

CONFIDENTIAL

# KILL YOUR DARLINGS

*Advertising Kit*

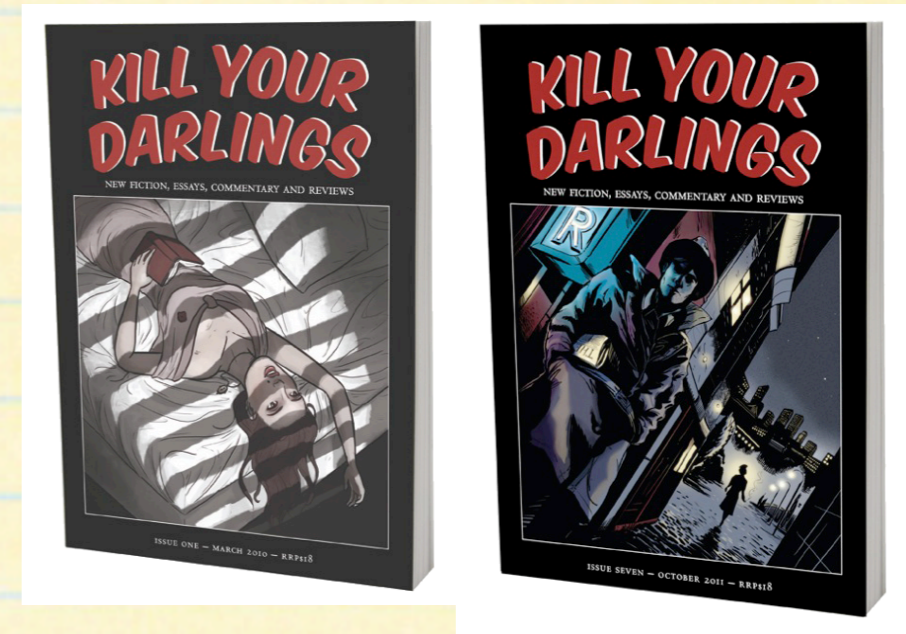
2011 - 2012

# about Kill Your Darlings

**Kill Your Darlings** (book) is a cultural publication on-sale quarterly. We're independent, smart and ridiculously good-looking. Just like you. *KYD* publishes new commentary, essays, fiction, interviews and reviews from Australia's most compelling and controversial cultural, social and literary commentators.

## OUR CONTRIBUTORS INCLUDE:

Mel Campbell	Justin Heazlewood
Paul Capsis	Toni Jordan
Anthony Carew	Benjamin Law
Sophie Cunningham	Antony Loewenstein
Monica Dux	Emily Maguire
Ben Eltham	Michaela McGuire
Clementine Ford	Fiona Scott-Norman
Peggy Frew	Ben Pobjie
Gideon Haigh	Chris Womersley

