

2026
Shelf **AWARENESS**
Advertising and Promotion Guide



2026

Shelf **AWARENESS**

Advertising and Promotion Guide

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ABOUT SHELF AWARENESS

Our mission is to support independent booksellers and help them thrive. *Shelf Awareness* was founded in 2005 and we've been publishing email newsletters every day since. Our audiences include booksellers, librarians, publishing industry professionals, and consumer book lovers.

While we are a small company, our reach is vast. In 2024, we sent more than 72 million e-mails to our audiences, and reached millions more with our social media presence. We reviewed nearly 2,000 individual books, and showcased authors in our publications nearly every day.

Shelf Awareness is the trusted publication of the indie bookselling community.

"*Shelf Awareness* makes a difference in my daily work because it helps give me a larger sense of awareness of what is happening in the book industry that I might not hear about anywhere else. It's not all serious news, it helps spark creativity, adds to my TBR, and keeps me connected to other booksellers."

—**Jenny Gilroy**, *General Manager*, E. Shaver Booksellers

Advertisers value our engagement:

"Thank you so much for your time today! This was great and you gave me some wonderful ideas to pitch. I was prepared to chat about timing and ad placement strategies and you took this meeting to a whole new level. This was very much appreciated!!!"

—**Stephanie Levasseur**, *Key Account Manager*, Cottage Door Press

Our sales team has decades of experience, and collectively our editorial and news team is arguably the most experienced and knowledgeable in the business.

We partner with more than 400 independent bookstores to provide expert and effective marketing services on their behalf—all free to the stores.

We're easy to work with. This guide is intended to show a marketer or publicist how best to work with us. Please reach out to me directly and I will make sure you are getting the very most out of working with *Shelf Awareness*.

Matt Baldacci
Publisher
Matt@Shelf-Awareness.com

Meet our Team

We use this logo of our mascot Vik for our trade audiences, and Vik with glasses to indicate consumer audiences.



SHELF AWARENESS PRO AUDIENCE

The Pro audience comprises nearly 40,000 subscribers, some of whom have been with us since our very first issue back in 2005, and others who discovered us just this year. We offer several publications, detailed below, that reach the Pro audience. Including booksellers, librarians, and industry professionals, the Pro audience is the bedrock of *Shelf Awareness*.

SHELF AWARENESS PRO

Our original publication, Shelf Pro, is trusted by the independent bookselling community and is a must-read for many when it publishes first thing in the morning.

Pro is a free daily e-mail newsletter dedicated to helping people in the book industry make smart decisions about buying, selling and lending books. It was created to provide the book industry—booksellers, librarians, non-traditional stores, media, and publishers—with the most essential news and information to start their day. We report on news, titles, media appearances, movie tie-ins, and offer tips about everything a bookstore needs to know to be successful in an ever-changing world. We are considered to be the essential daily read of the book business community.



[See Advertising Rates](#)

[See Today's Issue](#)

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SHELF AWARENESS EXTRA!

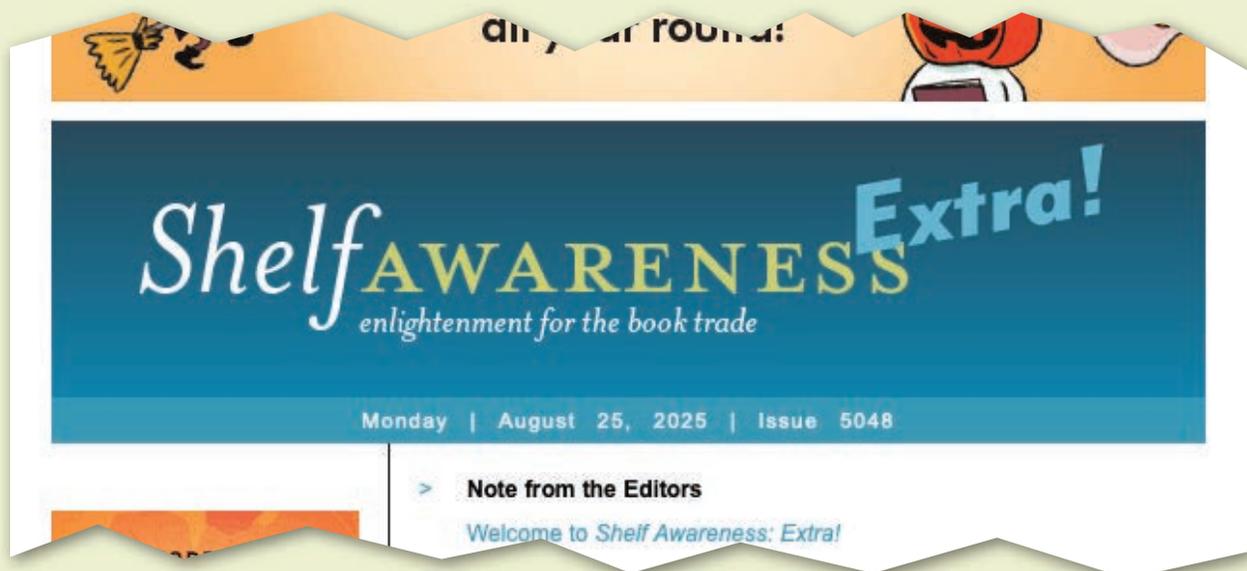
Created in 2025, *Extra!* is aimed at the Pro audience and focuses on a single topic of particular interest to the independent bookselling community.

