A Major Book Industry Collaboration
Thursday 19 September 2019
www.readinghour.org.au
Take the time.

On Thursday 19 September 2019, we encouraged all Australians across the country to pick up a book and read for one hour.

Why read?

Reading reduces stress by 68%

Readers of narrative fiction display more empathy

Reading a gripping novel causes positive biological changes to the brain

Reading for pleasure is the most important indicator of the future success of a child
2019 Australian Reading Hour Ambassadors and Books

Benjamin Law

Rachael Johns

Mick Elliott
Squidge Dibley Destroys History

Karen Manbulloo
Moli Det Bigibigi (Molly the Pig)

Sally Rippin
Billie B Brown and Hey Jack! The Book Buddies

Matt Stanton
Funny Kid: Next Level

The Wiggles
Love Books!

The Wiggles
The Wiggles Love Books!

ONLY $2.99
Retailer Support for 2019 Ambassador Books

Books went on sale 10 September 2019
Total print run: **70,000 books**!

Supported by all book retailers, with Bookscan of over **20,000 copies** in just 3.5 weeks.

Matt Stanton and Sally Rippin stormed into the **Children’s Top 10**
2019 Media Round-up

The media achieved for the 2019 Australian Reading Hour campaign was double the amount of media items in 2018, with just over 80 media items in 2019 and has been widespread across Australia for TV, print, radio and online with a reach of over 11 million.

Highlights of the media campaign include eight national TV mentions with appearances by Benjamin Law on Channel 10 The Project, Sally Rippin on ABC ME, Matt Stanton on Sky News, Leigh Sales introducing charity Story Dogs on ABC TV 7.30 and Murray Cook (ex Wiggle) sharing the benefits of reading and showcasing our Children’s Ambassador Books on Ch 9 Today Extra with two mentions of Australian Reading Hour on WIN TV News Canberra and Ch 9 Today.

Rachael Johns and Blue Wiggle Anthony Field shared their favourite books along with Jimmy Barnes, Julia Gillard and others in a double page spread in The Sunday Daily Telegraph, which syndicated online across the News Corp network in The Courier Mail, Adelaide Advertiser, The West Australian and also into regional areas.

Jonathan Thurston (JT) ’kicked goals in literacy’ with his school visit covered by the Townsville Bulletin. Louise Sherwin-Stark discussed the campaign for a full-page article in the Junior Bookseller + Publisher Magazine, on Community Radio Canberra and with all five of our Children’s Ambassadors featured on Funky Kids Radio for their Australian Reading Hour special. Booktopia, Better Reading and Good Reading Magazine promoted the Reading Challenge, and Jane Sullivan wrote about how to find the time to read again in Spectrum.

There was also more regional print and radio coverage this year reaching from Busselton in WA across to Dubbo, Mudgee, Byron, Boorowa, Wangaratta, Coorabri, Atherton Tablelands, Cairns and Matt Stanton speaking on Hit FM Breakfast across Mackay and the Whitsundays.
2019 Media Round-up

TV
Interview with Sally Rippin ABC ME 12/09/2019
Interview with Murray Cook (former Wiggles) on Channel 9’s Today Extra about the Australian Reading Hour, 13/09/2019
Australian Reading Hour mentioned on ABC TV Sydney 7:30 on the Story Dogs, 16/09/2019 (450k on Facebook too)
Interview with Benjamin Law on Channel 10 The Project about the Australian Reading Hour, 17/09/2019
The Australian Reading Hour mentioned on Sky News First Edition, 18/09/2019
The Australian Reading Hour mentioned on WIN Canberra Headline News, 18/09/2019
Benjamin Law interviewed on WIN Canberra’s All Australian News 18/09/2019
Channel 9 Today mention 19/09/2019

