



ALIA Media Kit 2026

Connect directly with Australia's
library and information professionals

For advertising enquiries please contact
media@alia.org.au



About us

The Australian Library and Information Association (ALIA) is the national organisation representing the Australian library and information services sector.

Together we seek to empower the sector through the development, promotion and delivery of quality library and information services to the nation, through leadership, advocacy and mutual professional support.


Membership of ALIA is open to everyone: people working in the sector, qualified librarians and library technicians, professionals from other disciplines, people who share our values, libraries, library suppliers and other stakeholders. A large proportion of our members are drawn from public, school, government and special, academic and National and State libraries, making ALIA the perfect place to reach an audience of diverse and engaged LIS professionals.

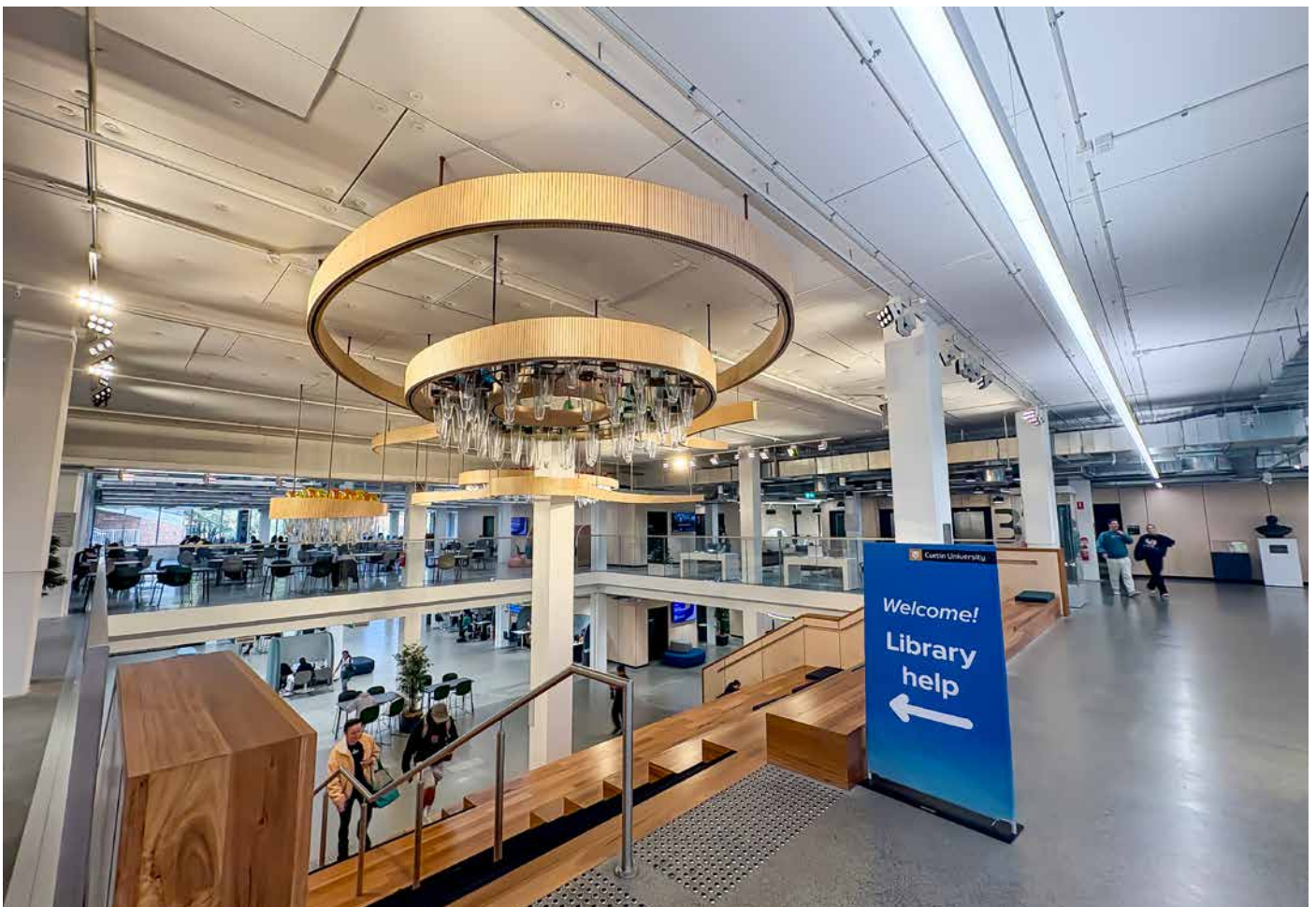
Connect with us

 www.alia.org.au

 @ALIANational

 [Facebook.com/ALIANational](https://www.facebook.com/ALIANational)

 [Australian Library and Information Association](https://www.linkedin.com/company/australian-library-and-information-association)



Why advertise with ALIA?

Advertising with ALIA provides unparalleled access to a highly engaged and diverse audience of library and information professionals across Australia.

As the peak body representing the sector, ALIA connects you with Australia's LIS workforce who are passionate about innovation, education and community engagement.

By advertising with ALIA, you are aligning your brand with a trusted authority in the field, showcasing your products and services to a targeted audience, and contributing to the advancement of libraries and information services.

We offer opportunities on the ALIA homepage and sector pages, our fortnightly ALIA News e-newsletter and the upcoming redesigned INCITE Online - a dynamic, always-on digital hub delivering fresh stories and thought leadership from ALIA Members and others in the sector.

If you are interested in discussing sponsorship opportunities for one of our events, please email [**events@alia.org.au**](mailto:events@alia.org.au).

INCITE Online – Stories, insights, and conversations for the library and information sector

In 2026, INCITE steps boldly into its next evolution — a dynamic, always-on digital hub delivering fresh stories from ALIA Members and others in the sector, sector insights and thought leadership throughout the year. No longer confined to quarterly editions, the new INCITE Online offers continuous engagement with thousands of professionals across Australia’s library and information landscape.

