

KILL YOUR DARLINGS

**A Home for
Writers & Readers**

Media Kit 2026

Why you should partner with KYD



Kill Your Darlings is one of Australia's leading online arts and culture magazines. We're proud to be a positive, enthusiastic voice in the world of books, culture and arts in Australia.

We recently invested in a beautiful new website and revamped digital strategy to ensure our growing audience remains deeply engaged in our content across multiple channels.

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

**15 Years of Proudly
Independent Publishing**

We're more than just a magazine...

From manuscript feedback to mentorship and courses, we help our audience of aspiring writers refine, shape and strengthen their work. Our audience is looking to invest in their craft, and we serve close to **1000 paying writing students every year**, with an average order value of nearly **\$190**.

Writing Courses



We have 15 years experience supporting the best of Australian writers.

Manuscript Assessments



Our editors have decades of combined professional experience with publishing.

Mentor Program



Mentees work with award-winning authors, professional editors and gain unique insights.

Who are our audience?

Multi-generational readers, book lovers and writers passionate about Australian culture and literature

96%

would recommend
KYD to a friend

75%

are women

92%

have tertiary
qualifications

75%

are frequent readers

91%

live in Australian
cities

75%

often attend writers
festivals, book-related
events or the cinema

- 55% our audience sits within the core age range of 25-44
- However, our readership spans from 25 all the way to 70+
- We've expanded beyond an audience of younger, early and emerging creatives to older, long-term supporters who remain highly engaged

KILL YOUR DARLINGS

What does our audience say about KYD?

In surveys, our audience has told us that KYD stands out as a trustworthy and accessible voice in the Australian literary world. As aspiring writers, they are seeking a community of likeminded book lovers with whom they can connect over publishing opportunities and great writing.



“A gift for Aus readers and writers! Relevant, innovative, engaging.”



“An essential pathway into the Australian literary landscape.”



“Edgy and upbeat, diverse and interesting, expansive and inclusive.”

Our Stats



Email

Our weekly editorial email updates our audience with new work from the best Australian writers, writing and professional development opportunities, and content from our advertisers.

12.5k

newsletter subscribers
& growing 10% p.a.

Website

Our website is the hub for all our editorial content and services. In 2025 we launched a new website, significantly increasing audience engagement.

600k

page views on the
website annually

3 minutes

average website
session time

Social Media

We're investing in creating engaging book-forward content that delights our audience. Our audience across Instagram is growing each month.

161k

views monthly on Instagram

101k

views monthly on Facebook

32,000

social media followers across
platforms



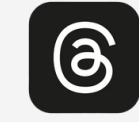
@kydmagazine



@kyd_magazine



@kydmagazine.bsky.social



@kyd_magazine



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

The Age

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

The Australian

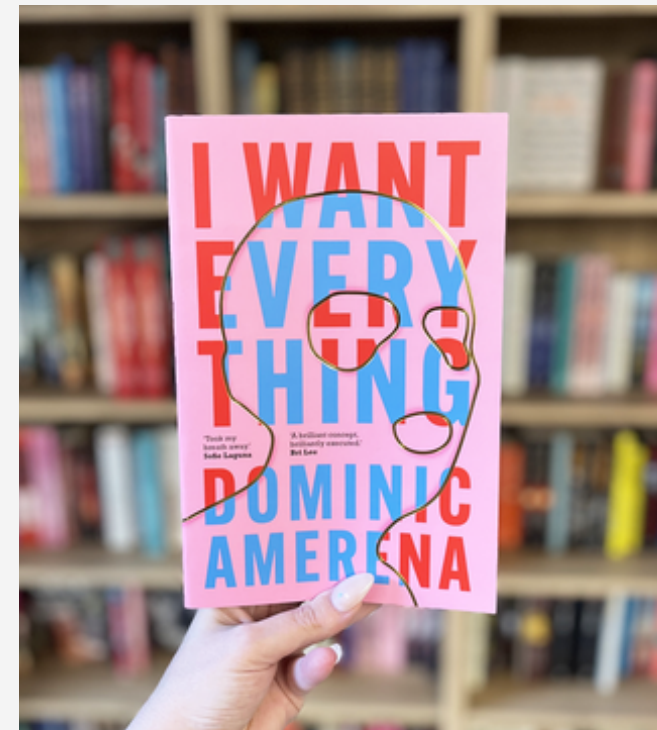


Memoir
Short-form personal reflections on experiences that tell us something deeper about politics, culture and society.

Feature Articles & Essays
Accessible approaches to zeitgeist issues in culture at large, provoking lively discussion and debate among our readers and the broader cultural industry.



New Short Fiction
Each month in feature format we publish short stories from Australia's most exciting authors.



Criticism & Reviews
Considered longform pieces on local and international literature, as well as entertaining video and podcast content, sparking widespread engagement with books and ideas.



Profiles & Interviews
In-depth and insightful conversations with prominent writers, publishers and industry professionals.

Our Editorial Content

PREVIOUS CONTRIBUTORS INCLUDE:
Benjamin Law, Laura Elizabeth Woollett, Evelyn Araluen, Jane Harper, Ellena Savage, Bri Lee, Fiona Wright, Tony Birch, Melanie Cheng, Julie Koh, Brodie Lancaster, Robbie Arnott, JP Pomare, Nam Le, Madeleine Gray, Rebecca Giggs, Nina Oyama, Behrouz Boochani and more.