RADIO
Interview with Mick Elliott on 2CC Canberra Live about the Australian Reading Hour, 13/09/2019
Interview with Mick Elliott on ABC Radio Canberra Breakfast who mentions Australian Reading Hour event at Floriade
Australian Reading Hour mentioned on ABC News Sydney Mornings, 16/09/2019
Interview with Nichole Overall on ABC Radio Canberra Breakfast who mentions the Australian Reading Hour, 16/09/2019
Interview with Vanessa Little (Director Libraries ACT) on ABC Radio Canberra Afternoons who mentions the Australian Reading Hour, 16/09/2019
Interview with Leigh Sales on ABC Radio Sydney Drive who mentions the Australian Reading Hour, 16/09/2019
Discussion on children’s books in celebration of Australian Reading Hour ABC Radio Brisbane Drive, 16/09/2019
Interview with Bradley McCaw Australian Reading Hour ABC Radio Brisbane Evenings who mentions Australian Reading Hour, 16/09/2019
Kelly Higgins-Devine mentions the Australian Reading Hour on ABC Radio Brisbane Evenings, 17/09/2019
Benjamin Law interviewed on ABC Radio Melbourne Breakfast 18/09/2019
Interview with Rachael Johns 4KQ Brisbane News 19/09/2019
ABC Radio Goulburn Murray Breakfast mention 19/09/2019
ABC Radio Hobart Breakfast mention 19/09/2019
97.3fm Brisbane mention 19/09/2019
ABC Radio Brisbane Evenings mention 19/09/2019
Mick Elliott interviewed on ABC Radio Sydney Focus 19/09/2019
Matt Stanton interviewed on HIT FM Breakfast Mackay & Whitsundays 19/09/19
2019 Media Round Up

Print
News item Junior Books+Publishing magazine – May issue
Event Mention Wyong Regional Chronicle 11/09/2019
News item Hornsby Advocate 12/09/2019
News item Daily Liberal Dubbo 12/09/2019
News item Byron Shire News 12/09/2019
News item Cootamundra Herald 13/09/2019
News item Mudgee Guardian 13/09/2019
Event mention Shepparton News 13/09/2019
Event mention West Wyalong Advocate 13/09/2019
Event mention Weekend Post 14/09/2019
News item Sunday Mail Adelaide 15/09/2019
News item Sunday Telegraph 15/09/2019
News item West Australian 17/09/2019
News item Atherton Tablelander 17/09/2019
News item Narrabi Courier 17/09/2019
Event mention Young Witness 17/09/2019
Event mention Burnie Advocate 18/09/2019
Event mention Wanganella Chronicle 18/09/2019
Event mention Cessnock Advertiser 18/09/2019
News item Adelaide Advertiser 18/09/2019
News item Daily Telegraph 18/09/2019
Event mention Herald 18/09/2019
Event mention Maribyrnong Weekly 18/09/2019
Event mention Messenger Cootamundra 18/09/2019
Event mention Coast City Weekly Adelaide 18/09/2019
Event mention Northern Messenger 18/09/2019
News item on Jonathan Thurston Townsville Bulletin 19/09/2019
Mention Daily Liberal Dubbo 19/09/2019
Mention Burnie Advocate 19/09/2019
Mention Boorowa News 19/09/2019
Mention Coast Community News 19/09/2019
News item South Western Times news 26/09/019

Award-winning author visits college to celebrate Australian Reading Hour

LIMESTONE Coast children will join their peers across the nation tomorrow, setting their usual classroom learning time aside to participate in this year’s Australian Reading Hour.

Janine Woods College students will host award-winning author Sally Rippin who will showcase her popular novels including the key back and Bill Roux series.

Ms Rippin will collaborate with students from reception to year 6 as well as year 7 to 9, during her visit and will also spend time visiting classrooms.

Early Learning to Year 9 key literacy teacher Kerrie Wilmot said the college looked forward to hosting Ms Rippin and listening to her stories.

“We are extremely fortunate to have fully visit us particularly on such an important date of the ANZAC First Anniversary.”

Ms Rippin said her hope had always been for all her readers to see themselves in her stories.

“The love writing and sharing stories,” she said.

“I want all readers to understand, no matter how confining or frightening the world may seems at times, kindness, friendship and integrity always win out in the end.”