For advertisers, this opens the door to richer visibility and deeper connection. In addition to opportunities to advertise on the platform landing page, for the first time INCITE Online will include advertorial opportunities — a compelling new way to showcase your products or services through narrative-driven content that aligns with emerging trends, challenges and priorities across the sector.

Whether you’re looking to build brand recognition, launch a new product or engage meaningfully with decision-makers, INCITE Online offers a flexible, modern and highly targeted environment to amplify your message at the moments that matter most.

Our readers look to the magazine for accurate, informative reports on the latest news and events in the library world, and are keen to know about the latest products and services relevant to their industry.

By advertising in INCITE you will:

- Connect to a readership of over 12,000 ALIA personal and institutional members and 5,000 students enrolled in ALIA accredited LIS courses
- Reach people from across all sectors of the industry - everyone from those just starting out right through to decision-makers at the most senior levels
- Enjoy new discounted rates
- Enjoy the benefits of the digital platform with links to your website and product

Facts and Figures for 2026

4 digital issues per year: March, June, September and December.

Distributed to over 17K readers including over **12K ALIA members** and over **5K students** enrolled in ALIA accredited LIS courses.

Reporting provided for each ad placed.

Booking dates for 2026 - Banner and Advertorial options

| | Booking Deadline | Artwork Deadline | | Booking Deadline | Artwork Deadline |
|--------------|------------------|------------------|------------------|------------------|------------------|
| March | 15 February | 28 February | August | 13 July | 20 July 2026 |
| April | 10 March | 20 March | September | 17 August | 24 August 2026 |
| May | 13 April | 9 April | October | 14 September | 21 September |
| June | 15 May | 22 May | November | 13 October | 20 October |
| July | 15 June | 22 June | December | 17 November | 24 November |

Dimensions and file

877px(w) x 600px(h)

JPG with link supplied. Optional description text on the side. Text will be extracted from the artwork if unsupplied.

- Maximum file size 250KB
- Artwork is subject to approval by ALIA

INCITE Online advertising options and costs



2026 INCITE Online advertising rates (inc. GST)

Banner on INCITE Online homepage

2 week period: \$750

4 week period: \$1300

Standard Advertorial

An advertorial is an article that blends editorial-style storytelling with brand messaging, allowing you to showcase your products, services or expertise in a way that is informative, engaging and relevant to the library and information sector. Advertorials will be published on the INCITE Online digital hub, with all copy and images supplied by the client.

