

2027 Shelf AWARENESS

Advertising and Promotion Guide

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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 2026, we sent more than 63 million e-mails to our audiences, and reached millions more with our social media presence. We reviewed more than 1,000 individual books, and showcased authors in our publications nearly every workday.

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:

"As an independent press, we are always looking for an advantage in everything we do. Your help with our advertising planning and creative has helped us to improve our performance and analysis. We particularly value the Small Indie Press program as it allows us to do more with our budget."
—Maria Loftus, *Sales Director,* Inner Traditions

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







SHELF AWARENESS
Pro Audience

The Pro audience comprises nearly 35,000 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. Read by 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 each weekday morning.

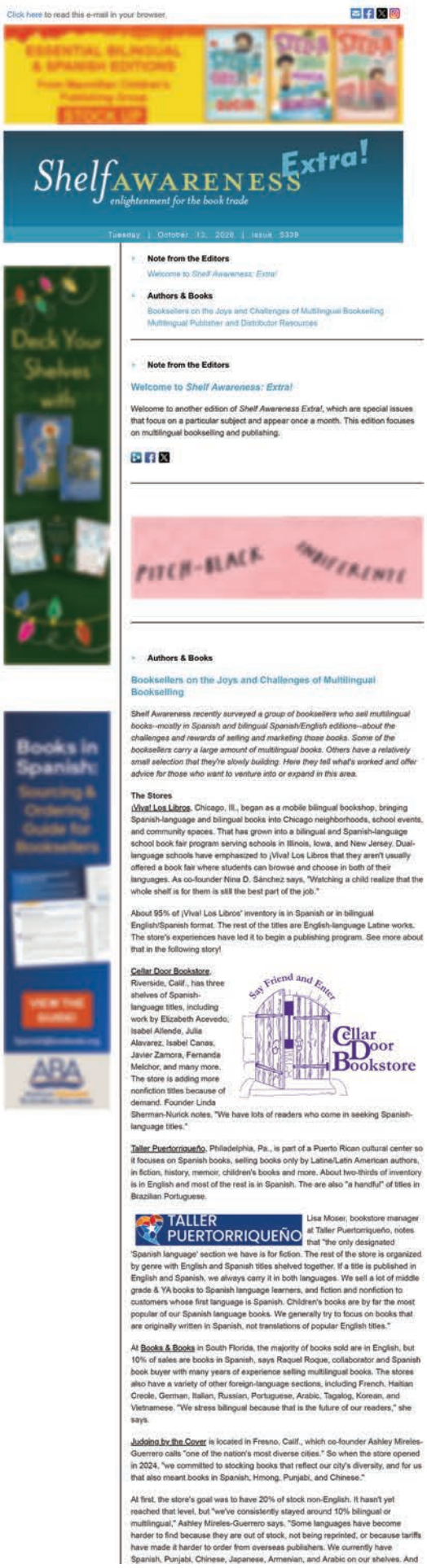
Pro is a free daily e-mail newsletter dedicated to helping people in the book industry make smart decisions about buying, selling and lending books. It was created to provide the book industry—booksellers, librarians, non-traditional stores, media, and publishers—with the most essential news and information 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.

SUBSCRIBERS: 35,000
OPEN RATE: 49%

See Advertising Rates

See Today's Issue

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Click here to read this e-mail in your browser.

ESSENTIAL BILINGUAL & SPANISH EDITIONS

Shelf AWARENESS Extra!
enlightenment for the book trade

Tuesday | October 13, 2026 | Issue 5339

Note from the Editors
Welcome to Shelf Awareness: Extra!

Authors & Books
Booksellers on the Joys and Challenges of Multilingual Bookselling
Multilingual Publisher and Distributor Resources

Deck Your Shelves with

Note from the Editors

Welcome to Shelf Awareness: Extra!

Welcome to another edition of Shelf Awareness Extra!, which are special issues that focus on a particular subject and appear once a month. This edition focuses on multilingual bookselling and publishing.

PITCH-BLACK INDIFFERENCE

Books in Spanish: Sourcing & Ordering Guide for Booksellers

VIEW THE GUIDE

ABA

Authors & Books

Booksellers on the Joys and Challenges of Multilingual Bookselling

Shelf Awareness recently surveyed a group of booksellers who sell multilingual books--mostly in Spanish and bilingual Spanish/English editions--about the challenges and rewards of selling and marketing those books. Some of the booksellers carry a large amount of multilingual books. Others have a relatively small selection that they're slowly building. Here they tell what's worked and offer advice for those who want to venture into or expand in this area.

