

# ShelfAWARENESS

*enlightenment for readers*



2017 RATE KIT

[WWW.SHELF-AWARENESS.COM](http://WWW.SHELF-AWARENESS.COM)



# Shelf **AWARENESS** <sup>PRO</sup>

daily enlightenment for the book trade

## *For the book trade:*

*This free email newsletter is dedicated to helping people in the book industry make smart decisions about buying, selling and lending books.*

**Background:** *Shelf Awareness* was created to provide a range of people in the industry—booksellers, librarians, book buyers at nontraditional stores, members of the media, marketers, salespeople, publishers and others—with essential information for their businesses. They needed news about new titles, books getting buzz in the media, author appearances on major shows, movie tie-ins, sleepers, news about the business, tips on how to sell, etc. We began publishing in June of 2005, following a successful launch at BEA. We publish each weekday, first thing in the morning. Our readers tell us they like to “have their morning coffee” with us.

*Shelf Awareness* is published by John Mutter and Jenn Risko. John was the longtime executive editor of bookselling at *Publishers Weekly* and executive editor of the former *PW Daily for Booksellers*; Jenn worked in sales, marketing and management positions with publishers large and small, such as Rand McNally, *Insiders' Guides* and the National Academies Press.

*“[Shelf Awareness] has become such an essential part of our daily reading, a touchstone to what is happening in the world of bookselling! Congratulations on creating such an informative, enlightening, and fun communication.” —Carolyn Reidy, CEO, Simon & Schuster*

*“As usual, staff conversation this morning involved the daily issue of Shelf Awareness. You can tell your advertisers that their ads work, because I know of several books that we have started carrying because someone’s interest was piqued.” —Valerie Koehler, Blue Willow Bookshop, Houston, TX*

# ShelfAWARENESS PRO

Daily Trade Newsletter Circulation as of 01/01/17: 38,650  
(including web views)

TOP BANNER



## 2017 Placement & Prices (per issue)

Top Banner .....	\$1,350
Top Skyscraper .....	\$1,200
2nd Skyscraper .....	\$1,000
3rd and Lower Skyscrapers .....	\$700
Top Insertion Banner .....	\$800
2nd and Lower Insertion Banners .....	\$600

## Ad Specs

Top Banner .....	600 x 150
Skyscrapers .....	160 x 600
Insertion Banners .....	440 x 125

(Dimensions in pixels, width x height)

Ads may be static or animated, **.jpg** or **.gif** format.  
Ads must be **RGB, 72 dpi**, and a **maximum of 50 KB**.  
**Due 5pm Eastern, two days before publication.**  
Design services are available; please contact us for rates.

## Contact

Email [sales@shelf-awareness.com](mailto:sales@shelf-awareness.com) to check availability or make a reservation.



TOP  
SKYSCRAPER

TOP INSERTION  
BANNER

2ND  
SKYSCRAPER

INSERTION  
BANNER



# Shelf **AWARENESS**

*enlightenment for readers*

## *For all book lovers:*

*This free twice-weekly email newsletter reviews the 25 best books publishing each week.*

*Background:* We launched *Shelf Awareness for Readers* in 2011. Readers had its beginning when we noticed that a number of our subscribers to PRO came from outside the book business - avid readers who simply wanted to know more about books than what they could find in most general media. As we lose physical space devoted to books, the places where a reader can discover what to read next become less obvious. *Shelf Awareness for Readers* highlights the best books released each season, generating excitement about new titles and authors. Issues feature book reviews—from all genres—written by booksellers, librarians, bloggers and industry insiders, as well as author interviews and interesting tidbits from the world of books.

### *Bookstore Edition*

We offer bookstores a free, customized version of *Shelf Awareness for Readers* to send out to their customers. The issues are co-branded with the bookstore's logo and each review in the issue is accompanied by a buy button that links back to the store's e-commerce page for the title, driving sales back to the bookstore. Booksellers have the option of swapping the introductory editorial content for their own message. Ads purchased in *Shelf Awareness for Readers* run in the bookstores' *Shelf Awareness* newsletters as well. An up-to-date list of our partner stores and more information on the program are available on our website at [shelf-awareness.com/bookstores.html](http://shelf-awareness.com/bookstores.html).

