



Good Reading Suite for Libraries

Dear Librarian

As you know we are very passionate about books, reading and libraries. We have spent the past 16 years working hard to promote books and authors, particularly Australian, to book lovers around Australia.

Over the following pages we have provided you with information about our products as well as the considerable value add that Good Reading Magazine brings with a subscription for your library. We are excited and confident that we can increase your library's usage of your e-resources through our partnership and connection with book readers

We would very much welcome your feedback.

If you would like a quote please don't hesitate to contact me .

Looking forward to hearing from you.

Kindest regards

Rosie Bisset
Library Manager

The Good Reading Suite

No login is required for any Good reading products.

✓ **ONLINE HUB FOR BOOK LOVERS.** www.goodreadingmagazine.com.au

- Full access to articles and reviews in a web based format
- Full access to the digital version of the magazine including the full archive
- Members and staff can create their own profiles under the library subscription making lists of books they'd like to borrow, read, recommend and view what other members recommend
- Search for recommended books for book clubs who read particular genres
- Specific pages dedicated with articles and reviews for YA and childrens
- Useful guide to best books for children age 12 and under
- Archive exploration enables readers to discover and explore past articles
- Login is available for individuals to create their own wish lists and profiles if required

✓ **GOOD READING – the digital edition of the magazine for book lovers**

- The digital version of the magazine is an exact replica of the print edition
- Includes hyperlinks to more information on the Online Hub
- Includes access to all back issues of the magazine
- Zoom, keyword search, rotate pages and print functionalities included
- Access
 - through our popular Hub for Book Lovers
 - Direct access bypassing the Hub

✓ **SPINEOUT** (for YAs, bi-monthly, digital only)

- A digital only magazine just for your YA members
- Assists readers to find new and recommended YA books to borrow and read
- Publishes YA readers' book reviews
- Publishes any creative work by libraries YA members including short stories, poetry, artwork, photography
- Publishes submissions by libraries of events they've held, awards members they'd like to recognise etc
- Provides connections with publishers for author available for events

✓ **PK mag** (for primary age kids, bi-monthly, digital only)

- A digital only magazine just for your primary age members
- Assists readers to find new and recommended kid's books to borrow and read
- Publishes younger library members' book reviews
- Publishes any creative work by libraries primary age members including short stories, poetry, artwork, photography
- Publishes submissions by libraries of events they've held, awards, members they'd like to recognise etc
- Provides connections with publishers for author available for events

Good Reading supports libraries

Good Reading have two exciting key promotional opportunities that we have created to benefit our subscribing libraries broadly.

1. Good Reading Magazine (**GRM**) will work to **promote all libraries in your municipality**. How? Through partnering our readers and their local libraries.

GRM will contact each print subscriber to **gr**, and every lapsed subscriber to either the print edition or the digital edition of **gr**.

GRM will:

- promote that the library **provides free access** to all of the Good Reading suite
- **promote membership** to the library and their e-resources
- provide **direct a link/s for the reader to join their library or find e- resources**

2. **GRM** has strong connections with the publishing world. A dedicated webpage is being created for subscribing libraries to be able to **access high resolution promotional material** from publishers. This will include posters, bookmarks, activity packs, flyers to promote competitions and so forth. This allows libraries to access all the material in one place and easily utilise this professionally produced material on their own websites and social media.

How else can Good Reading Magazine assist subscribing libraries?

- **GRM** has a dedicated Online Resources Manager to help promote individual libraries' online resources
- **GRM** has a special webpage for in-house promotional material so you can promote your online resources to your members. This includes regular updates of posters, latest magazine covers and newly updated tutorials
- Free back issues of **gr** are provided with stickers promoting online access
- **GRM** will liaise with libraries to run competitions to drive traffic to their resources. **GRM** will provide books and prizes to help drive traffic to your e-resources
- Regular surveys ask librarians what their favourite book is from the latest magazine. **GRM** promotes the results and your libraries to readers via the Resource Hub for Book Lovers and our busy social media
- Print issues of **gr** feature subscribing libraries. We ask what library staff are reading and promote your libraries to our readership
- **GRM** can help you find authors to visit your library!
- Our busy Online Hub is a great place to promote your libraries' events. Subscribing libraries can send their event details and **GRM** will promote these on the news bar on the Hub and on social media and include links to your library's website
- **GRM** provides professionally designed digital ads for libraries to place on their websites to promote their e-resources
- Monthly e-newsletters feature ideas and librarians who share their successes promoting their online resources. It also includes copy for e-newsletters and social media for easy use on libraries own websites and social media. Links to various new resources and great ideas are made available to support libraries in promoting their resources.

Concurrent access

Good Reading Magazine already has a great relationship with many NSW libraries. Current subscribing libraries include City of Parramatta, City of Sydney, Newcastle Region, City of Canterbury, Waverley Library, Newcastle Region Library and Mildura Rural City Council among others.

Good Reading is keen to continue to work with libraries to demonstrate our commitment and value to your members.

Access includes unlimited access to all products.

- Good Reading Online Hub for Book Lovers (new 'no login' feature available in June)
- Good Reading Digital magazine – latest issue plus full archive
- SpineOut – latest issue plus full archive
- PK mag – latest issue plus full archive

Access to all of the above products including:

- **Good Reading Online Resource Hub** and digital magazines including optional individual member profile pages
- Seamless login to **Good Reading Online Resource Hub** and digital magazines
- Seamless log in direct to latest digital edition of **Good Reading** plus full archive
- Seamless login to **SpineOut** plus full archive
- Seamless login to **PK mag** plus full archive
- Open access to publishers promotional material on **gr** resource Hub
- Support to promote library events on the **gr** Hub

BONUS high value support

- Full access to all support areas including:
 - Promotional material from publishers for library use
 - Promotion of library events and author booking support
 - Free copies of back issues of **gr**
 - Book prizes for competitions

Access

Access is from home and/or from in the library

Validation processes

The validation process can be via an IP address or range or IP addresses as well as by one or more referring URLs

Why partner with Good Reading Magazine for all your library staff and members?

Good Reading:

- Creates connections for readers and libraries
- Supports library staff and members
- Actively helps to drive membership
- Builds connections between readers
- Works actively to help drive awareness of library e-resources
- Is passionate about and dedicated to promoting books and reading
- Encourages readers to confidently try new books and authors
- Silently helps library members find a good read to borrow
- Strongly focuses on Australian books and authors
- Supports book related news and events
- Highlights new books but also older books
- Doesn't discriminate or judge what books people enjoy
- Encourages younger members to read books
- Helps give younger readers confidence in choosing a book to read
- Helps connect younger readers with other library members around Australia
- Supports reader collection services
- Helps individual libraries in achieving their goals

In conclusion:

The Good Reading Magazine's suite of products are Australian, of high quality, great integrity, and are respected and valued by the reading public and the industry alike. They are used in multiple ways by both library staff and members.

This includes as a collection tool and in support of library members, giving them confidence when borrowing a book. It encourages members to return to the library again and again.

Good Reading Magazine works hard to continually build a connection between our readers and libraries as well as promoting libraries and librarians to the general public. Good Reading Magazine focuses on books and authors, with a heavy slant on everything Australian.

We link libraries with publishers providing them with valuable access to high quality promotional material. This offers a central repository for libraries to access material to use in their own promotions and marketing.

We strive to build members' interest in books, authors and libraries. It's our core focus and we believe we affect positive change. We look forward to working closely with libraries to continue to build a future in partnership.