2026 EXTRA! *Publishing Schedule*

- January 12:** Black History Month
- February 9:** Winter Institute Preview
- March 30:** Independent Bookstore Day Preview
- May 11:** Children's Institute Preview
- June 22:** Bookstore Romance Day Preview
- July 27:** Regional Trade Show Preview
- August 24:** Halloween Preview
- September 14:** Banned Books Week Preview
- October 13:** Serving Multilingual Communities
- November 9:** Small Business Saturday Preview

- Stand-alone issue separate from that day's issue of Pro
- Helps indie bookstores prepare for and understand opportunities for big events
- Priced the same as Shelf Pro, with same ad positions

Back Issues of Extra! can be viewed [HERE](#).



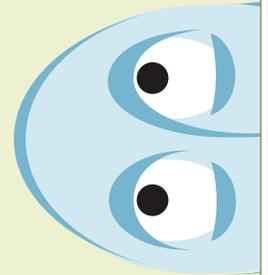
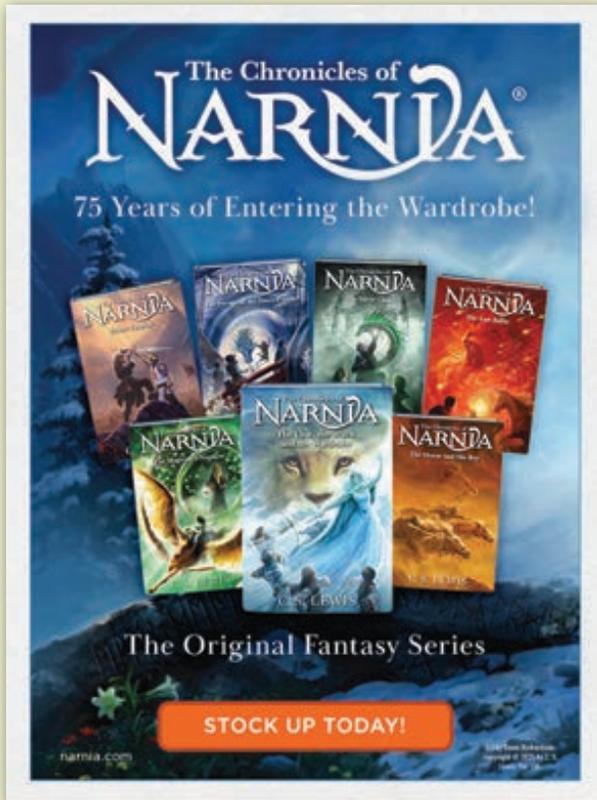
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PRO eBLAST

The Pro eBlast gives an advertiser 100% share of voice with the Pro audience. It is a terrific tool for promoting individual titles, series, events, services, or any topic an advertiser wants to emphasize with no competing messages to the audience.

