

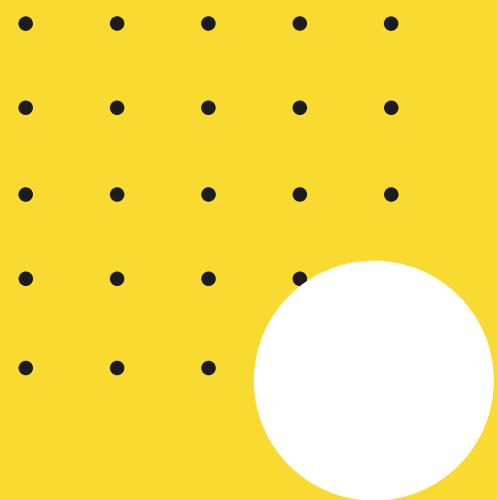
KILL YOUR DARLINGS

DIGITAL ADVERTISING KIT 2023

An illustration of a woman in a pink dress running across a rocky, layered landscape at sunset. The scene is bathed in warm, golden light. In the foreground, a striped beach towel and a hat are laid out on a rock. To the left, a natural rock archway frames a view of the ocean. The sky is filled with soft, glowing clouds.

‘One of the success stories of 21st-century Australian Publishing.’

THE AGE / SYDNEY MORNING HERALD



WHO WE ARE

A community built for new Australian writers.

Kill Your Darlings (KYD) is one of Australia's leading online arts and culture magazines. Our website is a dynamic and vibrant platform reaching hundreds of thousands of readers each year.

