

Read This.

Schwartz

A weekly show about the books we love and the stories behind them. Hear the best writers from Australia and around the world talk about their lives and their work.

Read This is a show about the books we love and the stories behind them, hosted by Michael Williams. Every Thursday, you'll hear insightful conversations with the smartest, funniest readers and writers we know and in-depth interviews with the best Australian and international authors talking about their lives and their work. You'll never be left wondering what to read next.

Thursdays

20-30 mins

Schwartz audience stats

Rates

- a) **30-second: \$60 CPM**
creative production \$500
- b) **15-second: \$40 CPM**
creative production \$300
- c) **30 + 15-second**
creative production \$600

Creative production

With the choice of either our female or male network voice, advertising creative will be produced and recorded, in house, by the podcast team. Scripts are to be supplied by the client.

Script specs

- a) **30-second mid-roll**
script between 60 and 75 words
- b) **15-second mid-roll**
script between 30 and 40 words

80%

are spending monthly
on arts & culture

86%

are spending
monthly on books

56%

have read a book in the
past three months

- Video, audience references or phonetic spelling must be supplied for name pronunciation and foreign language use.
- Externally recorded files must be supplied as 320kbps CBR mp3.
- Geo-targeting by state is available.
- Read This has a minimum spend requirement of \$2k.exc. GST.