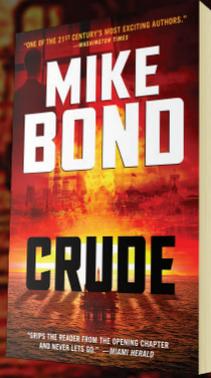
The Pro eBlast is a 600x800 ad that we deliver to the Pro audience. The format can accommodate .jpg, .gif, or html formats



A GEOPOLITICAL THRILLER FROM
MIKE BOND

"...the master of the existential thriller"
—BBC

**ALARM GROWS.
A COUNTRY ON THE BRINK OF NUCLEAR WAR.
IS IT TOO LATE TO STOP IT?**



"Bond's deft thriller will reinforce your worst fears about the CIA and the Bomb."
—PUBLISHERS WEEKLY

"Bond makes the most of his deep knowledge of the oil industry and geopolitics..."
—KIRKUS REVIEWS

"...keeps readers turning pages as fast as they can consume all of the action."
—CULTURE BUZZ

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DEDICATED ISSUE

The *Shelf Awareness* Dedicated Issue is a collaboration between the advertiser and our editorial team and is the very best way to get a big list, anniversary, or new launch message to our Pro audience. Your editorial content can focus on an anniversary, new editorial direction, a list of upcoming titles, Q&As with key personnel, features based on interviews by Shelf staff, letters, essays or greetings from your staff, and more. All of the ads in the issue are controlled by the advertiser, and we create a customized header featuring your logo or other art. The issue is archived on our website—a great resource to link to in publicity outreach.

The Dedicated Issue includes the option to place the content in a boxed feature in our consumer-facing publication *Shelf Awareness for Readers* for an additional cost.

Past issues are archived [HERE](#), and advertisers receive a single direct link to their issue.

“The Dedicated Issue that you created for *Project Jeffrey* was awesome. The issue communicated the value and potential of the Hear Your Story imprint, and we are extremely pleased with the results.”

—Dominique Raccah, CEO, Sourcebooks



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GALLEY LOVE OF THE WEEK (GLOW)

Galley Love of the Week (GLOW) succinctly identifies why a book is noteworthy, and gives booksellers and librarians the opportunity to request a reading copy for an important title early in the pre-publication process.

As a marketing tool, it gives your team early access to interested booksellers and librarians and helps you to create discovery and awareness with a feature placement.

To be selected for the Galley Love of the Week feature, our editorial team must first read and approve the manuscript. This doesn't have to be final, just finished enough to a point that the editor is comfortable sharing.

Once we approve the title, we agree on a date for the feature (it runs on Mondays in *Shelf Awareness Pro*). We then interview the editor and create the content. The editor is often quoted in the feature, giving them a chance to express a positioning statement for an enormous audience.

Along with the GLOW feature in PRO, we commit to reviewing the book in our consumer-facing publication [Shelf Awareness for Readers](#).



G.L.O.W.
GALLEY LOVE OF THE WEEK

Be the first to have an advance copy!

An Arcane Inheritance
by Kamilah Cole



Dark academia gets a 21st-century makeover in Kamilah Cole's brilliant *An Arcane Inheritance*, with a fictitious Ivy college, whispered ghost stories, a

[See Advertising Rates](#)

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MAXIMUM SHELF

Maximum Shelf is an in-depth, stand-alone publication focused exclusively on a single title. Like GLOW, titles featured in Max Shelf must be read by our editorial team and approved, as they are endorsing the book.

The feature includes an in-depth review, a large 3D image of the book; a customized header, four ad positions controlled by the advertiser, and another editorial piece—typically an interview with the author, illustrator, creative team, or all of the above.

The Max Shelf archive is found [HERE](#). Marketers can choose to feature the content of Max Shelf in a Feature Faceout Position in our consumer-facing publication ***Shelf Awareness for Readers***.

This Book Made Us Think of You.
LOVE, BERKLEY

MAXIMUM Shelf
brought to you by Shelf Awareness

Wednesday, September 17, 2025 | Issue 610

Maximum Shelf is the weekly Shelf Awareness feature focusing on an upcoming title we have chosen to highlight and believe will be a great handselling opportunity for booksellers everywhere. The features are written by our editors and reviewers and the publisher has helped support the issue.

This Book Made Me Think of You
by Libby Page

Libby Page's sixth novel, *This Book Made Me Think of You*, is a gift that keeps on giving. Through her insightful exploration of the many facets of grief, she offers hope without negating what it means to live with unfathomable loss. Along the way, she includes a diverse and meaningful list of

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SHELF AWARENESS CONSUMER AUDIENCES

Since 2011, *Shelf Awareness* has been helping independent bookstores with direct-to-consumer outreach. We have created free marketing tools for independent stores that allow them to send high-quality book reviews and recommendations to their own e-mail audiences. Perhaps most significantly, our custom technology allows store customers to buy books directly from their local independent store with a single click.