Our Partners

We work with a range of literary, cultural and arts institutions across Australia.

Readings



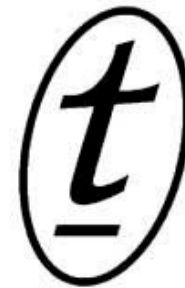
THE UNIVERSITY OF MELBOURNE



SCRIBE



Penguin Random House Australia



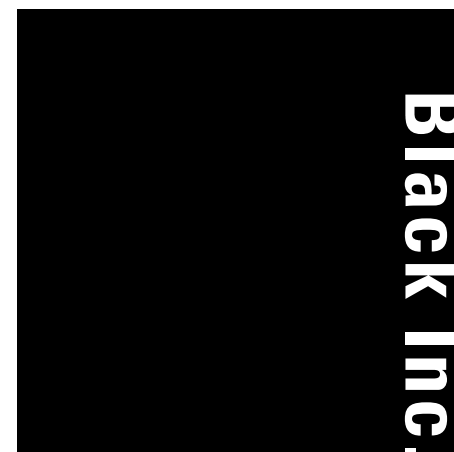
TEXT PUBLISHING



SIMON & SCHUSTER



macmillan Publishers



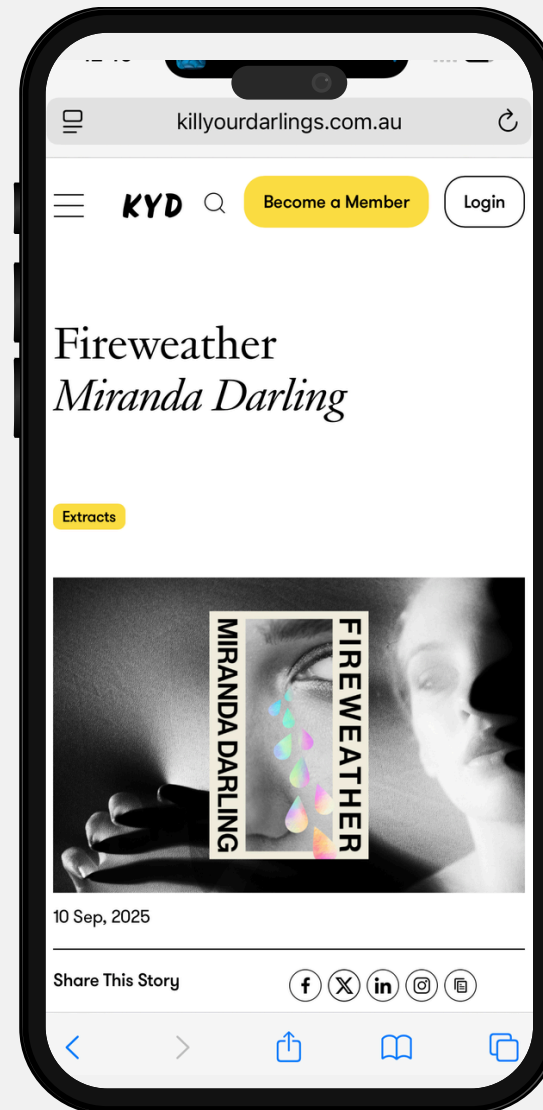
Hardie Grant



The Wheeler Centre Books Writing Ideas



Instagram grid post



Magazine extract



Facebook post

Advertising Examples

KILL YOUR DARLINGS

Package Options

ADVERTISING PACKAGE	INCLUDED	INDIVIDUAL PACKAGE	2X BOOKING
EDM Banner Ad	<ul style="list-style-type: none">• EDM Banner Ad	\$440	\$385
Leaderboard	<ul style="list-style-type: none">• 2 week website ad	\$440	\$385
Simple Social	<ul style="list-style-type: none">• Facebook post• 2 x Instagram stories;• Bluesky Post• Threads Post	\$520	\$470
Social & EDM Bundle	<ul style="list-style-type: none">• 2 week website ad• EDM banner ad• Facebook post• 2 x Instagram stories; Bluesky; Threads	\$715	\$650
Extract Package	<ul style="list-style-type: none">• Published extract• EDM banner ad• 2 week website ad• Facebook post• 2 x Instagram stories; Bluesky; Threads	\$850	\$800
Premium Extract Package	<ul style="list-style-type: none">• Published extract• EDM banner ad• 2 week website ad• Facebook post• 2x Instagram stories; Bluesky; Threads• + Instagram grid post	\$950	\$900

We also offer custom integrated marketing campaigns or additional discounts for multiple bookings — get in touch

Prices listed exclude GST

Ad Specs

EDM Banner:

526px by 276px, GIF or JPEG

Website Leaderboard:

728px by 90px, GIF or JPEG

Social Media:

Instagram Post: 1080 px x 1350 px (portrait, 4:5 ratio)

Instagram Story: 1080 px by 1920, JPEG

Facebook: 1600 px by 900 px, JPEG

Up to 40 words of promotional text

Extract:

Word Doc with up to 1500 words, unformatted text

Author bio & headshot (JPEG)

Please include: Preferred URL link for ad, plus any social accounts you'd like us to tag if relevant

CONTACT: Mia Abrahams
Head of Digital Strategy
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