AUD \$2,500 – 4 weeks – up to 800 words

Premium Advertorial

An extended advertorial package featuring an article on the INCITE Online digital hub, amplified through two social media posts and one inclusion in the INCITE Online newsletter to Members.

AUD \$3,000 – 4-week placement – up to 800 words

ALIA News e-newsletter

ALIA News is published fortnightly every second Wednesday and tracks the latest trends and news from across the sector. It's the best place to advertise special events and get your message across fast.

ALIA News is automatically sent to all members and is also available on open subscription, currently reaching over 13,000 people working in or interested in the LIS sector. View previous issues of ALIA News here.

Facts and Figures for 2026

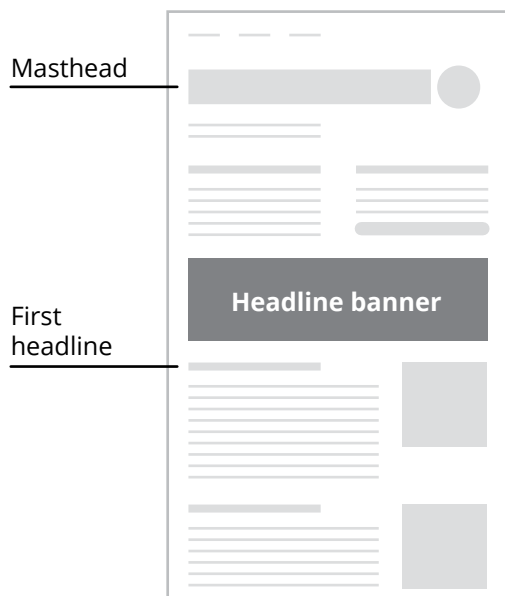
Over 13,000 subscribers from all corners of the LIS sector and related fields.

Sent to all ALIA Members.

Average **open rate of 38%**.

Reporting provided for each ad placed.

ALIA News advertising options and costs



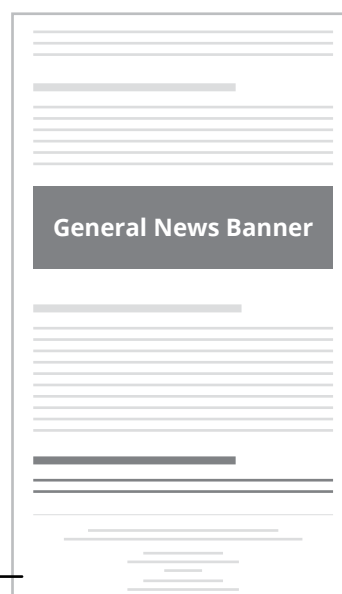
Advocacy section



Sector News



General News



2026 ALIA News advertising rates (inc. GST)

| Description | Casual | 4 Issues |
|---------------------|--------|----------|
| Headline Banner | \$500 | \$1500 |
| Advocacy Banner | \$400 | \$1000 |
| Sector News Banner | \$300 | \$800 |
| General News Banner | \$200 | \$500 |

ALIA News advertising location and sizes

| Description | Dimensions and file |
|--|--|
| Headline Banner <i>One available per issue, appears above the first headline</i> | 600px(w) x 180px(h) <i>JPG with link supplied</i> |
| Advocacy Banner <i>One available per issue, appears below the Advocacy section</i> | 600px(w) x 180px(h) <i>JPG with link supplied</i> |
| Sector News Banner <i>One available per issue, appears below Sector News</i> | 600px(w) x 180px(h) <i>JPG with link supplied</i> |
| General News Banner <i>One available per issue, appears below the Groups and Committees section</i> | 600px(w) x 180px(h) <i>JPG with link supplied</i> |



Facts and Figures for 2026

20,000+ visitors per month to the ALIA homepage

No more than 2 external ads per carousel to ensure visibility for your product or service.

Reporting provided for each ad placed.