More than 400 independent bookstores use our consumer publications, and each is customized for the individual store. Advertisers who book spots in our consumer publications are placing ads in hundreds of editions of the issue, directly reaching the customer lists of independent bookstores. [See a list of our partner stores HERE.](#)

Stores interested in these free options should write to bookstores@shelf-awareness.com.

SHELF AWARENESS FOR READERS

Shelf Awareness for Readers is a weekly publication focused on reviews and features about books that are currently on-sale. Each Friday, our team of professional editors and reviewers create insightful reviews and engaging features. We cover books and authors from all publishers.

We are proud to announce that we are introducing a re-design of Readers for 2026. Book reviews will now be the most prominent feature of Readers, while we retain all the most popular features.

PAMELA KELLEY [LEARN MORE](#)

*Shelf***AWARENESS**
enlightenment for readers

- Featured Titles
- Upcoming Events
- Book Reviews
- The Writer's Life
- Book Candy
- Face Out
- Featured Publisher
- Rediscover
- Kids Buzz

JUNE 11, 1025

WHAT TO READ NEXT: REVIEWS OF GREAT BOOKS

[Click to see Readers ad positions.](#)

SHELF AWARENESS FOR READERS

(Special Issues)

We publish special themed issues of *Shelf Awareness for Readers* that review books of a particular theme and feature authors and content relevant to the topic. Ads in these issues have high demand, and should be booked as early as possible.

SPECIAL ISSUES OF READERS FOR 2026

April 17: Poetry

June 5: Pride

July 24: Comics & Graphic Novels

November 3: General Gift Books

November 10: Cookbook Gift Books

November 17: Kids' & YA Gift Books

December 4: Best Adult Books of the Year

December 11: Best Kids' & YA Books of the Year

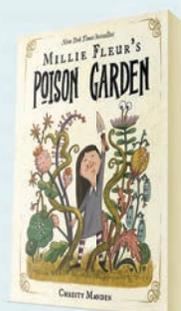
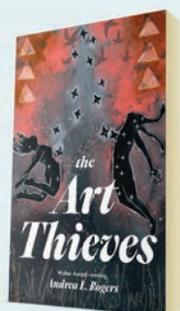
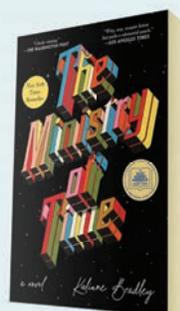
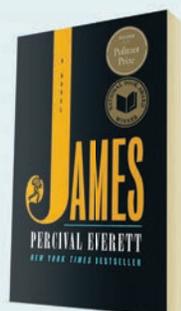


THE SHELF AWARENESS BEST BOOKS OF THE YEAR

Each year, our editorial team selects their “Best Books of the Year” from the titles they have reviewed throughout the year. There are 10 novels selected, 10 nonfiction titles, and a selection of Picture Books, Middle Grade titles, and books for Young Adults.

[Click HERE to see the Best Adult Books of 2024.](#)

[Click HERE to see the Best Children’s and Teen Books of 2024](#)



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PRE-ORDER eBLAST KIDS' AND YA PRE-ORDER eBLAST



The Pre-Order eBlast and the Kids and YA Pre-Order eBlast are monthly publications that create consumer pre-order activity at independent bookstores. Each title is featured with a pithy and relevant comment, making the e-mails functional and easy to use.

“Since *Shelf Awareness* Pre-order newsletters started, we've seen an exponential uptick in preorders. After inexplicably losing 'mindshare' in our customers, we've regained it and then some. And having the added control over the titles that we decide to feature is an awesome benefit that we greatly appreciate.”

—Paul Hanson, Co-owner and Steward, Village Books and Paper Dreams

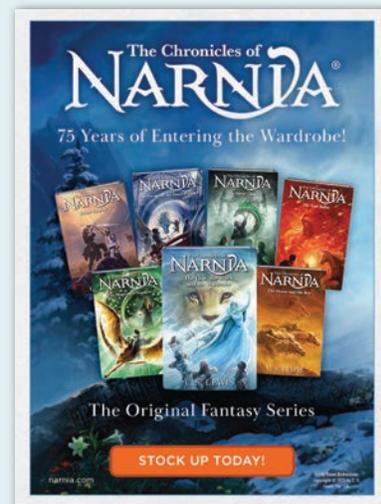
Shelf Awareness for Readers, the Pre-Order eBlast, and the Kids and YA Pre-Order eBlast are all customized for each of our store partners, carrying the branding, e-mail address, and buy links for each store. Each of these publications is also sent to our own sizable Proprietary list.