The Stores

¡Viva! Los Libros, Chicago, Ill., began as a mobile bilingual bookshop, bringing Spanish-language and bilingual books into Chicago neighborhoods, school events, and community spaces. That has grown into a bilingual and Spanish-language school book fair program serving schools in Illinois, Iowa, and New Jersey. Dual-language schools have emphasized to ¡Viva! Los Libros that they aren't usually offered a book fair where students can browse and choose in both of their languages. As co-founder Nina D. Sánchez says, "Watching a child realize that the whole shelf is for them is still the best part of the job."

About 95% of ¡Viva! Los Libros' inventory is in Spanish or in bilingual English/Spanish format. The rest of the titles are English-language Latine works. The store's experiences have led it to begin a publishing program. See more about that in the following story!

Cellar Door Bookstore, Riverside, Calif., has three shelves of Spanish-language titles, including work by Elizabeth Acevedo, Isabel Allende, Julia Alavarez, Isabel Canas, Javier Zamora, Fernanda Melchor, and many more. The store is adding more nonfiction titles because of demand. Founder Linda Sherman-Nurick notes, "We have lots of readers who come in seeking Spanish-language titles."

Say Friend and Enter
Cellar Door Bookstore

Taller Puertorriqueño, Philadelphia, Pa., is part of a Puerto Rican cultural center so it focuses on Spanish books, selling books only by Latine/Latin American authors, in fiction, history, memoir, children's books and more. About two-thirds of inventory is in English and most of the rest is in Spanish. The are also "a handful" of titles in Brazilian Portuguese.

TALLER PUERTORRIQUEÑO

Lisa Moser, bookstore manager at Taller Puertorriqueño, notes that "the only designated 'Spanish language' section we have is for fiction. The rest of the store is organized by genre with English and Spanish titles shelved together. If a title is published in English and Spanish, we always carry it in both languages. We sell a lot of middle grade & YA books to Spanish language learners, and fiction and nonfiction to customers whose first language is Spanish. Children's books are by far the most popular of our Spanish language books. We generally try to focus on books that are originally written in Spanish, not translations of popular English titles."

At Books & Books in South Florida, the majority of books sold are in English, but 10% of sales are books in Spanish, says Raquel Roque, collaborator and Spanish book buyer with many years of experience selling multilingual books. The stores also have a variety of other foreign-language sections, including French, Haitian Creole, German, Italian, Russian, Portuguese, Arabic, Tagalog, Korean, and Vietnamese. "We stress bilingual because that is the future of our readers," she says.

Judging by the Cover is located in Fresno, Calif., which co-founder Ashley Mireles-Guerrero calls "one of the nation's most diverse cities." So when the store opened in 2024, "we committed to stocking books that reflect our city's diversity, and for us that also meant books in Spanish, Hmong, Punjabi, and Chinese."

At first, the store's goal was to have 20% of stock non-English. It hasn't yet reached that level, but "we've consistently stayed around 10% bilingual or multilingual," Ashley Mireles-Guerrero says. "Some languages have become harder to find because they are out of stock, not being reprinted, or because tariffs have made it harder to order from overseas publishers. We currently have Spanish, Punjabi, Chinese, Japanese, Armenian, and Arabic on our shelves. And

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.

2027 *Extra!* *Publishing Schedule*

1/25/27: Winter Institute
3/22/27: Religious Marketplace
4/12/27: Independent Bookstore Day
5/17/27: Children's Institute
7/26/27: Bookstore Romance Day
8/23/27: Regional Trade Shows
9/13/27: Halloween
10/18/27: Serving Multilingual Communities
11/8/27: Indies First/ Small Business Saturday