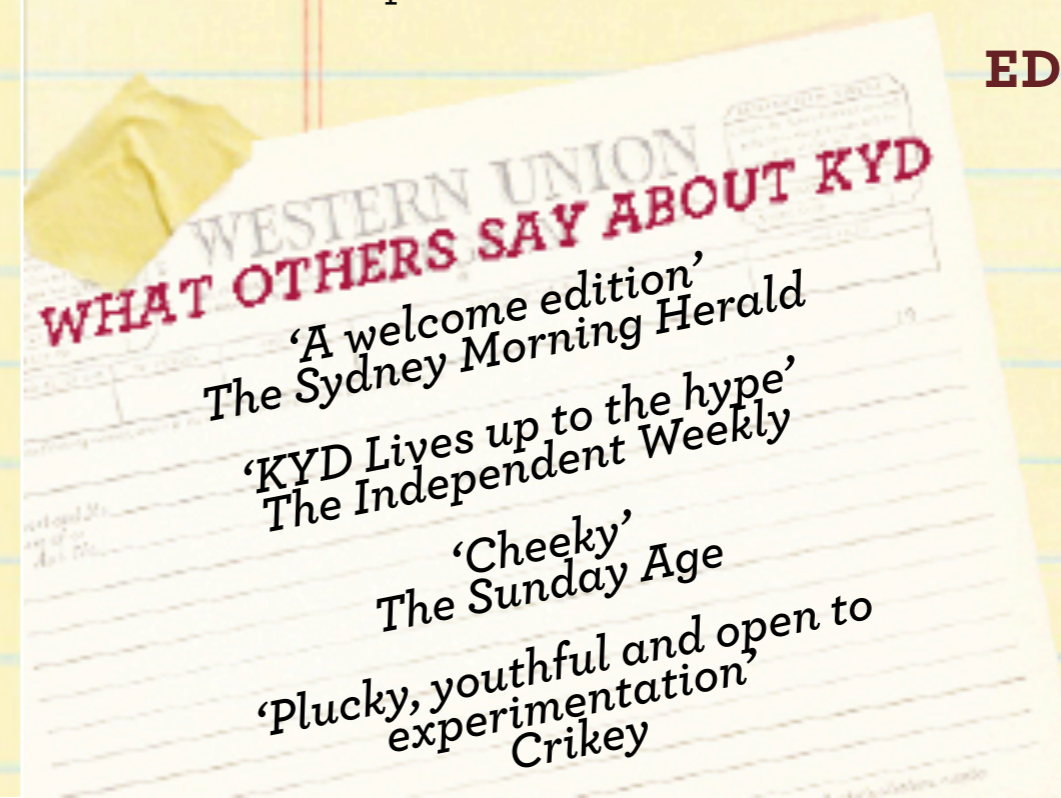


## why Kill Your Darlings is unique

- Slick film-noir aesthetic that jumps off bookshelves and computer screens
- A neat mix of high and low culture
- Fresh, youthful and up-to-date with all the latest news, events, cultural fads and movements
- Intelligent yet thoroughly engaging and topical commentary
- Inclusive angles – writing that tells personal stories from a fresh approach
- We work hard to cultivate a genuine sense of community made up of writers and readers

## EDITORIAL PILLARS

Pop Culture  
Music  
Film  
Politics  
Books  
Technology  
Travel  
Food  
Commentary



# KILLINGS

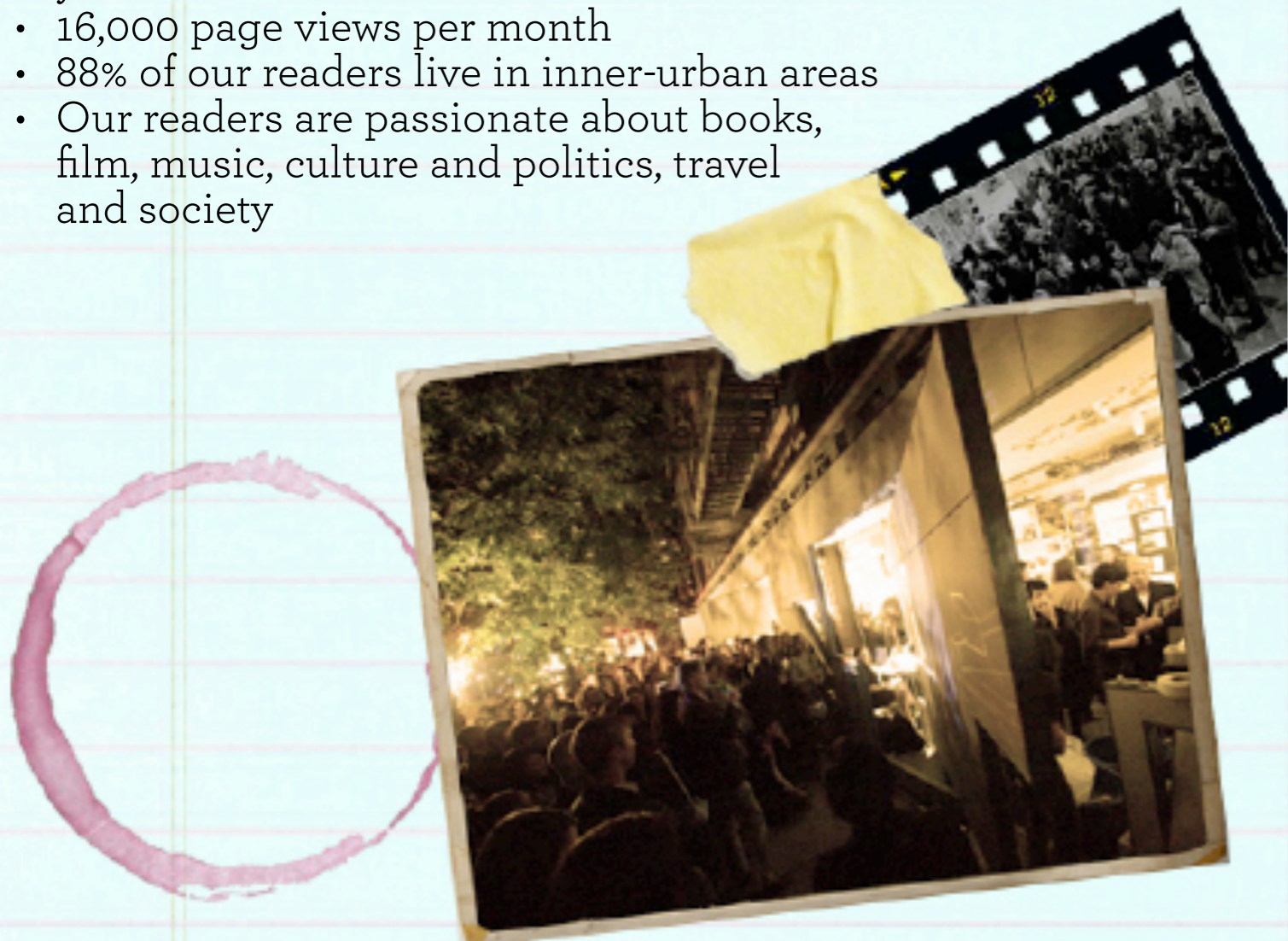
**Kill Your Darlings'** website and **Killings** (blog) is a dynamic and vibrant platform for new and challenging Australian cultural commentary.