CONSUMER eBLAST

A once-per-week Consumer eBlast is also available to advertisers, and is typically the most-clicked type of ad we publish. The Consumer eBlast is sent to our Proprietary list of 125,000+ book lovers.



[See Advertising Rates](#)



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REVIEWS AND EDITORIAL FEATURES

Shelf Awareness aims to champion commendable writing, books with striking prose, distinctive premises, and captivating author voices. When a book excels in any or all of these areas, Shelf editors highlight the title by awarding it a star in our consumer-facing newsletter, *Shelf Awareness for Readers*.

We are now bringing the stars to *Shelf Awareness Pro*. Starred special titles in Pro offer publicists and marketers an opportunity to amplify the momentum of a key title pre-publication, and help booksellers and librarians identify books of extraordinary merit at an earlier date.

Please read these guidelines carefully to ensure that we receive your submissions in a reliable and timely manner.

We do not charge for review submissions.

REVIEW SUBMISSION GUIDELINES

FOR CHILDREN'S AND TEEN TITLES:

Please send an electronic copy of the title to children's/YA editor Siân Gaetano four months in advance of publication: sian@shelf-awareness.com.

For board books, please do not send e-copies; instead, please send finished physical copies to our Seattle office:

Shelf Awareness
2107 Elliott Ave, Suite 205
Seattle, WA 98121

FOR ADULT TITLES:

Please submit all digital copies to: galleys@shelf-awareness.com.

In the body of your email, please indicate the following: Title / Author / ISBN / Pub Date

Print copies may be sent to our Seattle office:

Shelf Awareness
2107 Elliott Ave, Suite 205
Seattle, WA 98121

REVIEW SUBMISSION GUIDELINES

Books submitted at least four months in advance of publication have the strongest chance of receiving coverage.

All submissions must be available through reliable distribution channels, such as Ingram.

Currently, we do not review e-book-only or print-on-demand titles.

Please be aware that we do not notify publishers when their books are selected for review. The best way to verify coverage is by reading our newsletters.

Be sure to sign up for both the Pro and Readers editions **HERE**:
<http://www.shelf-awareness.com/xs/register>

[Click to see the Readers Editorial Calendar of Special Issues](#)

PLEASE SEND ADULT TITLES TO:

Dave Wheeler
Shelf Awareness
2107 Elliott Ave, Suite 205
Seattle, WA 98121
galleys@shelf-awareness.com

PLEASE SEND CHILDREN'S/YA TITLES TO:

Siân Gaetano
Shelf Awareness
2107 Elliott Ave, Suite 205
Seattle, WA 98121
sian@shelf-awareness.com



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EDITORIAL FEATURES

There are many free ways to work with *Shelf Awareness* and increase discovery of your books with our audiences. Submitting your books for review in a timely fashion is the first step any publisher should pursue when working with *Shelf Awareness*. *There is no charge for submitting a title for review.*

In *Shelf Awareness Pro*, we run regular features that have no associated charge:

- **Media Heat:** Publishers are encouraged to send information about author appearances on national media before they take place.
- **Image of the Day:** chosen by our editorial team, these photos can include author signings, fun publisher events, and more. Again, publishers and booksellers are encouraged to submit photos.
- **Book Trailer of the Day:** chosen by our editorial team, these are sent in by publishers and authors.
- **Book-to-Film News:** reporting on relevant deals and upcoming releases.

To be considered for any of the above features, submit your information to news@shelf-awareness.com

Our editorial team also creates features surrounding interesting authors or those currently in the news:

- **Reading With:** an author questionnaire comprising a mix of fun and serious questions (appears in Pro and will sometimes publish in Readers as *The Writer's Life*)
- **The Writer's Life:** an in-depth interview with an author

Pitch adult content to [Elaine Cho \(Elaine@Shelf-Awareness.com\)](mailto:Elaine@Shelf-Awareness.com) and [Dave Wheeler \(Dave@Shelf-Awareness.com\)](mailto:Dave@Shelf-Awareness.com)

Pitch Children's and YA content to [Siân Gaetano \(Sian@Shelf-Awareness.com\)](mailto:Sian@Shelf-Awareness.com)

Information about and pitches for Rediscover features should be submitted to News@Shelf-Awareness.com

REGIONAL BOOKSELLING ASSOCIATION SERVICES

Shelf Awareness proudly provides marketing services to several of the regional booksellers associations. Our services are used to create marketing e-mails for Regional Holiday Catalogs and seasonal mailings. Our technology solutions have helped the associations to innovate their marketing approach and help indie bookstores sell more books.