The college’s junior school will participate in the reading hour from 9am to 5pm before having the opportunity to meet the highly acclaimed author.

It’s reading hour

Authors reflect on the value of literacy

GAIL ANTHONY

Do you want to go on an epic adventure, have a good laugh or learn something amazing? Then stop what you’re doing on Thursday and read for an hour (or more!) to support Australian Reading Hour.

Two Perth children’s authors, HM Waugh and Julia Lawrinson, have loved reading for as long as they can remember. They talk about the books that changed their lives and the advice they would give to a child who is struggling to find the right book.

HM WAUGH

I don’t think there’s anything more motivating for the human race than learning, and I think that children reading for an hour can teach us the power and value of reading.

It’s a real treat to see children of all ages learning through reading. They learn new words, new ideas, new cultures, new experiences, new ways of thinking.

JULIA LAWRINSON

I love reading! As a child, I read anything I could get my hands on. I loved reading about the world and the people in it, and I loved reading about myself, too.

I think that the books I read as a child shaped me and helped me become the person I am today. They gave me the words to express my own thoughts and feelings, and they gave me the strength to face the challenges of life.

For me, reading is a way of connecting with the world and with others. It’s a way of learning, of growing, of exploring.

So, if you’re feeling stuck, or if you’re struggling to find the right book, or if you’re just feeling down, then pick up a book and read for an hour. You won’t regret it.”

It’s a great way to spend some time, and it’s a great way to stay connected with the world.

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Stars do it by the book

The science is in — reading is good for you at any age. On Thursday, Australians are encouraged to sit down and pick up a book — a habit that reduces stress levels by 68 per cent and increases happiness and success — for national Reading Hour.

Today, famous book lovers talk about a pastime that can truly help you become healthy, wealthy and wise.

THE BACHELOR - ASTROPHYSICIST - MATT AGNEW

What book is your bucket list read?

I have always been an avid reader and have read over 300 books in my lifetime. My all-time favourite books are the Harry Potter series and the Outlander series.

I would recommend reading “The Great Gatsby” by F. Scott Fitzgerald. It is a classic novel that explores themes of wealth, power and the American dream.

THE SULTAN - ROYAL HUNTER - SULTAN

What book is on your bedside table?

I am a voracious reader and always have a book on my bedside table. My current read is “The Great Gatsby” by F. Scott Fitzgerald.

I would recommend reading “The Great Gatsby” by F. Scott Fitzgerald. It is a classic novel that explores themes of wealth, power and the American dream.

THE ATHLETE - TOP MOUNTAIN BIKER - SHANE BATTY

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THE MUSICIAN - TOP CONCERT PIANIST - JESSICA THOMAS

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THE ACTOR - TOP MOVIE STAR - MATTHEW McCONNAGHY

What book is on your bedside table?

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THE CHEF - TOP RESTAURANT OWNER - FRANKIE LAMBERT

What book is on your bedside table?

I am a voracious reader and always have a book on my bedside table. My current read is “The Great Gatsby” by F. Scott Fitzgerald.

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THE WRITER - TOP NOVELIST - PATRICK HICKS

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THE ATHLETE - TOP COUNTRY BASKETBALL PLAYER - LUCY SMITH

What book is your bucket list read?

I have always been an avid reader and have read over 300 books in my lifetime. My all-time favourite books are the Harry Potter series and the Outlander series.

I would recommend reading “The Great Gatsby” by F. Scott Fitzgerald. It is a classic novel that explores themes of wealth, power and the American dream.

THE ACTOR - TOP MOVIE STAR - JAMIE FOXX

What book is on your bedside table?

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THE PODCASTER - TOP INFLUENCER - JIMMY KIMMEL

What book is your bucket list read?

I have always been an avid reader and have read over 300 books in my lifetime. My all-time favourite books are the Harry Potter series and the Outlander series.

I would recommend reading “The Great Gatsby” by F. Scott Fitzgerald. It is a classic novel that explores themes of wealth, power and the American dream.