ALIA website advertising location and sizes

Description

Homepage carousel banner
Maximum 2 ads at a time. *Must start and end on a week day. Banner order will be determined by ALIA.*

Dimensions and file

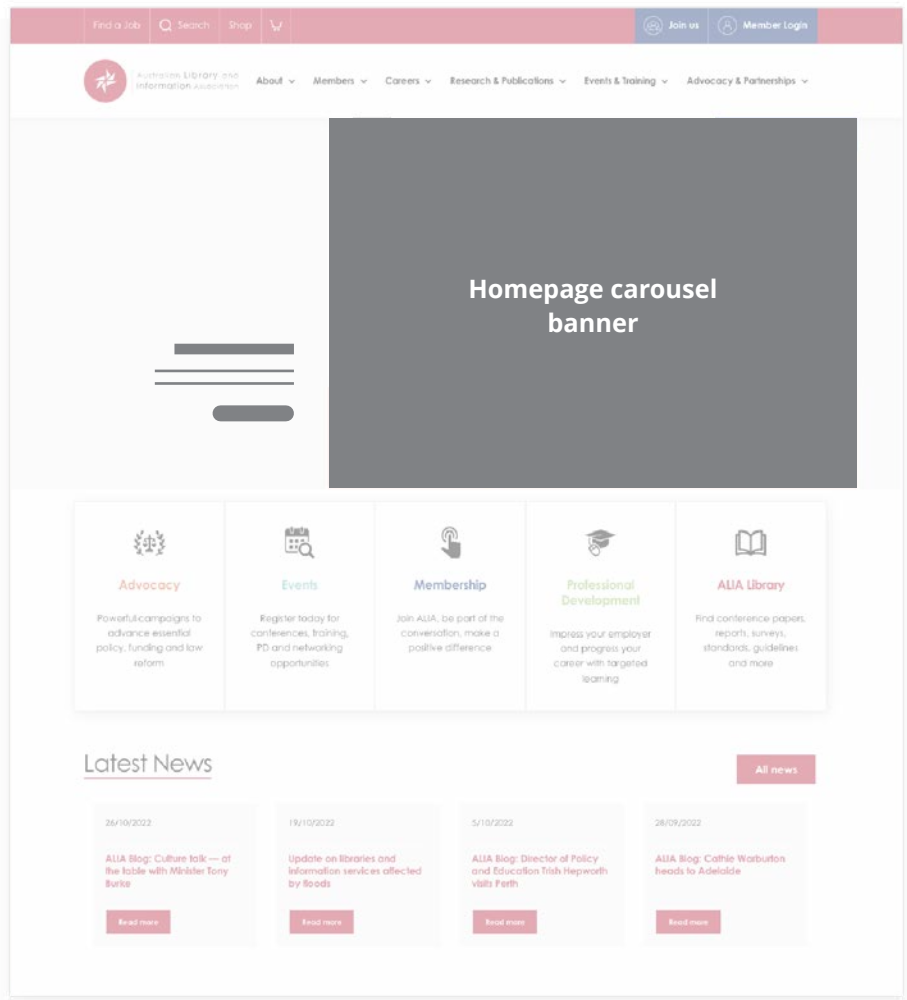
877px(w) x 600px(h)

JPG with link supplied. *Optional description text on the side. Text will be extracted from the artwork if unsupplied.*

- Maximum file size 250KB
- Artwork is subject to approval by ALIA

ALIA website

Be the first thing visitors to the ALIA website see! Our members and other visitors rely on the ALIA website for news, updates, key resources and to register for ALIA training courses and events. The website's landing page has approximately 25,000 visitors a month and is the perfect spot to get eyes on your advertisement.



2025 ALIA website advertising rates (inc. GST)

| Description | Rate | Booking Period |
|--------------------------|--------|----------------|
| Homepage carousel banner | \$900 | 2 weeks |
| Homepage carousel banner | \$1500 | 4 weeks |

Sector landing pages on ALIA website

Our sector pages provide a more focused experience for Members seeking content specific to the five main sectors of Australia's LIS workforce. While these pages attract a more niche audience and receive lower overall traffic compared to the homepage, they offer a highly relevant environment for sector-specific messaging.

