

# ShelfAWARENESS

*enlightenment for readers*



2014 RATE KIT

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

daily enlightenment for the book trade

## *For the book trade:*

*This free e-mail 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 8/11/14: 33,000

TOP BANNER



TOP  
SKYSCRAPER

2ND  
SKYSCRAPER

TOP INSERTION  
BANNER

INSERTION  
BANNER

## 2014 Placement & Prices (rates per issue)

Top Banner .....	\$1200
Top Skyscraper .....	\$1000
2nd Skyscraper .....	\$800
3rd and Lower Skyscrapers .....	\$600
Top Insertion Banner .....	\$700
2nd and Lower Insertion Banners..	\$500

## Want to advertise?

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

## Need design help?

Services are available. Please contact us for rates.

## 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, three days before publication.**



# Shelf **AWARENESS**

*enlightenment for readers*

*For all book lovers:  
This free twice-weekly e-mail newsletter  
reviews the 25 best books publishing each week.*

*Background:* Since we launched *Shelf Awareness Pro* in 2005, we noticed a small group of our subscribers were people outside the book business—avid readers who simply wanted to know more about books than what they could find in most general media. To better serve this audience, we launched *Shelf Awareness for Readers* in 2011, geared toward general readers. 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* raises awareness of 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 Newsletter*

*Shelf Awareness Pro* began as a way to provide booksellers with information on the industry and help them sell more books. Continuing with that mission, we offer bookstores a free, customized version of *Shelf Awareness for Readers* to bookstores 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.

# ShelfAWARENESS FOR READERS

Twice-Weekly Consumer Newsletter

Circulation as of 8/11/14: 305,000

TOP BANNER



ShelfAWARENESS  
enlightenment for readers

TOP FAT  
SKYSCRAPER

2ND FAT  
SKYSCRAPER

TOP INSERTION  
BANNER

## 2014 Placement & Prices (rates per issue)

Top Banner .....	\$2100
Top Fat Skyscraper .....	\$1850
2nd Fat Skyscraper .....	\$1600
Top Insertion Banner .....	\$1100
2nd Insertion Banner .....	\$750
3rd and Lower Insertion Banners ..	\$500

## Want to advertise?

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

## Need design help?

Services are available. Please contact us for rates.

## 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.**

# 2014 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.

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April 1 - POETRY

May 6 - MOTHER'S DAY

June 3 - FATHER'S DAY

June 24 - BEACH READS

November 28 - GENERAL GIFT IDEAS

December 2 - CHILDREN'S GIFT IDEAS

December 5 - COOKBOOK GIFT IDEAS

December 12 - BEST BOOKS OF THE YEAR

*Nominees for the Best Books of the Year will be selected from the titles we have reviewed throughout 2014.*

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Send review copies of adult books to:

Shelf Awareness  
ATTN: Marilyn Dahl  
1932 1st Avenue, Suite 300  
Seattle, WA 98101

Send review copies of children's books to:

Jennifer M. Brown  
Bank Street College of Education  
610 West 112th Street, 5th Floor  
New York, NY 10025

To inquire about advertising in these issues, contact  
Melissa Solberg at [melissa@shelf-awareness.com](mailto:melissa@shelf-awareness.com) or 206-274-8144.

## Other Advertising Opportunities

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### *Dedicated Issues*

If something exciting is happening at your publishing house, mark the occasion with a Dedicated Issue from Shelf Awareness. 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 they're sent out to all subscribers of *Shelf Awareness Pro*.

### *Maximum Shelf*

We've built a strong reputation for having excellent taste in books and for bringing to light those books and authors that might otherwise be overlooked. Maximum Shelf allows us to zero in on one title in a stand-alone issue; we think of this as our opportunity to handsell a title. The product includes an extended review, an additional editorial piece planned in conjunction with the publisher—usually an author interview—and all the ad space in the issue.

If you have a book that merits such focused consideration, send a manuscript or an early galley to our book review editor, Marilyn Dahl, or to our children's book review editor, Jenny Brown. Each book will be vetted, since we must be able to stand behind the title as one we would recommend to our readership. We publish one Maximum Shelf each week and they're sent out to all subscribers of *Shelf Awareness Pro*. Distribution to our *Shelf Awareness for Readers* subscribers is available for an additional fee.

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