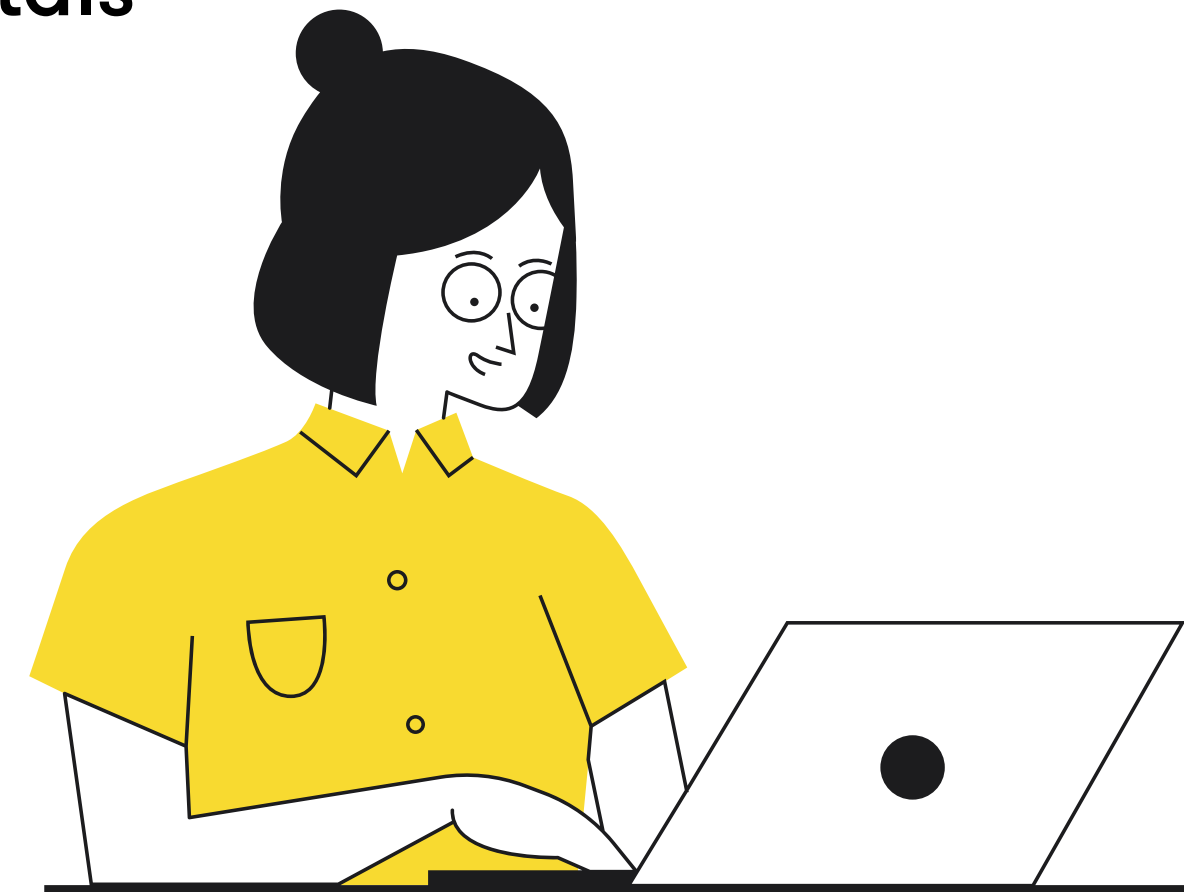
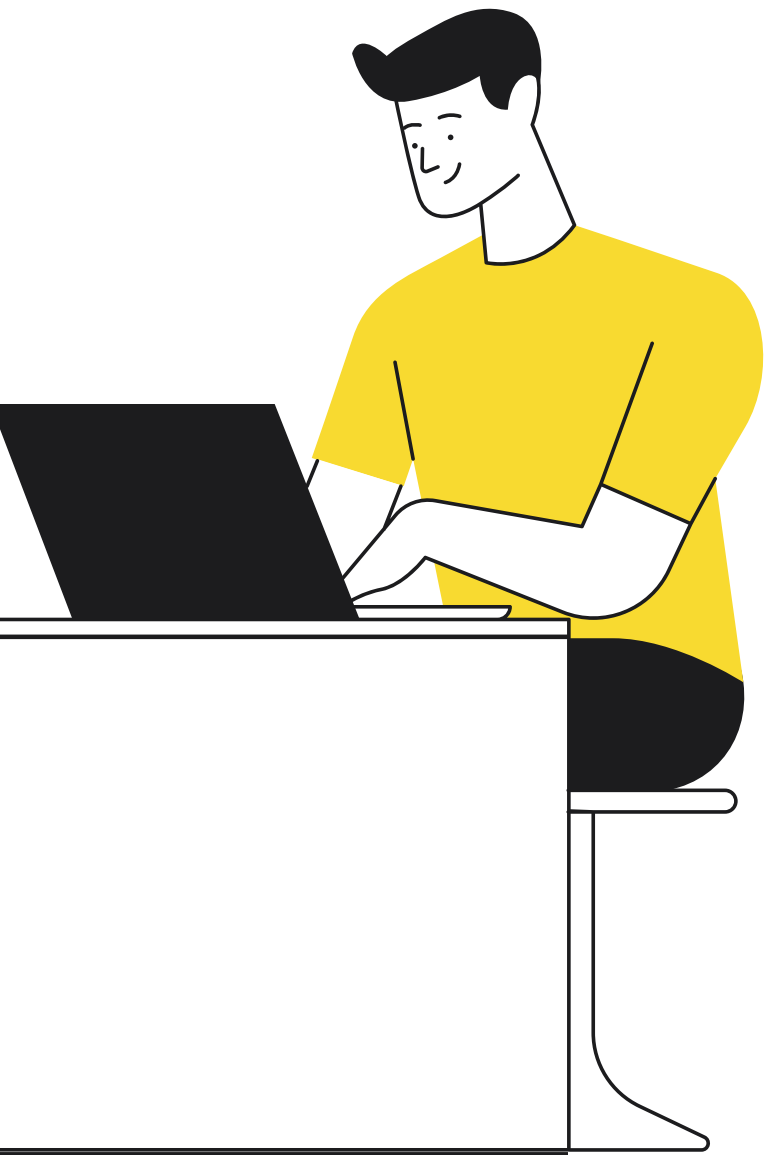
We're committed to feisty new writing unafraid of pulling punches across all genres.

We delight in generating discussion, pushing boundaries and, most importantly, not taking ourselves too seriously.

***KYD* is proudly independent.**

WHO ARE OUR READERS?

- 70% are aged between 18-44
- 91% live in Australian cities
- 75% are frequent readers
- 72% often attend a writers' festival or book-related event
- 79% often go to the cinema
- 64% often attend theatre or dance recitals
- 92% have tertiary qualifications
- 96% would recommend KYD to a friend





‘Kill Your Darlings...has
redefined with elan the
Australian literary magazine
for a generation of
digital natives.’