- 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

SUBSCRIBERS: 35,000
OPEN RATE: 48%

See Advertising Rates

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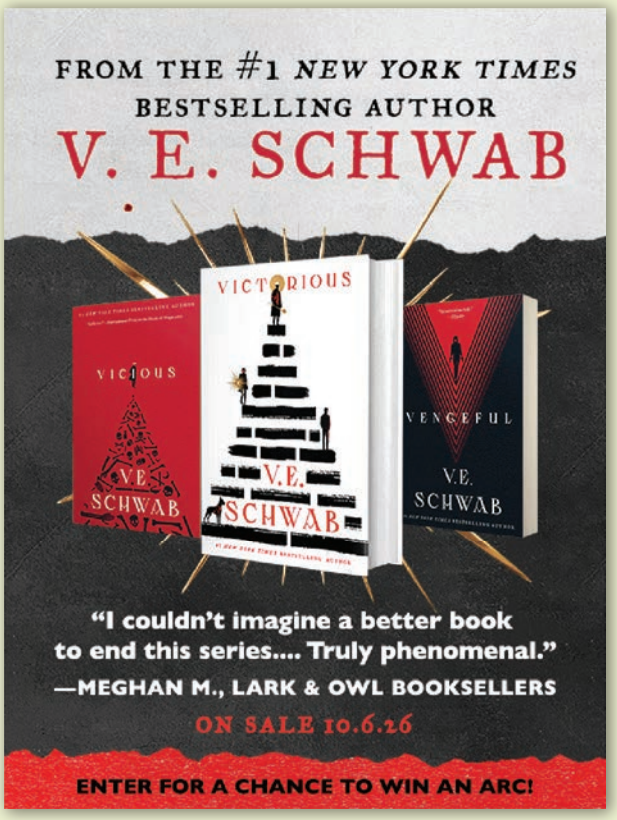
PRO eBLAST

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



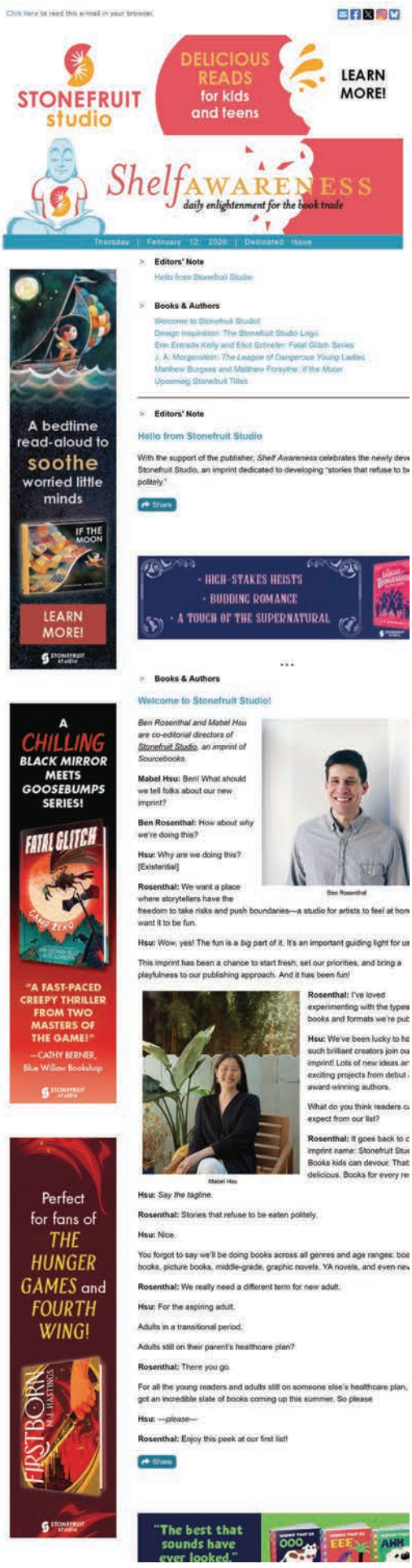




SUBSCRIBERS: 35,000
OPEN RATE: 45%

See Advertising Rates

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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 Featured Publisher call-out 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