- **Public**
- **Schools**
- **National, State and Territory**
- **Academic**
- **Specials**

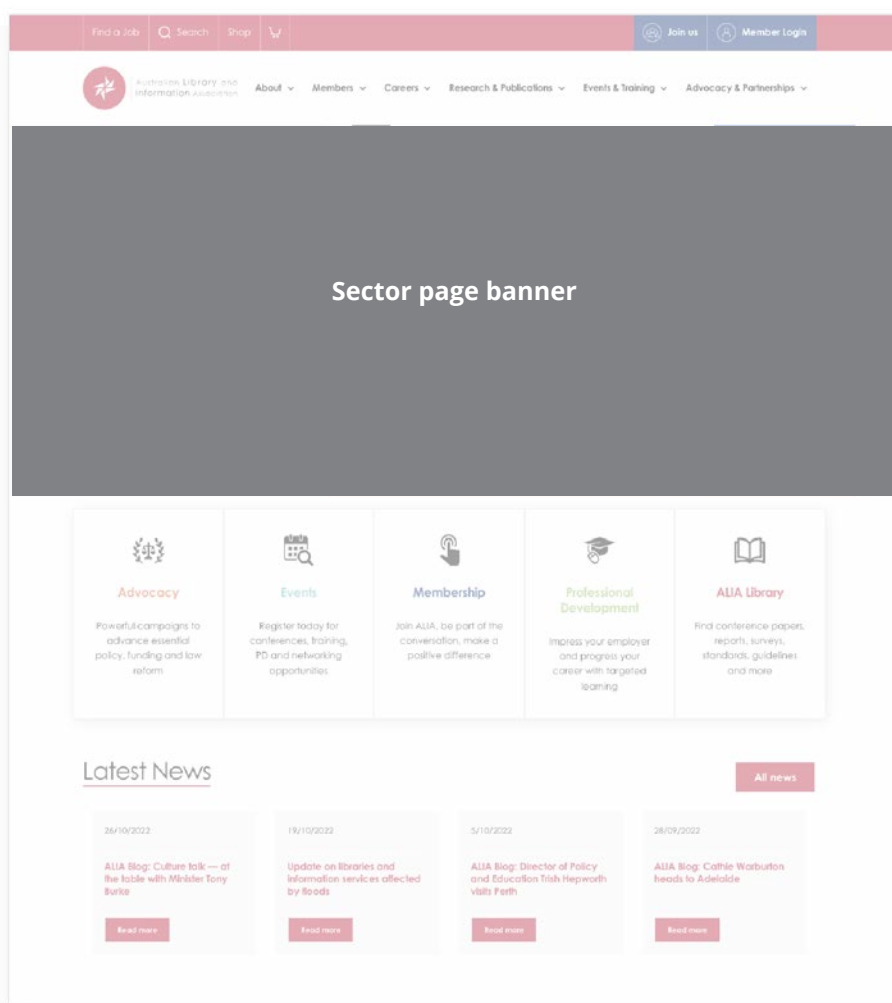
With carousel options, this is the perfect place to advertise a product, event or resource aimed at a particular sector within library and information services.

Facts and Figures for 2026

500+ visitors per months to each of the pages

Opportunity to target specific sectors in the LIS workforce: Public, Schools, National and State, Academic and Government and Specials.

Reporting provided for each ad placed.



Sector Page Banner

Maximum 1 ads at a time. Must start and end on a week day.

Dimensions and file

1920px(w) x 600px(h)

JPG with link supplied. Description text on foreground. Text will be extracted from the artwork if not supplied.

2026 ALIA sector page advertising rates (inc. GST)

| Description | Rate | Booking Period |
|--------------------|-------|----------------|
| Sector page banner | \$350 | 2 weeks |
| Sector page banner | \$650 | 4 weeks |

ALIA Advertising

Booking contract 2026

Complete your ALIA Advertising order and contract online at <https://jfallia.jotform.com/252886499276883>.

[Booking contract](#)

If you have any questions about completing your advertising order and/or signing the contract online, please email media@alia.org.au.