THE ACTOR - TOP MOVIE STAR - RENÉE ZELLWEGER

What book is your bucket list read?

I have always been an avid reader and have read over 300 books in my lifetime. My all-time favourite books are the Harry Potter series and the Outlander series.

I would recommend reading “The Great Gatsby” by F. Scott Fitzgerald. It is a classic novel that explores themes of wealth, power and the American dream.

THE ACTOR - TOP MOVIE STAR - ANNA FRISEL

What book is your bucket list read?

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I would recommend reading “The Great Gatsby” by F. Scott Fitzgerald. It is a classic novel that explores themes of wealth, power and the American dream.

THE ACTOR - TOP MOVIE STAR - TAYLOR SWIFT

What book is your bucket list read?

I have always been an avid reader and have read over 300 books in my lifetime. My all-time favourite books are the Harry Potter series and the Outlander series.

I would recommend reading “The Great Gatsby” by F. Scott Fitzgerald. It is a classic novel that explores themes of wealth, power and the American dream.

THE ATHLETE - TOP MOUNTAIN BIKER - SHANE BATTY

What book is your bucket list read?

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2019 Media Round Up

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http://online.isentialink.com/geelongadvertiser.com.au/2019/09/14/7eab7d56-64a8-42e8-9ad0-2e6c971a3ad9.html
http://online.isentialink.com/couriermail.com.au/2019/09/14/1f9b6ac8-357a-44db-a84a-125a80179666.html
https://whatson.melbourne.vic.gov.au/Whatson/ForTheKids/Events/Pages/67c08e7-d4d-4029-8d9-8b1be14990c7.aspx
The official launch of the Australian Reading Hour took place at Parliament House in Canberra on Tuesday 17 September, featuring two of our Children’s Ambassadors, Mick Elliott and Sally Rippin, supported by a speech in Parliament by Graham Perrett.

The Parliamentary Friends of Australian Books and Writers was attended by parliamentarians, their advisers, the APA board, the Chief Executives of the ASA, ABA, relevant supporters of the Books Create Campaign and invited guests of the publishing industry. The group was established to engage parliamentarians with the book industry, to highlight the achievements of the industry and the value it represents to Australians.

To celebrate the Australian Reading Hour, Tanya Plibersek and Hollie Hughes announced that Dark Emu by Bruce Pascoe will be read by politicians for the Inaugural Parliamentary Book Club. Hollie Hughes said: ‘This is a collaborative and bipartisan initiative that we hope will bring together book lovers of all stripes in Parliament.’
Ambassador Mick Elliott along with hugely popular children’s author Oliver Phommavanh performed to an enthusiastic crowd on Sunday 15 September, the opening weekend of Floriade in Canberra. The event was organised by Libraries ACT and supported by Dymocks.

Ambassador **Matt Stanton** appeared on the steps of the **Sydney Opera House** accompanied by several of the canine members of the **Story Dogs Literacy Charity**. Matt broadcast an Author Talk to over **5,500 school students** in **118 schools** via a YouTube & Facebook Live Stream from the Utzon Room of the House with 100 Year 1 and 2 students from local Sydney schools in attendance.

**Matt Stanton’s** talk was covered by **Sky News**, **The Daily Telegraph** and the **NSW Education Department**.

**Tuesday 17 September**
Mick Elliott also appeared at Sydney Children’s Hospital in Randwick as part of the Starlight Lounge to read with and entertain the sick kids from the hospital who are able to attend.

Mick Elliott was interviewed on ABC Radio Canberra, 2CC Canberra and with Kate Forsyth for a one-hour special on ABC Radio Sydney Focus on how to rekindle a love of reading. Mick also took part in the NSW Education and Reading Eggs campaign.

Thursday 19 September
Ambassador Sally Rippin travelled to regional Victoria to share the message of Australian Reading Hour at the Tenison Woods College. She entertained over 150 school children from all over the Mount Gambier region for a special ARH event at the school.

Sally Rippin’s trip to regional Mount Gambier was covered by The Border Watch and Sally promoted Australian Reading hour on ABC ME.