The Australian

OUR CONTENT

We publish new writing online each week

- • • • •
- • • • •
- • • • •
- •
-

Essays

Accessible approaches to zeitgeist issues in society at large, provoking discussion and debate among our readers

Memoir

Personal reflections on experiences that tell us something deeper about politics and culture

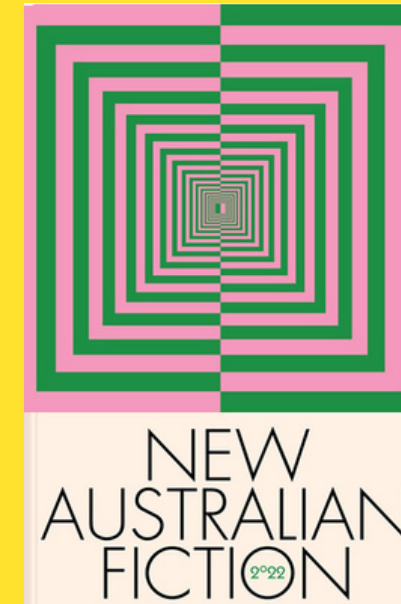
Reviews

Considered longform pieces on books, film, TV, podcasts, music, theatre and more

Interviews

In-depth and insightful conversations with prominent creatives, from Nick Cave to Rachel Kushner

We also publish a yearly print collection of short fiction



PREVIOUS CONTRIBUTORS INCLUDE:

Benjamin Law, Jennifer Down, Evelyn Araluen, Nayuka Gorrie, Jane Harper, Ellena Savage, Laura McPhee-Browne, Fiona Wright, Clementine Ford, Tony Birch, Ruby Hamad, Julie Koh, Brodie Lancaster, Matt Okine, Omar Sakr, Maria Tumarkin and more.



OUR STATS

630,000

page views per year

40,000

unique page views per month

10,000

unique page views per week

1,500

unique page views per day



‘Plucky, youthful and open to experimentation.’

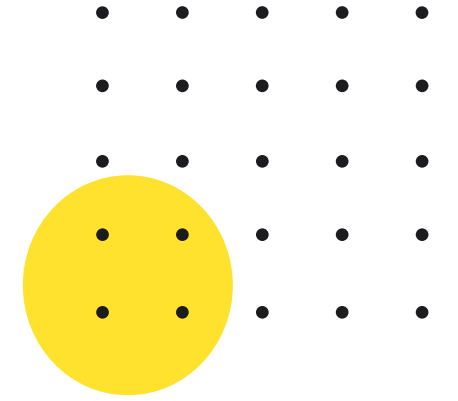
Crikey



Social media + EDMs

9,300+ enews subscribers

45,500+ social media followers



● ENEWS

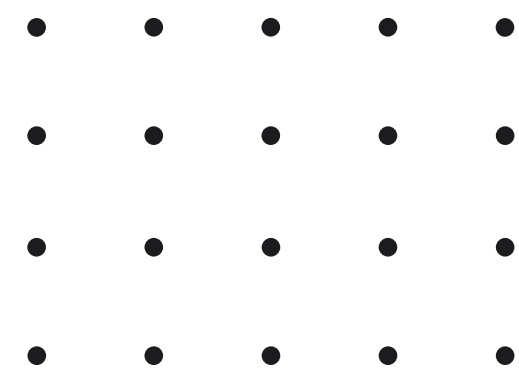
KYD sends a weekly newsletter every Monday. These emails update our audience with the best of recent content, as well as news of our First Book Club, awards and content from our advertisers.

● SOCIAL MEDIA

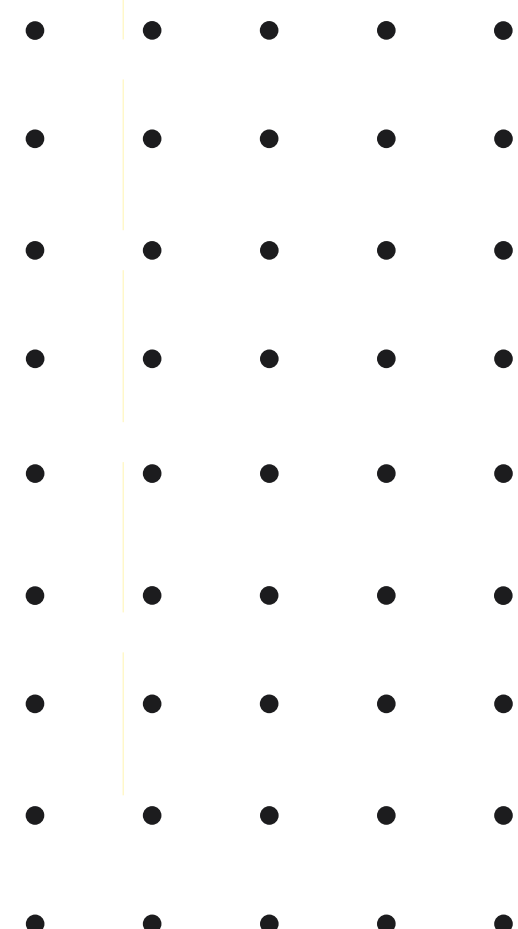
We have a strong and growing social network presence. As well as sharing our content, we like to share what we're passionate about and who we're engaged with with our audience. We regularly cross-promote our advertisers.