SUBSCRIBERS: 35,000
OPEN RATE: 44%

See Advertising Rates

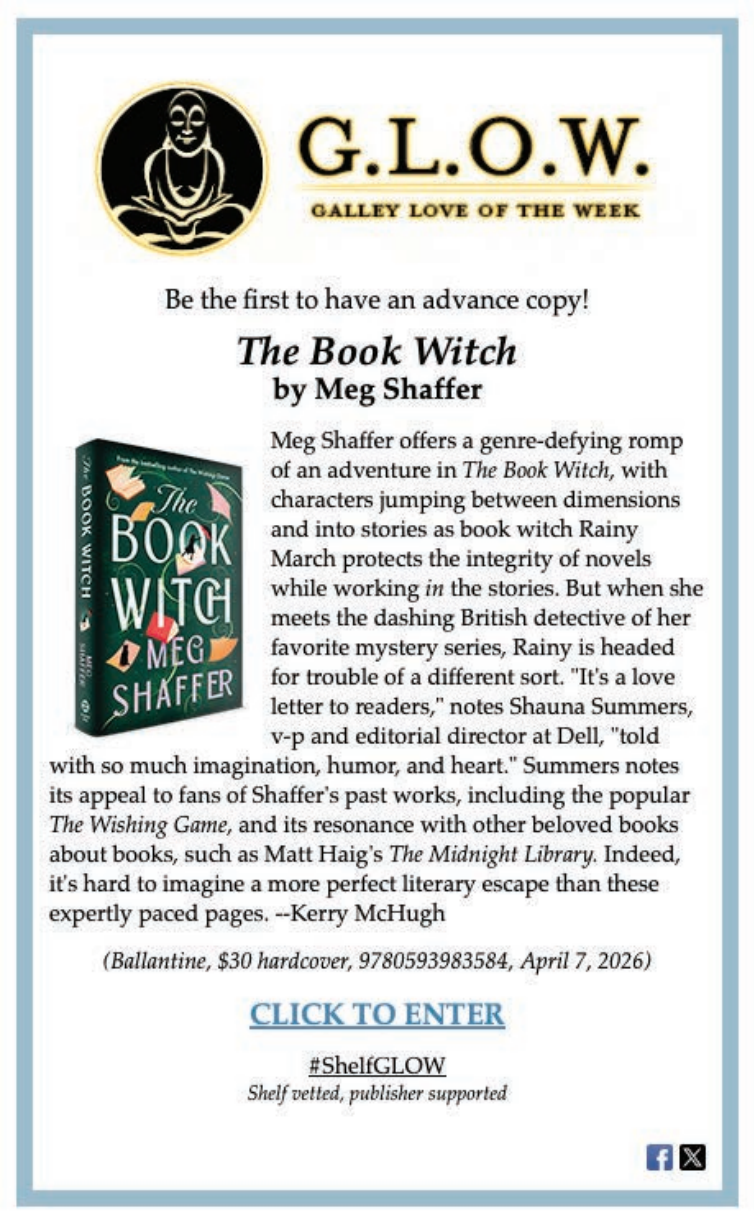
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GALLEY LOVE OF THE WEEK (GLOW)

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.



G.L.O.W.

GALLEY LOVE OF THE WEEK

Be the first to have an advance copy!

The Book Witch

by Meg Shaffer

Meg Shaffer offers a genre-defying romp of an adventure in *The Book Witch*, with characters jumping between dimensions and into stories as book witch Rainy March protects the integrity of novels while working *in* the stories. But when she meets the dashing British detective of her favorite mystery series, Rainy is headed for trouble of a different sort. "It's a love letter to readers," notes Shauna Summers, v-p and editorial director at Dell, "told with so much imagination, humor, and heart." Summers notes its appeal to fans of Shaffer's past works, including the popular *The Wishing Game*, and its resonance with other beloved books about books, such as Matt Haig's *The Midnight Library*. Indeed, it's hard to imagine a more perfect literary escape than these expertly paced pages. --Kerry McHugh

(Ballantine, $30 hardcover, 9780593983584, April 7, 2026)

CLICK TO ENTER

#ShelfGLOW

Shelf vetted, publisher supported

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***.

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 Pick of the Week feature in our consumer-facing publication ***Shelf Awareness for Readers***.



SUBSCRIBERS: 35,000
OPEN RATE: 43%

See Advertising Rates

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SHELF AWARENESS *Presents:* WEBINARS

NEW! *Shelf Awareness* now offers a webinar opportunity designed to educate booksellers and offer an engaged opportunity for publisher-advertisers.



At a recent Shelf Presents webinar, veteran booksellers Shane Mullen and Valerie Koehler were in conversation with Shelf Publisher Matt Baldacci about Connecting Customers to Difficult Topics. Their experience and willingness to share best practices were enjoyed and valued by all attendees.

DESCRIPTION: *Shelf Awareness* will gather and host booksellers and librarians in a scheduled Zoom webinar. *Shelf Awareness* will kick off each webinar with a conversation between experienced booksellers about the topic on hand.