Sally Rippin and Adrian Beck spoke about the Ambassador Books and benefits of reading on Kidslit Podcast.

Thursday 19 September
Ambassador Karen Manbulloo travelled from her home near Katherine to visit an Indigenous mums & bubs group from the La Perouse community supported by the Sydney Children’s Hospital, and then appeared at La Perouse Public School, supported by NSW Education.

The Sydney Morning Herald, WA Today and NSW Education Department covered the Karen Manbulloo school visit event in La Perouse.

Thursday 19 September

ABC Radio Sydney Focus on how to rekindle a love of reading, followed by Karen Manbulloo and Karen Williams speaking about a trifecta of firsts in 2019 UNESCO’s International Year of Indigenous Languages, with Australian Reading Hour delivering the largest print run of a bilingual book for the Indigenous Literacy Foundation with Moli det Bigibigi (Molly the Pig) and the first indigenous book to be chosen for Australia’s largest public awareness campaign for books and reading.
Ambassador Rachael Johns appeared at the Midland Gate Vicinity Shopping Centre in Perth for morning tea with 50 guests in the Gold Class Theatre.

**Wednesday 18 September**

She then travelled to Darwin to be a guest speaker at the Darwin Library.

**Thursday 19 September**

Supported by an interview on 4KQ Brisbane with Jo Hayes.
Benjamin Law travelled to Melbourne to speak with Channel 10’s The Project to share the Australian Reading Hour story and held an event for over 100 of his fans at Readings in Carlton.

Benjamin also took part in the NSW Education campaign.

Thursday 19 September
2019 Events

This year there were over 240 registered events (with many more unregistered) in libraries, bookstores, shopping malls, schools and community centres all over the country! These were easy to find thanks to our interactive events map.

Over 60 authors took part including Ben Quilty, Richard Glover, Isabelle Li, Kristina Olsson, Dervla McTiernan, Fiona McIntosh, and Sally Hepworth, and many, many more have committed to supporting Australian Reading Hour events.
Events in Libraries

Public libraries across Australia celebrated and supported the Australian Reading Hour.

We had responses from more than 40 public libraries which had participated in the Australian Reading Hour, from ACT, NSW, NT, SA, TAS, VIC and WA. Across these libraries, in excess of 1,400 library users attended events, which ranged from storytimes and trivia nights to afternoon tea reading parties.

Left image photo credit: Friends of Libraries, Byron Shire.
Social Media Reach

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The above numbers represent the combined social media reach for the more than 40 libraries who informed us that they had participated in the campaign. We anticipate that the total reach would be more than **1 million**.
ACT

Libraries ACT helped facilitate the popular Ultimate Storytelling Battle at Floriade, which featured ARH Ambassador Mick Elliott and author Oliver Phommavanh facing off to tell the best improvised story. It received the following glowing feedback about the event.

‘I attended the Story Telling Battle at Floriade organised by Libraries ACT with my family on Sunday and just wanted to pass along some positive feedback. In all my years of attending events at Floriade, the Story Telling event, was one of the most memorable.’

NSW

NSW libraries held events including local author talks; PJ storytimes; and craft afternoons.

Events like these were held at libraries including Burwood Library; Mosman Library Services; and Woollahra Libraries.

Pictured: attendees at Burwood Library
City of Darwin Library and City of Palmerston Library both participated in the Australian Reading Hour 2019.

City of Darwin Library hosted a talk by ARH Ambassador Rachael Johns and City of Palmerston Library hosted a talk by author Barry Jonsberg.

It was great to receive information from libraries across SA from Parks Library; Playford Library; Unley Library; and Walkerville Library.

SA libraries hosted a range of different activities Parks Library held a bingo competition; Playford Library hosted a reading competition and Walkerville Library encouraged patrons to read and relax in its reading lounge.
Libraries Tasmania hosted events across its libraries.

The network held afterhours pyjama parties, media personalities in pyjamas reading stories, games nights, authors reading stories, lunch time sessions, evening sessions and sessions just for kids.