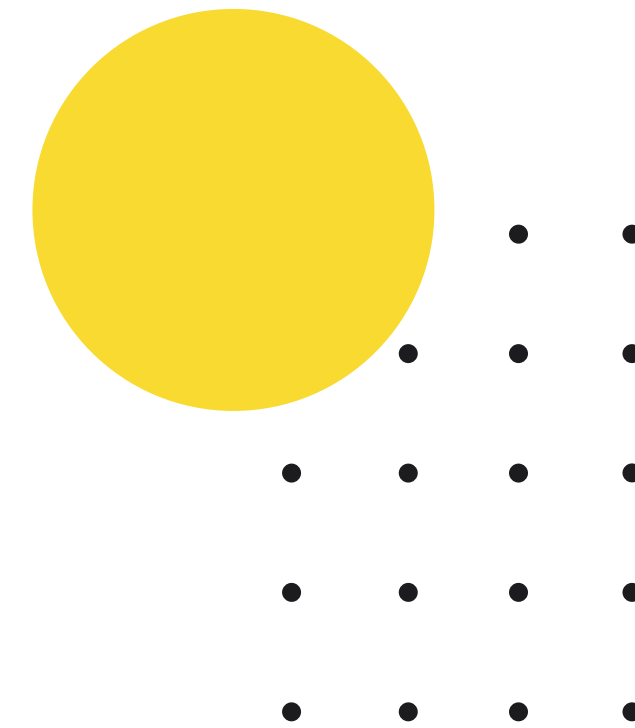
Digital Advertising Packages



EDM	Leaderboard	Simple Social	Social + extract bundle	Social + leaderboard bundle	Social, extract + leaderboard bundle
Weekly e-news ad	2 week website ad	Facebook post	Facebook post	Facebook post	Facebook post
		Twitter post	Twitter post	Twitter post	Twitter post
		Instagram story	Instagram post	Instagram post or story	Instagram post or story
		Weekly e-news ad	Weekly e-news ad	Weekly e-news ad	Weekly e-news ad
			Published extract	2 week website ad	Published extract
					2 week website ad



Digital Advertising Rates & Specs



ADVERTISING PACKAGE	CASUAL	x2 BOOKINGS	x4 BOOKINGS
EDM	\$375	\$325	\$275
Leaderboard	\$475	\$425	\$375
Simple Social	\$425	\$375	\$325
Social + extract bundle	\$600	\$550	\$500
Social + leaderboard bundle	\$800	\$750	\$700
Social, extract + leaderboard bundle	\$925	\$875	\$825

SPECS

- Leaderboard: 728 pixels wide x 90 pixels high, GIF or JPEG
- EDM: 1200 pixels wide x 630 pixels high, GIF or JPEG
- Simple Social: Square photo for Instagram + up to 50 words of promotional text
- Extract up to 1500 words

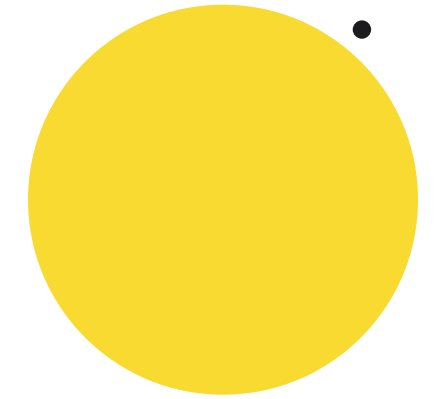
We also offer custom integrated marketing campaigns to best suit your needs — get in touch!