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Top Banner Ad
(600 x 150)



Top Skyscraper Ad
(160 x 600)



2nd Skyscraper Ad
(160 x 600)



Top Insertion Ad
(440 x 125)

Double Insertion Ad
(440 x 250)



3rd Skyscraper Ad
(160 x 600)

Second Insertion Ad
(440 x 125)



2026 ADVERTISING RATES

Shelf Awareness Pro & Extra!

Audience of 38,000+ booksellers, librarians, & industry pros

Top Banner	\$ 1,900
Top Skyscraper	\$ 1,750
2nd Skyscraper	\$ 1,450
Lower Skyscrapers	\$ 1,100
Double Insertion Banner	\$ 1,850
Top Insertion	\$ 1,250
Insertion	\$ 800

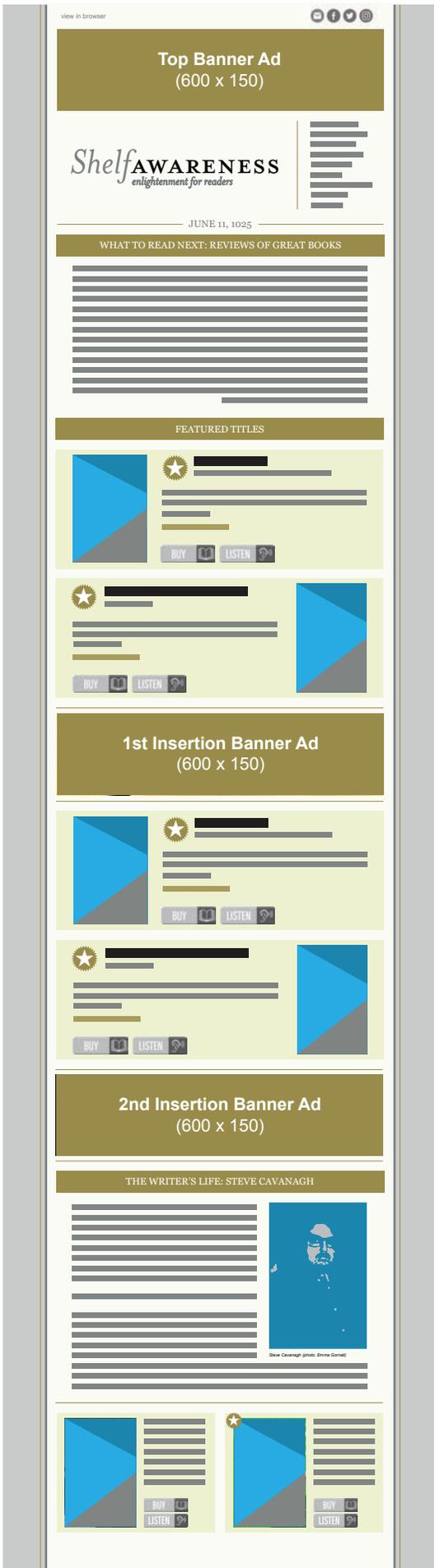
Galley Love of the Week	\$ 2,250
E-Blast	\$ 4,500
Pro/Extra! Roadblock	\$ 8,000
Dedicated Issue	\$ 8,000

DISCOUNTS

Discounts are available to Small Independent and University Presses.
Contact Sales@Shelf-Awareness.com to discuss.

[View Production Specs](#)

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2026 ADVERTISING RATES

Shelf Awareness for Readers

Published on Fridays, Readers is customized for and sent direct to the email lists of 250 bookstores: an audience of 575,000+ bookstore customers.

Top Banner	\$ 2,500
1st Insertion	\$ 2,400
2nd Insertion	\$ 2,300
3rd Insertion	\$ 2,250
4th Insertion	\$ 2,200
5th Insertion	\$ 2,000
6th Insertion and lower	\$ 1,000
Roadblock	\$10,000
Featured Face Out (Max)	\$ 2,500
Featured Publisher (Ded)	\$ 3,000

Consumer eBlast:

100% share of voice ad blasted out to our proprietary book lovers list of approximately 125,000 book lovers.

