



Byron Writers Festival Program Advertising Opportunities

in partnership



Echo Publications is pleased to present advertising opportunities in the official Byron Writers Festival 2017 program. This year the program has expanded to be a 40-page colour booklet reaching 38,000+ lovers of literature.

Byron Writers Festival 2017 will once again offer an electrifying program of speakers, workshops, and special events to entertain, challenge and inspire.

The official Byron Writers Festival program comprehensively covers Festival information, including daily program grids, author biographies, feature events, and workshops. The convenient lightweight format makes it easy to carry around, making it a must-have for Festival attendees.

Reach

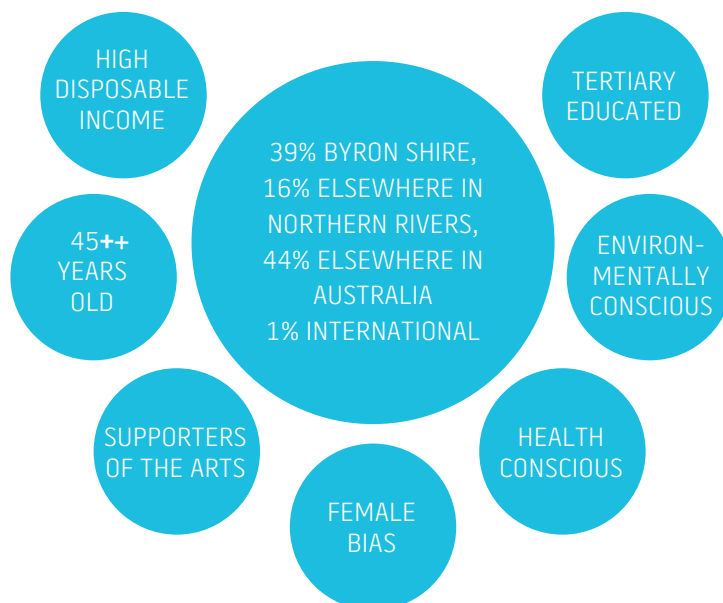
- **38,000** printed copies:
 - **23,000** distributed to every home and business in the Byron Shire and surrounding areas by the Byron Shire Echo in the issue of June 14;
 - **15,000** distributed by the Byron Writers Festival to bookshops nationally, local cafes and partner outlets, and at the Festival site.
- Online via Echonetdaily (**117,500+ unique visitors per month**), echo.net.au, and Byron Writers Festival website.

38,000
PRINTED COPIES

117,500+
UNIQUE VISITORS
PER MONTH

Audience Profile

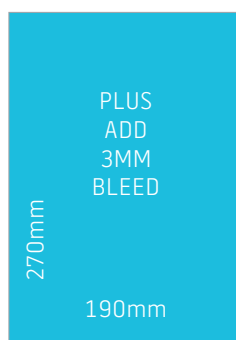
Whilst strongly supported by the Northern Rivers community, the Festival also attracts a significant audience from outside the region. As an advertiser you will reach a discerning audience from a high-socio economic group who are hard to reach through commercial media channels:



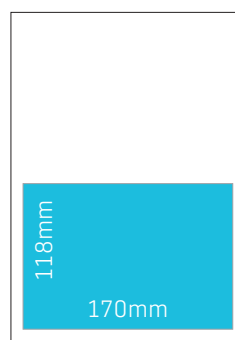
Advertising Options

Please note, advertising space is limited to ensure maximum impact for your message.

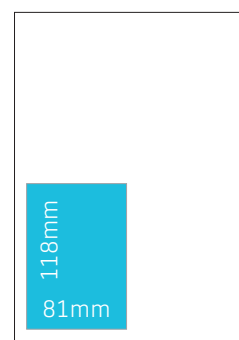
Add 10% for inside front cover, inside back cover, and back cover positions.



Full Page
\$3000



Half Page
\$1650



Quarter Page
\$845