Pictured: attendees at a Libraries Tasmania event

VIC libraries supported the campaign through hosting events special book club meetings; reading circles and storytimes.

We received responses from public libraries across Victoria from Darebin Libraries; Frankston City Libraries; and the Vision Australia Library.

Pictured: Mayor Cr Michael O'Reilly, Frankston, reading to a child at Frankston Library.
City of Perth Library; Claremont Library; and Mundijong Public Library, among many other libraries, hosted ARH events.

WA libraries supported the campaign through hosting events, author talks, storytimes and showcasing unique library resources to encourage their patrons to read for an hour.

Pictured: Dervla McTiernan (left) talking with David Whish-Wilson at an author talk at City of Perth Library.
2019 Major Partnership

Printed posters in 6 locations around King George Square Busway Station and 4 locations at the Cultural Centre Busway Station

Digital content was displayed on electronic PIDs (LCD screens) with 23 locations at King George Square and 15 at Queen Station with a reach of 14.5m

Supported by a newsletter to 350k subscribers
Gave away of 2000 books donated by publishers at King George Square in 1.5 hours
2019 Commuter Advertising

There was also paid advertising on trains in Sydney and Melbourne 5 August to 22 September, driving huge visitor numbers to the website with a total reach estimate of 2 million.
2019 Major Partnership

A major partnership with NSW Education to promote the event to 2300 schools and 1 million parents, students and teachers through newsletters and on social. With the themes ‘Read Outside Your Comfort Zone’ for teens and ‘Bedtime Stories’ for primary.

Supported by videos featuring Matt Stanton, Morris Gleitzman, Benjamin Law and more with a $5000 advertising budget. High visibility on all NSW Government Education websites and on 1,175 individual school Facebook Pages.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Posts</th>
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<td>1,251</td>
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2019 Partnerships

Thanks to a contra deal through the APA, we secured half-page adverts in *The Sydney Morning Herald* and *The Age*.

Our partnership with Vicinity drove the major event with Rachael Johns in Perth, as well as 9 other events, supported by advertising in 30 shopping centres around the country and on social media.
2019 Digital Partnerships

Unique reading content creation and posting through the social channels for the Brisbane Broncos (Facebook 649k, Twitter 139k, Instagram 233k)

A major online event in partnership with Story Box Library, with Noni Hazlehurst reading the new Mr Chicken book from Leigh Hobbs on Thursday 19 September, one week ahead of publication

Reading Eggs ran a 4-week free trial (Facebook 202k, Twitter 4k)

Better Reading ran a weekly campaign on two Facebook pages (248k followers, 166k Reach) featuring ARH content and giving away 5 sets of the ambassadors’ books.
2019 Digital Campaign

On the Australian Reading Hour day we had 3.6k visitors to the website, up from 2.6k in 2018

Social media growth of 25% on 2018

The official Facebook event reached over 60k people with 2.4k responses

Major influencer campaign, reaching 110k followers

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<td>6,200</td>
<td>49,400</td>
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2019 Social Media Highlights

Eddie Woo @misterwoutube · Sep 19
I'm getting my #ReadingHour on a flight from Adelaide to Sydney today. (Thanks @mrbartonmaths for giving me lots of food for thought!)
@NSWEducation

AusReadingHour @AusReadingHour · Sep 18
Don't forget to take the pledge to read for #readinghour tomorrow. Enjoy the many benefits of reading with added bonus - Notii bit.ly/2mRb6DG
#takehetime @StorySoulLibrary

The Smith Family @SmithFamily_org · Sep 19
As Australia’s largest children’s education charity we support the development of literacy skills in children from disadvantaged backgrounds. To mark @AusReadingHour find out more about our programs that build a love of reading: bit.ly/34Q215L
#readinghour

Jimmy Barnes @jimmyjames · Sep 19
Today is Australian #ReadingHour Day and to celebrate, I’ll be #ReadingToTheOneYo pick up Apollo 13: The Inside Story and reading for an hour. Reading your kids bedtime stories can help put them 9 years ahead in school.
For more information visit readinghour.org.au

Matt Okine @mattokine · Sep 19
Today we celebrate @Ausreadinghour! Take an hour out of your day to sit back, relax and read a #readinghour @Macbethius

AusReadingHour @AusReadingHour · Sep 19
Jonathan Thurston spent his #readinghour with students at The Cathedral School earlier today.
#readinghour #takehetime
Take the Challenge!