The site is regularly updated with fresh review material (books, film, television, theatre and the visual arts), interviews, blog posts, cross-posting, podcasts and special features, including competitions and giveaways.

Both visually appealing and edgy, it is an ideal medium for targeting a discerning, culturally engaged and web-friendly readership.

## Why Advertise?

- Effectively reach an engaged audience of 18-45 year olds
- 16,000 page views per month
- 88% of our readers live in inner-urban areas
- Our readers are passionate about books, film, music, culture and politics, travel and society



## Social Networks

**Kill Your Darlings** has a vibrant and energetic social networking presence, cultivating followers, fans and a greater sense of an intelligent and engaged community.

### Find Us:

[twitter.com/kyd\\_journal](https://twitter.com/kyd_journal)

[killyourdarlingsjournal.com](http://killyourdarlingsjournal.com)

[facebook.com/Kill-Your-Darlings](https://facebook.com/Kill-Your-Darlings)

A circular graphic containing social media statistics. It features a Twitter bird icon next to the text 'Twitter Followers: 2200' and a Facebook thumbs-up icon next to the text 'Facebook Likes: 1600'.



# Advertising Details

## ADVERTISING RATES AND SPECIFICATIONS:

Duration: 1 month      Publication of advert: negotiable

*\*\*All artwork must be supplied as .jpg, .gif, .tiff or .png files*

**KILL YOUR DARLINGS**

Home Killings About KYD Current Issue Back Issues Buy/Subscribe Advertise Search

**BANNER**  
940px wide x 100px high  
Cost: \$300 per month

**SIDEBAR**  
200px wide  
300 - 500 px high  
Cost: \$200 per month

BLOG CONTENT  
UPDATED DAILY

KILLINGS

# Advertising Deadlines

*Kill Your Darlings* is on sale January, April, July and October - our web hits peak during these times

Booking month	November, 2011
Artwork due	25 October, 2011
Booking month	December, 2011
Artwork due	25 November, 2011
Booking month	January, 2012
Artwork due	25 December, 2012
Booking month	February, 2012
Artwork due	25 January, 2012
Booking month	March, 2012
Artwork due	25 February, 2012
Booking month	April, 2012
Artwork due	25 March, 2012

## KYD Advertisers

The Windsor Hotel  
Sensory Lab  
Malthouse Theatre  
Dendy Films  
Black Inc.  
Hopscotch Films  
Text Publishing  
Brisbane Writers Festival

## Contact Info:

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Zoe Dzunko, Marketing Co-ordinator - [ziedzunko@gmail.com](mailto:ziedzunko@gmail.com)