FORMAT:

- Up to one hour long.
- Introduction to the session will be a brief Q&A with independent booksellers about how to sell books in this category/topic.
- The Q&A will be followed by a presentation from you (and any other co-sponsors)

SPONSORSHIP: Available in 15 minute sections, or a publisher can sponsor the entire session

ATTENDEES: *Shelf* will conduct an outbound marketing campaign to deliver booksellers and librarians

VEHICLE: Professional, *Shelf*-hosted Zoom

ARCHIVE: See our recorded webinars **HERE**

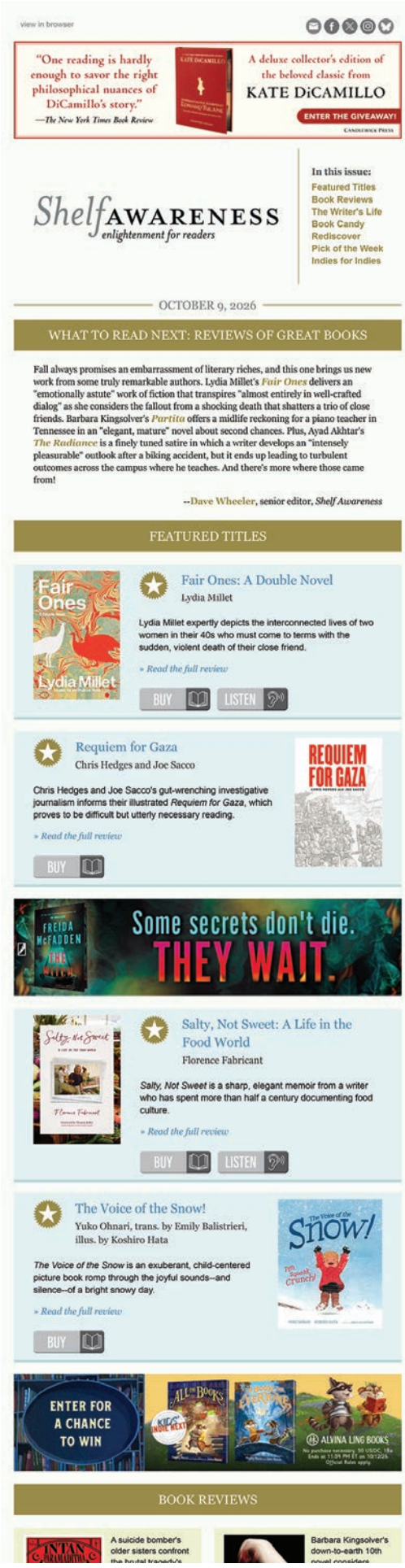
COST:

$6,000 to sponsor the entire hour,
$2,000 for a 15 minute segment *(three available)*

CONTACT:

Sales@Shelf-Awareness.com to develop your custom webinar.

See Advertising Rates **Return to Table of Contents**



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. **Click Here to view a list of our partner stores.**

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. Our team of professional editors and reviewers create insightful reviews and engaging features. We cover books and authors from all publishers.

Our 2026 re-design of *Readers* focused on making reviews more prominent and accessible to the reader and the results are tremendously successful. Several of our reviews this year have had more than 1,000 unique clicks, and overall the click thru rate on the reviews has jumped.

"I'm in awe of this newsletter. I love that readers can read reviews and easily click and purchase, if interested... Everything is so well thought out!"
—Bookstruck, Los Angeles, CA

SUBSCRIBERS: 550,000
OPEN RATE: 43%

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 2027

11/2/27: Gift Books
11/9/27: Cookbooks
11/16/27: Kids' Gift Books
12/3/27: Best Kids' and YA Books of the Year
12/10/27: Best Adult Books of the Year

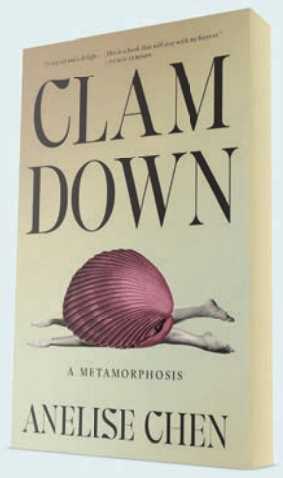
THE SHELF AWARENESS BEST BOOKS OF THE YEAR

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.