Our Reading Challenge was there to help you read more regularly and feel the vast benefits. Readers were able to set their own goals and track their progress. Weekly mini-challenges with various partners were set.

Challenge stats:
1,589 took the challenge
912 books were read
2,896 hours of reading

YA (Young Adult Fiction) was originally developed to bridge the gap between children’s and adult novels. The relatable themes of friendship, love and identity have long been enjoyed by teenage readers and a growing portion of adult readers are also discovering their charm.

Your challenge this week is to try a YA novel. You might like to start with a recommendation from #LoveOzYA.

Happy reading!

Have you logged into your account to log your reading habits from last week? Did you visit your local library?
<table>
<thead>
<tr>
<th>Activity</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>Comment</th>
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<td>2</td>
<td>3</td>
<td>10 + 118</td>
<td>118 schools streamed the Matt Stanton event</td>
</tr>
<tr>
<td>Formal Author Events</td>
<td>21</td>
<td>37</td>
<td>55</td>
<td>Over 60 authors took part, including 9 at Vicinity</td>
</tr>
<tr>
<td>Total Registered Events</td>
<td>n/a</td>
<td>106</td>
<td>240</td>
<td></td>
</tr>
<tr>
<td>Print Posters Distributed</td>
<td>600</td>
<td>791</td>
<td>418</td>
<td></td>
</tr>
<tr>
<td>PR Reach</td>
<td>n/a</td>
<td>7,072,434</td>
<td>11,000,000</td>
<td>Including the extended reach of ABC 7.30 online</td>
</tr>
<tr>
<td>ARH Advertising Reach</td>
<td>0</td>
<td>1,600,000</td>
<td>2,084,243</td>
<td>Outdoor = Trains</td>
</tr>
<tr>
<td>Partner Advertising Reach</td>
<td>145,000</td>
<td>447,286</td>
<td>25,253,223</td>
<td>Catalogues: Kmart, Target, Dymocks, Translink with Vicinity still TBC</td>
</tr>
<tr>
<td>ARH Social Media Followers</td>
<td>11,300</td>
<td>19,800</td>
<td>24,700</td>
<td>Facebook, Twitter, Instagram</td>
</tr>
<tr>
<td>ARH + Influencers Social Media Reach</td>
<td>n/a</td>
<td>650,000</td>
<td>5,303,352</td>
<td>Including paid social media advertising, Story Box Library, Reading Eggs, Better Reading, NSW Education, Translink, and influencers</td>
</tr>
<tr>
<td>Partner/Influencer Social Media Followers</td>
<td>n/a</td>
<td>661,864</td>
<td>3,384,000</td>
<td>Translink, Kmart, Dymocks, Booktopia, Better Reading, Reading Eggs, Brisbane Broncos, Story Box Library, NSW Education, Story Dogs, ALIA, APA</td>
</tr>
<tr>
<td>ARH Website Reach</td>
<td>n/a</td>
<td>14,000</td>
<td>28,000</td>
<td></td>
</tr>
<tr>
<td>ARH Database</td>
<td>2,500</td>
<td>3,300</td>
<td>6,238</td>
<td></td>
</tr>
<tr>
<td>Partner Database</td>
<td>630,000</td>
<td>482,368</td>
<td>7,816,356</td>
<td>Translink, Dymocks, Booktopia, Kmart, ALIA, APA, Reading Eggs with NSW Education still TBC</td>
</tr>
</tbody>
</table>
A Major Book Industry Collaboration
Thursday 19 September 2019

www.readinghour.org.au