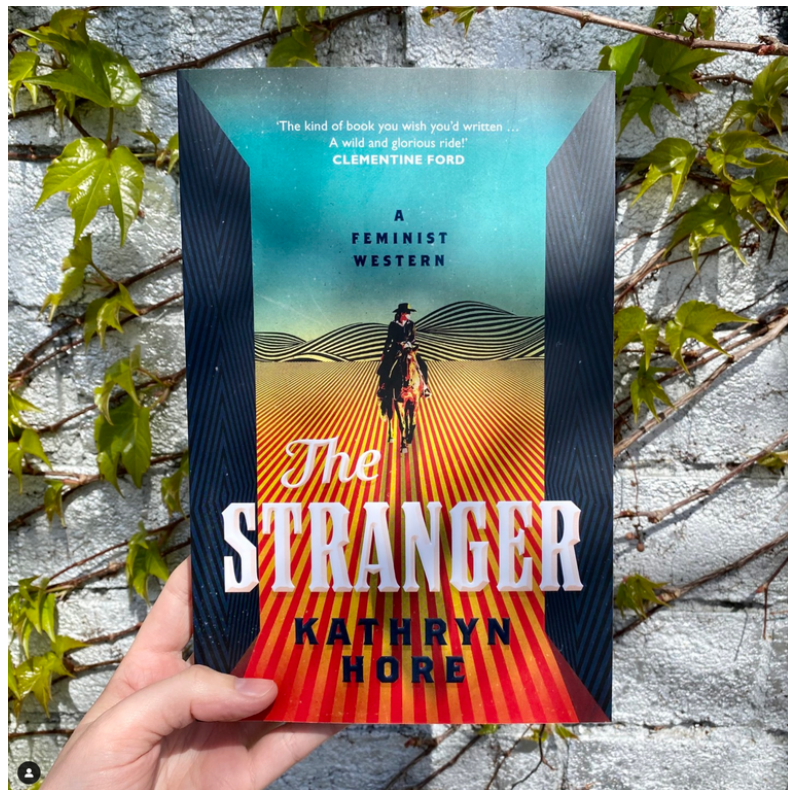
Advertising Examples

PREVIOUS ADVERTISERS INCLUDE:

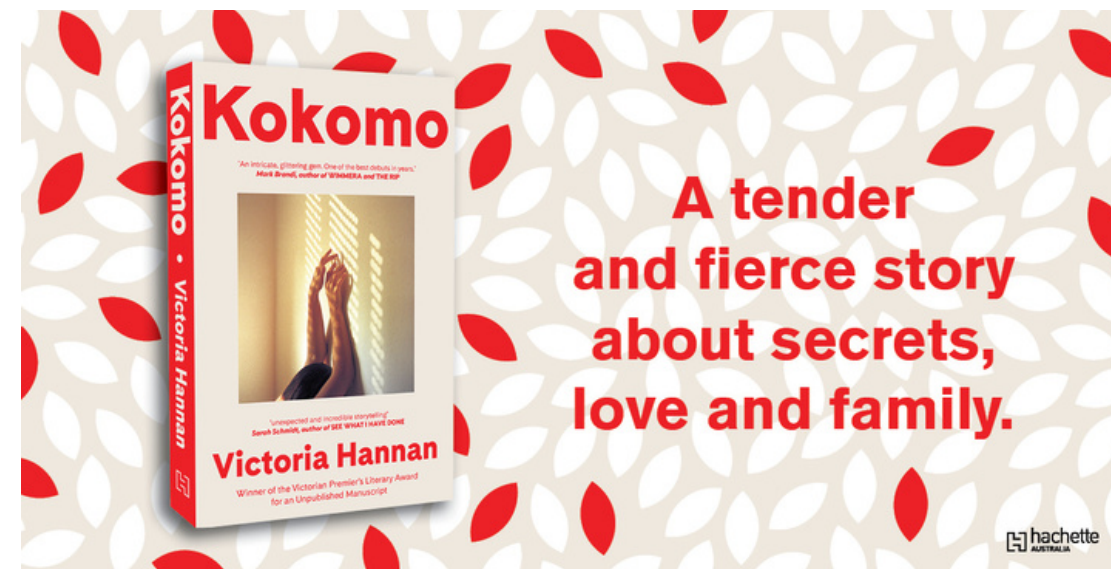
Sydney Opera House, Adelaide Festival, Emerging Writers Festival, National Gallery of Australia, The Wheeler Centre, Bell Shakespeare, Penguin Random House, Hachette, Allen & Unwin, Text Publishing, Sydney Theatre Company, Victorian Opera, Scribe Publications, Hardie Grant, Simon & Schuster University of Queensland Press, Melbourne Prize for Literature, The Hope Prize, and more!



● E.G. INSTAGRAM AD



● E.G. EDM AD



● E.G. LEADERBOARD AD



'Lives up to the hype.'

Independent Weekly





KILL YOUR DARLINGS

CONTACT

Madeline Crehan
Marketing and Programming Manager
madeline@killyourdarlings.com.au