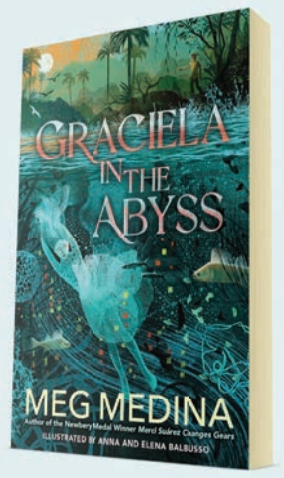
Click here to see the Best Adult Books of 2025.

Click Here to see the Best Children's and Teen Books of 2025.



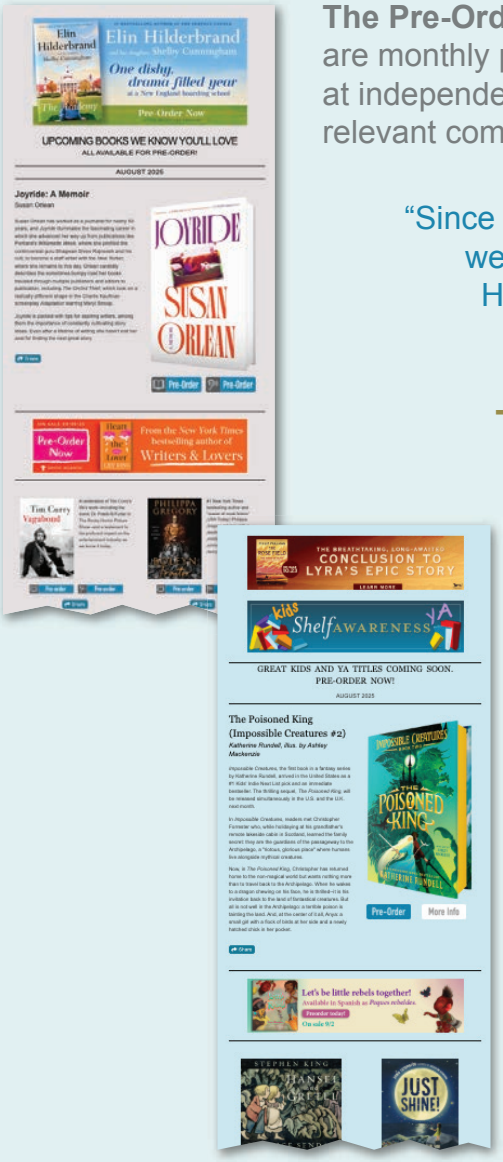






See Advertising Rates **Return to Table of Contents**

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. 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

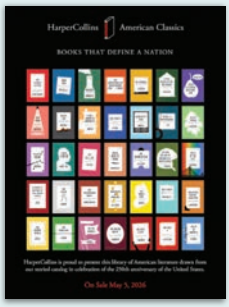
The Pre-Order eBlast, and the Kids and YA Pre-Order eBlast are customized for each of our store partners, carrying the branding, e-mail address, and buy links for each store. Each of these publications is also sent to our own sizable Proprietary list.

SUBSCRIBERS
(Pre-Order eBlast): 950,000
OPEN RATE: 41%

SUBSCRIBERS
(Kids and YA Pre-Order eBlast): 350,000
OPEN RATE: 37%

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 115,000+ book lovers.



SUBSCRIBERS: 115,000
OPEN RATE: 37%

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*.

In 2025 we added stars to deserving titles in *Shelf Awareness Pro*. Starred reviews 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.



BUY

SHARE THIS ARTICLE:

If Not You

Ellen O'Clover

Berkley | $20 | 9780593952566

Ellen O'Clover (*The Heartbreak Hotel*) puts her own spirited spin on an enemies-to-lovers romance in *If Not You*. Five years ago, Mattie French and Campbell Porter were copywriting interns at one of Chicago's leading advertising agencies. But when Mattie watched her dream of receiving a return offer slip through her fingers right into Campbell's lap, their somewhat healthy competition became replaced with Mattie's utter disappointment and disdain for Campbell's ostentatious outfits, cocky smirks, and annoyingly talented writing. She left to take a role as a copywriter at a small, well-respected agency.

Now Mattie's and Campbell's companies have been chosen to pitch for the advertising account of Wicksteed, a high-end resort chain, and Mattie finds that both Campbell and their renewed rivalry are entirely unavoidable. To prepare for their final pitches, Mattie's and Campbell's teams travel to gorgeous Colorado mountains and breathtaking California beaches to experience everything the luxurious Wicksteed resorts have to offer. As the two are forced together to ride horses, relax at the spa, and play nice for the sake of their clients, Mattie begins to see a different side of Campbell. They open up to each other, sharing deep fears and intimate dreams, and the poignant connection sparks their relationship.

