

ShelfAWARENESS

enlightenment for readers



2020 RATE KIT

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Shelf **AWARENESS** ^{PRO}

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
(including web views) as of 11/20/19: 40,000+

TOP BANNER



2020 Placement & Prices (rates per issue)

| | |
|--|---------------|
| Top Banner | \$1500 |
| Top Skyscraper | \$1350 |
| 2nd Skyscraper | \$1150 |
| 3rd and Lower Skyscrapers | \$800 |
| Top Insertion Banner | \$900 |
| Double Top Insertion Banner | \$1500 |
| 2nd and Lower Insertion Banners | \$700 |

Maximum Shelf

Send a stand-alone issue about one particularly great book. Featured titles are vetted by our editors.

Dedicated Issue

Work with our editors to craft an entire issue about a big announcement for your publishing house.

Job Board

Post your job to our website and reach the book industry professionals who read *Shelf Awareness Pro*. For details, visit shelf-awareness.com/jobboard.

Roadblock

Maximize your impact by buying all ads in one issue.

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 devon@shelf-awareness.com to check availability

TOP
SKYSCRAPER



TOP INSERTION

(440 x 125)

DOUBLE INSERTION

(440 x 250)



2ND
SKYSCRAPER

INSERTION
BANNER





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. *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. Bookstores have the option of swapping the introductory editorial for their own message. When you purchase an ad in *Shelf Awareness for Readers*, it runs 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.

ShelfAWARENESS FOR READERS

Twice-Weekly Consumer Newsletter Circulation

(including distribution to our partner bookstores) as of 11/20/19: 477,000+

TOP BANNER



ShelfAWARENESS
enlightenment for readers

TOP FAT
SKYSCRAPER

2ND FAT
SKYSCRAPER

TOP INSERTION BANNER

2020 Placement & Prices (rates per issue)

| | |
|---------------------------------------|--------|
| Top Banner | \$2350 |
| Top Fat Skyscraper | \$2150 |
| 2nd Fat Skyscraper | \$2000 |
| 3rd Fat Skyscraper | \$1900 |
| Top Insertion Banner | \$1750 |
| 2nd Insertion Banner | \$1250 |
| 3rd and Lower Insertion Banners | \$700 |

E-Blast

Send a stand-alone email campaign to our direct subscriber list (135,000+ circulation) for **\$4500**. E-Blasts are a 600 (W) x 800 (H) pixel image. Detailed specs will be provided with booked placement.

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**. Design services are available; please contact us for rates.

Contact

Email devon@shelf-awareness.com to check availability or make a reservation.

2020 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.**

April 3 - POETRY
May 8 - MOTHER'S DAY
June 19 - FATHER'S DAY
June 23 - BEACH READS
June 26 - STONEWALL ANNIVERSARY
July 21 - COMIX & GRAPHIC NOVELS
November 3 - GENERAL GIFT IDEAS
November 10 - COOKBOOK GIFT IDEAS
November 17 - CHILDREN'S GIFT IDEAS
November 24 - BEST CHILDREN'S & YA BOOKS OF 2020
December 1 - BEST ADULT BOOKS OF 2020

Nominees for the Best Books of the Year will be selected from the titles we have reviewed throughout 2020.

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

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

To inquire about advertising in these issues, contact
Devon Ashby at devon@shelf-awareness.com.

Other Advertising Opportunities

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*. Distribution to our *Shelf Awareness for Readers* subscribers is available for an additional fee.

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 GLOW and Maximum Shelf editor, Marilyn Dahl, or to our children's book review editor, Siân Gaetano. 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.

E-Blast

We offer two eBlasts each week: one aimed at the PRO audience and one consumer facing. The eBlast gives advertisers the chance to have 100% share of voice with our audiences and historically is the most clicked on ad we send to our audiences. The PRO eBlast is sent to the full PRO audience of 40,000+ booksellers, librarians, and industry professionals. The consumer-facing eBlast is sent to a proprietary list of 135,000+ book lovers.

Job Board

You can now advertise job openings on our website! We link to the newest jobs in issues of *Shelf Awareness Pro* each week and highlight our job board on Twitter. Please visit shelf-awareness.com/jobboard for more information and to post your job listing.

Editorial Contact Information:

John Mutter *Editor-in-Chief and Cofounder* john@shelf-awareness.com, 973-953-0343
P.O. Box 6 | North Sandwich, NH 03259

In case you can't ship to a post office:
6 Bennett St. Loop | North Sandwich, NH 03259

Jenny Brown *Senior Editor of Shelf Awareness for Readers* brown@shelf-awareness.com
811 1st Ave. | Suite 315 | Seattle, WA 98104

Robin Lenz *Managing Editor* robin@shelf-awareness.com, 973-981-0554
5204 Bolero Circle | Delray Beach, FL 33484

Dave Wheeler *Associate Editor* dave@shelf-awareness.com
All adult book review copies should be sent to Dave at:
811 1st Ave. | Suite 315 | Seattle, WA 98104

Alex Mutter *Associate Editor* alex@shelf-awareness.com, 201-303-2320

Marilyn Dahl *Editor for Maximum Shelf and GLOW* marilyn@shelf-awareness.com
811 1st Ave. | Suite 315 | Seattle, WA 98104

Robert Gray *Contributing Editor* rgray@shelf-awareness.com, 518-334-0175
3 Maddy Groves Rd. | Greenfield Center, NY 12833

Siân Gaetano *Children's Editor* sian@shelf-awareness.com
All children's book review copies should be sent to Siân at:
Shelf Awareness | 811 1st Ave. | Suite 315 | Seattle, WA 98104

Advertising/Business Contact Information:

SHELF AWARENESS
811 1st Ave. | Suite 315 | Seattle, WA 98104
206-274-8144

Jenn Risko *Publisher and Cofounder* jenn@shelf-awareness.com, 206-491-4144 cell

Matt Baldacci *Director of Business Development* matt@shelf-awareness.com, 646-460-9156 cell

Devon Ashby *Sales & Marketing Assistant* devon@shelf-awareness.com

Richard Jobs *CFO* dj@shelf-awareness.com

Neil Strandberg *Director of Tech and Ops* neil@shelf-awareness.com

Alex Baker *Art Director* alexbaker67@comcast.net, 206-323-1860