E-Blast	\$ 4,000
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Advertisers who book *Pro Maximum Shelf* and *Pro Dedicated Issues* may also book features for this content in *Readers*

DISCOUNTS

Discounts are available to Small Independent and University Presses. Contact Sales@Shelf-Awareness.com to discuss.

[View Production Specs](#)

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**Pre-Order Eblast
Top Banner Ad
(600 x 300)**

UPCOMING BOOKS WE KNOW YOU'LL LOVE
ALL AVAILABLE FOR PRE-ORDER!

AUGUST 2025

Pre-Order Pre-Order

**Pre-Order Eblast
Insertion Banner Ad
(600 x 150)**

**Kids and YA Pre-Order Eblast
Top Banner Ad
(600x150)**

GREAT KIDS AND YA TITLES COMING SOON.
PRE-ORDER NOW!

AUGUST 2025

Pre-Order More Info

**Kids and YA Pre-Order Eblast
Insertion Banner Ad
(600x150)**

2026 ADVERTISING RATES

Shelf Awareness Pre-Order eBlast:

Published in partnership with 250 indie bookstores on the last Wednesday of each month. Total audience is 900,000+.

Top Banner	\$ 3,500
1st Insertion	\$ 2,750
2nd Insertion	\$ 2,500
3rd Insertion	\$ 2,200
Sponsored Box 1	\$ 3,300
Sponsored Box 2	\$ 2,750

Kids and YA Pre-Order eBlast:

Published in partnership with a growing number of indie bookstores on the last Wednesday of each month. Total audience is 345,000+.

Top Banner	\$ 3,000
1st Insertion	\$ 2,000
Sponsored Box 1	\$ 2,500

[View Production Specs](#)

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2026 ADVERTISING RATES

Galley Love of the Week/Maximum Shelf Bundles:

Submit your key and most important titles to our editorial team in order to be considered for these features. Please write to our sales team (sales@shelf-awareness.com) for details.

Galley Love of the Week	Pro + Consumers	\$ 2,250
Pro Maximum Shelf	Pro	\$ 4,000
GLOW + Pro Maximum Shelf	Pro + Consumers	\$ 5,750
Pro Max + Feature Face Out in Readers	Pro + Consumers	\$ 6,500
GLOMAXR - All 3 Features	Pro + Consumers	\$ 7,250

Shelf Awareness Job Board:

Place your publishing-related job listing for \$250. You get listed on our website for 30 days and views from thousands in a highly qualified job pool. Initially, your posting will appear in *Shelf Awareness Pro* in a feature listing. *Discounts for multiple job board postings are available.*

<https://www.shelf-awareness.com/jobboard>

Creative Services Available

Our highly regarded designer is available to produce creative and effective ads, eBlasts, and Google forms. Rates and availability should be discussed with the Shelf sales team.

Subscription Is Free

[Visit this link](#) or go to [Shelf-Awareness.com](https://www.shelf-awareness.com) to learn about and subscribe to our free publications.

[View Production Specs](#)

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2026 ADVERTISING SPECS

Shelf Awareness Pro and *Extra!* Ads

Top Banner: 600 x 150

Skyscrapers: 160 x 600

Insertion Banners: 440 x 125

Double Insertion: 440 x 250

(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 100 kb. Due: 5pm Eastern, two working days before publication.

Shelf Awareness Pro and Readers eBlasts

eBlasts: 600 x 800

(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 1 mb. Subject line: 50 characters maximum. Due: 5pm Eastern, five working days before publication.

Click through link(s): For e-blasts with multiple links, send an **HTML file**. It must be coded with your click-through URLs. It can be an image map, a single large image, or a sliced image. **If you are using a single click-through link**, you can just include that in the body of the email when you turn in the ad—**no HTML file needed.**

Animated (.gifs) ads may be submitted as long as the pertinent book info and CTA are included on the first frame. Sliced images are also acceptable, so long as the assembled image measures 600 x 800 and combined file size of slices is 1 MB.

Shelf Awareness Readers and Pre-Order eBlasts

Top and Insertion Banner ads in Readers and KPOE: 600 x 150

Top Banner ad in POE: 600 x 300

Insertion Banner in POE: 600 x 150

Sponsored Content Box: Flat cover image: 150 pixels W

(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 100 kb. Due: 5pm Eastern, three working days before publication.

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