O'Clover's shrewd humor and savvy prose result in a riveting competition full of quick wit and crafty quips. She also employs her signature tenderness and emotional depth to create a romance about finding someone who makes the hard parts of life easier. *If Not You* is full of passion, hope, and belonging. --Clara Newton, freelance reviewer

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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 ADULT TITLES:

Please submit digital copies to: **galleys@shelf-awareness.com** four months in advance of publication

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

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.

We do have a regular update that goes out every Monday with the titles that will be reviewed in upcoming issues. If you'd like to be added to this distribution, please write to **bookstores@shelf-awareness.com.** Publishers can use this weekly notification as an alert system for publicists and sales teams.

Our 2026 re-design of *Readers* focused on making reviews more prominent and accessible to the reader and the results are tremendously successful. Several of our reviews this year have had more than 1,000 unique clicks, and overall the click thru rate on the reviews has jumped.

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

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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 Adaptation 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)** and **Dave Wheeler (Dave@Shelf-Awareness.com)**

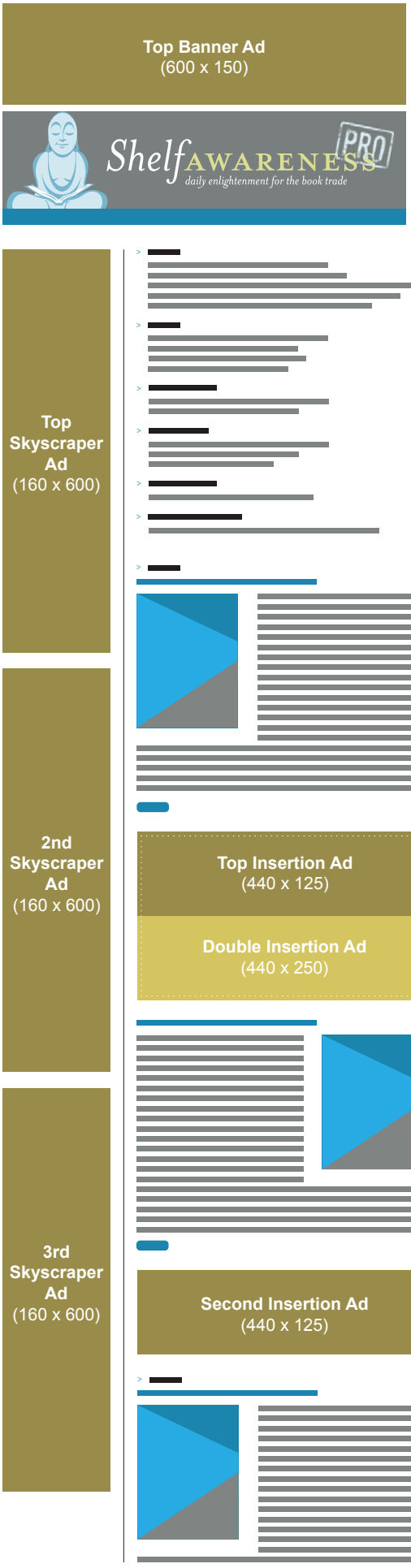
Pitch Children's and YA content to **Siân Gaetano (Sian@Shelf-Awareness.com)**

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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2027 ADVERTISING RATES

Shelf Awareness Pro *& Extra!*:

