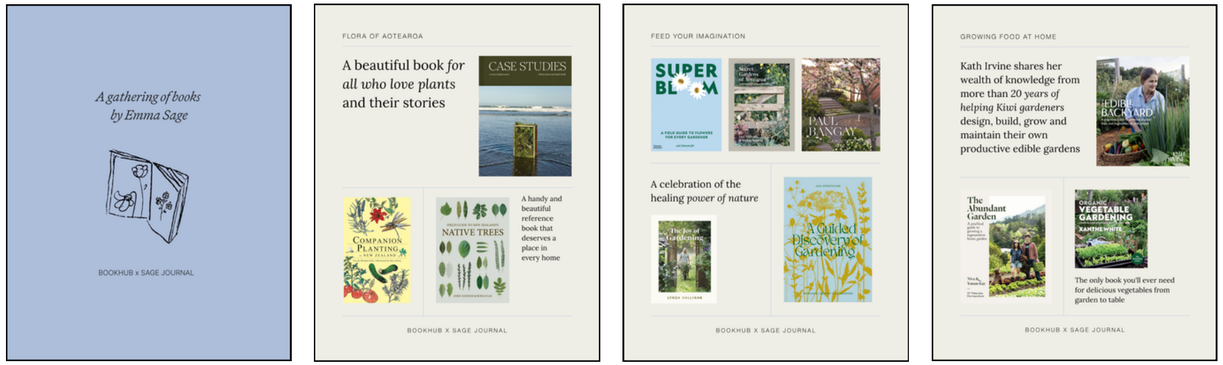
What do we need from you?

- 6–12 ISBNs
- Your topic
- Any branding or logos you would like included

BOOK NOW



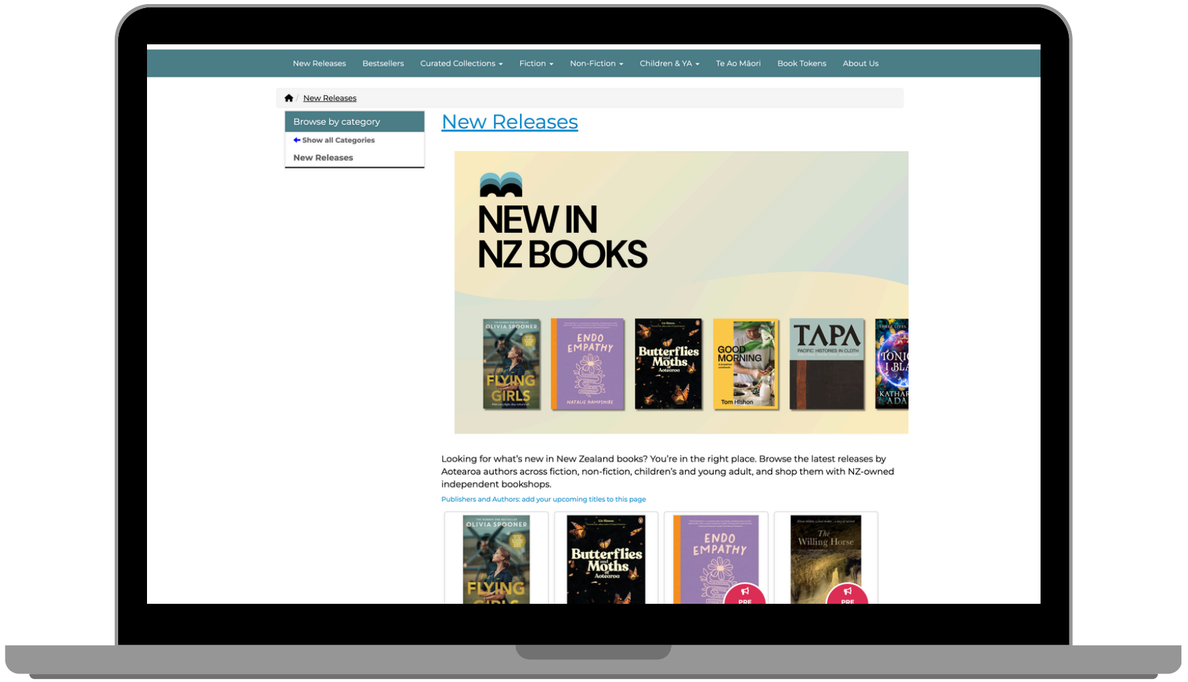
CONDENSED EXAMPLE
A category snapshot



EXPANDED EXAMPLE
In-depth category with blurbs

NEW RELEASES

Join the exclusive home of Aotearoa NZ New Releases! This service is complimentary for Booksellers Associate Members and costs $45 for non-members. All you have to do is let us know what you've got coming out.



Details

- Submitted titles are included in the New Release category for one month, and this is updated the first Wednesday of every month

Includes

- Addition to the 'New Releases' featured category on the BookHub home page
- Included in monthly social assets provided for our Bookseller Members
- Feature in The Read - Booksellers NZ's weekly book industry bulletin

What do we need from you?

- ISBN
- Title
- Book cover

SUBMIT YOUR TITLES

RATE CARD

	BOOKSELLERS NZ MEMBERS						NON-MEMBERS					
	Featured Book			Featured Category		New Releases	Featured Book			Featured Category		New Releases
	Banner only	Featured book only	Combo	Condensed	Expanded		Banner only	Featured book only	Combo	Condensed	Expanded	
STANDARD	$125	$125	$225	$220	$320	FREE	$150	$150	$270	$420	$520	$45
PUBLIC HOLIDAY & EVENT PROMO	$160	$160	$288	$315	$415	FREE	$185	$185	$333	$840	$940	$45
CHRISTMAS & NEW YEARS	$400	$400	$720	$400	$500	FREE	$420	$420	$756	$840	$940	$45

PLEASE NOTE
All prices exclude GST.
Event Promo refers to peak trade events in the year such as Mother's Day and Father's Day.
New Release submissions are free for Publisher Associate Members (up to 24 titles) and Small Press Associate Members (up to 8 titles).