# ShelfAWARENESS FOR READERS

Twice-Weekly Consumer Newsletter Circulation as of 01/01/17: 411,000

(including distribution to our partner bookstores & web views)

TOP BANNER



ShelfAWARENESS  
enlightenment for readers

TOP FAT  
SKYSCRAPER

2ND FAT  
SKYSCRAPER

TOP INSERTION BANNER

## 2017 Placement & Prices (per issue)

Top Banner .....	\$2,250
Top Fat Skyscraper .....	\$2,050
2nd Fat Skyscraper .....	\$1,800
Top Insertion Banner .....	\$1,500
2nd Insertion Banner .....	\$1,000
3rd and Lower Insertion Banners .....	\$600

## Ad Specs

Top Banner .....	600 x 150
Fat Skyscrapers .....	240 x 400
Insertion Banners .....	600 x 150

(Dimensions in pixels, width x height)

Ads may be static or animated, **.jpg** or **.gif** format.  
Ads must be **RGB, 72 dpi**, and a **maximum of 50 KB**.  
**Due 5pm Eastern, three days before publication.**  
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# 2017 EDITORIAL CALENDAR

*Shelf Awareness for Readers*

Issues published on the listed dates below will have the following themes. **Review copies are due three months prior to issue publication** (see dates below). We understand galleys or finished copies may not be available far enough in advance and will consider late review copies as time and space allow. **Ads can be booked at any time, provided there are still placements available.**

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April 4 - POETRY

May 5 - MOTHER'S DAY

June 9 - FATHER'S DAY

June 23 - BEACH READS

November 21 - GENERAL GIFT IDEAS

November 28 - COOKBOOK GIFT IDEAS

December 5 - CHILDREN'S GIFT IDEAS

December 12 - BEST ADULT BOOKS OF 2017

December 19 - BEST CHILDREN'S & YA BOOKS OF 2017

*Nominees for the Best Books of the Year will be selected from the titles we have reviewed throughout 2017.*

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Send review copies of adult books to:  
Shelf Awareness  
ATTN: Stefanie Hargreaves  
811 1st Avenue, Suite 315  
Seattle, WA 98104

Send review copies of children's books to:  
Shelf Awareness  
ATTN: Karin Snelson  
811 1st Avenue, Suite 315  
Seattle, WA 98104

To inquire about advertising in these issues, contact  
our sales team at [sales@shelf-awareness.com](mailto:sales@shelf-awareness.com).

# Additional Advertising Opportunities

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**Dedicated Issues** If something exciting is happening at your publishing house, mark the occasion with a Dedicated Issue. It's a stand-alone issue that highlights an achievement at a publishing house, such as the launch of a new imprint, a landmark anniversary, a particularly noteworthy upcoming season, or a new publishing strategy. We work closely with you to write up the content for the issue. Additionally, all of the issue's ads will be solely for use by your house and we'll even dress up Vik (our Buddha mascot) in your company's logo! We publish one Dedicated Issue each month and send it to all subscribers of *Shelf Awareness PRO*. Distribution to our *Shelf Awareness for Readers* subscribers is available for an additional fee.

*"We used the Shelf Awareness dedicated issue to preview our new ABRAMS branding, and it was the single most effective piece of corporate marketing we have done in a long while. The response we received from our customers and competitors was overwhelming and extremely positive. I, and we, could not have been happier." – Michael Jacobs, President and CEO of ABRAMS*

**Maximum Shelf** Maximum Shelf leverages our reputation for identifying books with handselling potential. Sent once per week as a special issue, Maximum Shelf is the most powerful way to tell booksellers, librarians and the rest of the industry about an important title on your list. Potential titles are vetted by our editorial staff, since we must be able to stand behind the title as one we would recommend to our readership. Maximum Shelf is sent out to all subscribers of *Shelf Awareness PRO*. Distribution to our *Shelf Awareness for Readers* subscribers is available for an additional fee

**PRO eBlast** After a Maximum Shelf, the PRO eBlast is the single best way to reach our professional audience. A single, dedicated email sent once per week to the PRO audience.

**Consumer eBlast** Reach our proprietary list of book lovers with a single, dedicated email that gives you 100% share of voice. The consumer eBlast is our most interactive ad position, sent once per week, and reaches approximately 130,000 book lovers.

**Job Board** Advertise job openings on our website for only \$150! We link to the newest jobs in issues of *Shelf Awareness Pro* every day and highlight our job board on Twitter. Please visit [shelf-awareness.com/jobboard](http://shelf-awareness.com/jobboard) for more information and to post your job listing.

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