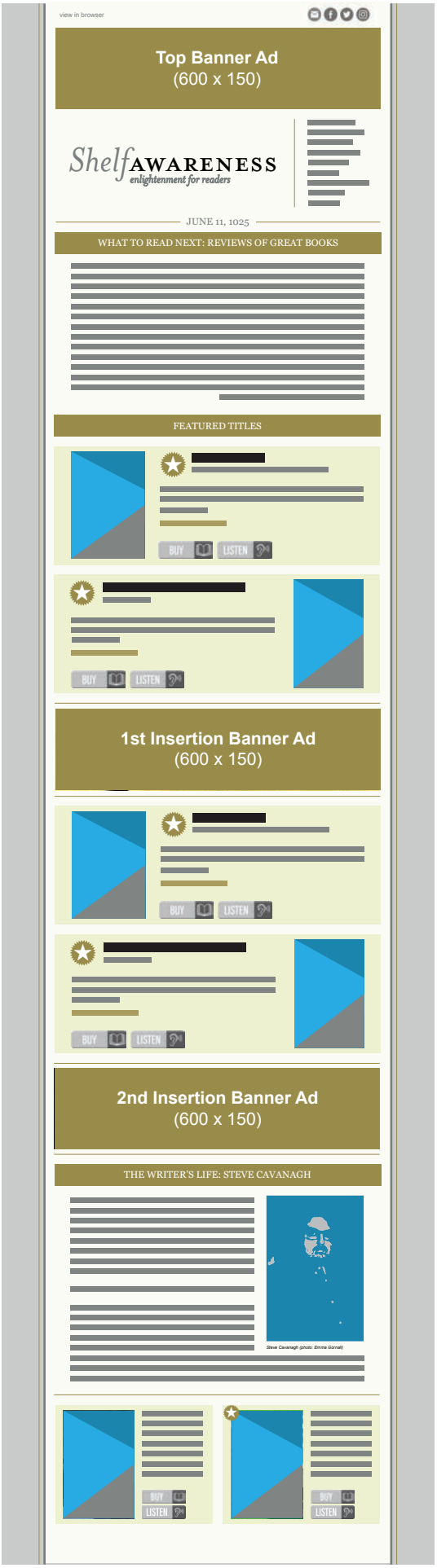
Top Banner	$ 1,950
Top Skyscraper	$ 1,900
2nd Skyscraper	$ 1,520
3rd Skyscraper & lower	$ 1,150
Double Insertion	$ 1,940
Top Insertion	$ 1,310
2nd Insertion & lower	$ 800
E-Blast	$ 4,600
Dedicated Issue	$ 8,400
Pro/*Extra!* Roadblock	$ 8,400

SUBSCRIBERS: 35,000
OPEN RATE: 49% *(Pro)* • 48% *(Extra!)*

Small Indie Press and UP Discount Program

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

View Production Specs **Return to TOC**



2027 ADVERTISING RATES

Shelf Awareness for Readers

Published on Fridays, *Readers* is customized for and sent direct to the email lists of 250 indie bookstores..

Top Banner	**$ 2,630**
1st Insertion	**$ 2,520**
2nd Insertion	**$ 2,420**
3rd Insertion	**$ 2,360**
4th Insertion	**$ 2,310**
5th Insertion	**$ 2,100**
6th Insertion	**$ 1,500**
7th Insertion	**$ 1,000**
Pick of the Week (Max)*	**$ 2,500**
Featured Publisher (Ded)*	**$ 3,150**
Roadblock SAR	**$ 10,500**

*Advertisers who book *Pro Maximum Shelf* and *Pro Dedicated Issues* may also book features for this content in *Readers*

SUBSCRIBERS: 550,000
OPEN RATE: 43%

Consumer eBlast:

100% share of voice ad blasted out to our proprietary book lovers list of approximately 110,000 book lovers.

E-Blast	**$ 4,200**

SUBSCRIBERS: 110,000
OPEN RATE: 37%

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2027 ADVERTISING RATES

Shelf Awareness Pre-Order eBlast:

Published in partnership with 275 indie bookstores on the last Wednesday of each month.

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**

SUBSCRIBERS: 950,000
OPEN RATE: 41%

"This is amazing! I can't believe I went so long not knowing this free resource existed and is so easy to use and customize!"
—Ren's Coffeehouse & Books, Blackwood, NJ

Kids and YA Pre-Order eBlast:

Published in partnership with a growing number of indie bookstores on the last Wednesday of each month.

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

SUBSCRIBERS: 350,000
OPEN RATE: 37%
Click Here to view a list of our partner stores.

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2027 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.

FEATURE	AUDIENCE	RATE
Galley Love of the Week	**Pro + Consumers**	**$ 2,300**
Pro Maximum Shelf	**Pro**	**$ 4,000**
GLOW + Pro Maximum Shelf	**Pro + Consumers**	**$ 5,800**
Pro Max + Readers Pick of the Week	**Pro + Consumers**	**$ 6,500**
GLOMAXR - All 3 Features	**Pro + Consumers**	**$ 7,300**

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** to learn about and subscribe to our free publications.

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