

Shelf AWARENESS



2021 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: Fifteen years ago, Shelf Awareness was created to provide the people in 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, tips on everything a bookstore needs to know to be successful in an ever-changing world. We are often considered to be the essential daily read of the book business community.

Shelf Awareness is published by John Mutter, the longtime executive editor of bookselling at *Publishers Weekly* and executive editor of the former *PW Daily for Booksellers*, and Jenn Risko who's worked in sales, marketing and management for publishers large and small.

“Shelf Awareness is equal to my beloved cup of morning coffee. I need it, I love reading it, I learn so much from it, and it gets my day going. Especially in this past year of trials and tribulations for us all, Shelf has done an amazing job of reporting on booksellers, their courage and hope, and the promise of the future. Honestly, Shelf Awareness is what holds us all together, and it has never been more important. That’s why it is one of our primary advertising vehicles to get the word out about new releases to booksellers and readers. Whether it’s an e-blast, a preorder e-blast, or a banner ad, our results are stellar!” —Judy Hottensen, Associate Publisher, Grove Atlantic

ShelfAWARENESS PRO

Daily Trade Newsletter Audience
(including web views) as of 12/15/20: 40,000+

TOP BANNER



TOP
SKYSCRAPER



2ND
SKYSCRAPER

TOP INSERTION

(440 x 125)

DOUBLE INSERTION

(440 x 250)

INSERTION
BANNER

2021 Placement & Prices (rates per issue)

Top Banner	\$1600
Top Skyscraper	\$1450
2nd Skyscraper	\$1200
3rd and Lower Skyscrapers	\$850
Top Insertion Banner	\$950
Double Top Insertion Banner	\$1600
2nd and Lower Insertion Banners	\$700

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
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 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 or make a reservation.



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: Our twice-weekly consumer facing Shelf for Readers helps book lovers discover the 25 best titles publishing that week. Every issue features reviews for the titles we are most excited about--from all genres--written by booksellers, librarians, bloggers and industry insiders. As well, we feature an author interview, a pick from backlist, and fun and interesting tidbits from the world of books.

“With a dedicated and engaged readership, Shelf Awareness is a go-to when I want to start buzz! The team helps us craft well-rounded campaigns for both Pro and Readers to make an impact within the industry and connect with customers. I appreciate the partnership and their keen insights into the bookselling business.”

—Nancy Trypuc, Vice President, Executive Director of Marketing, Flatiron 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 200 bookstore partner stores is available on our website at: shelf-awareness.com/bookstores.html.

ShelfAWARENESS FOR READERS

Twice-Weekly Consumer Newsletter Audience

(including distribution to our partner bookstores) as of 12/15/20: 585,000+

TOP BANNER



ShelfAWARENESS
enlightenment for readers

TOP FAT
SKYSCRAPER

2ND FAT
SKYSCRAPER

TOP INSERTION BANNER

2021 Placement & Prices (rates per issue)

Top Banner	\$2450
Top Fat Skyscraper	\$2200
2nd Fat Skyscraper	\$2000
3rd Fat Skyscraper	\$1900
Top Insertion Banner	\$1800
2nd Insertion Banner	\$1300
3rd and Lower Insertion Banners	\$700

E-Blast

Send a stand-alone email campaign to our direct subscriber list (126,000+ 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.

2021 EDITORIAL CALENDAR

Shelf Awareness for Readers

Issues published on the listed dates below will have the following themes. **Review copies are due three month prior to issue publication. For the latest updates check our website for submission guidelines.** 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, subject to availability.**

February 26 - WOMEN'S HISTORY
April 2 - POETRY
May 7 - MOTHER'S DAY
June 18 - FATHER'S DAY
June 22 - BEACH READS
June 25 - LGBTQ+ PRIDE
July 20 - COMIX & GRAPHIC NOVELS
November 2 - GENERAL GIFT IDEAS
November 9 - COOKBOOK GIFT IDEAS
November 16 - CHILDREN'S GIFT IDEAS
November 23 - BEST CHILDREN'S & YA BOOKS OF 2021
November 30 - BEST ADULT BOOKS OF 2021

Nominees for the Best Books of the Year will be selected from the titles we have reviewed throughout 2021.

E-Galley Submission Guidelines Due To COVID-19

We welcome and are accepting e-galleys during this time.

Please send adult titles to: galleys@shelf-awareness.com

Please continue sending children's and YA titles to: sian@shelf-awareness.com

We are still accepting physical copies at the Seattle address below. In these turbulent times, we are trying our best to remain flexible and attentive to the needs of staff, reviewers, booksellers and publishers. **For most reliable delivery results, please ship via UPS or USPS.**

Send review copies of adult books to:

ATTN: Jennifer M. Brown
brown@shelf-awareness.com

Send review copies of children's books to:

ATTN: Siân Gaetano
sian@shelf-awareness.com

Shelf Awareness
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

The Dedicated Issue is a stand-alone issue that highlights an exciting event 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. See examples of past issues here: shelf-awareness.com/dedicated.html

Maximum Shelf and Galley Love of the Week

We've built a strong reputation for having excellent taste in books and bringing them to light. Galley Love of the Week (we call it GLOW) aims to bring very early attention to an important title. It provides an editor with the opportunity to position a book to the entire PRO audience. Maximum Shelf allows us to zero in on one special title in a stand-alone issue: we think of this as our opportunity to hand-sell a title. It includes an extended review, and an additional editorial piece planned with the publisher—usually an author interview—and all the ad space in the issue. Both GLOW and Maximum Shelf publish once per week, and titles must be vetted by our editors. Email sales@shelf-awareness.com about availability and we'll guide you from there. Additional distribution to our Shelf for Readers audience is available for an additional fee. See examples of past issues here: shelf-awareness.com/maximum.html

Pre-Order E-Blast

Our recently launched monthly Pre-Order E-blast presents eight pre-order titles to the customers of our bookstore partners. Our editorial team selects the titles that we believe will most accurately reflect what our indie partners are most excited about in forthcoming titles and shows their customers they pre-order with the best of them! Our fastest growing launch to date, the Pre-Order E-Blast now goes out on behalf of 150 bookstores to more than 700,000 customers. There are three advertising opportunities: two banners and one "sponsored title" that mimics the look of the editorially selected titles.

E-Blast

We offer two E-Blasts each week: one aimed at the PRO audience and one consumer facing. The E-Blast 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 E-Blast is sent to the full PRO audience of 40,000+ booksellers, librarians, and industry professionals. The consumer-facing E-Blast is sent to a proprietary list of 126,000+ book lovers.

Job Board

Advertise your open job position to the most active and organically grown audience, at the lowest rate in the industry. Each job listing gets a linked call out in PRO, highlighted to our Twitter audience, and then lives on our website for 30 days. For more info visit: shelf-awareness.com/jobboard

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“The only thing more consistent in my morning ritual than coffee is Shelf Awareness. There are many reasons why I view it daily and religiously, but the main one is the warm sense of community that Shelf fosters among me and my fellow booksellers around the globe.”

—Javier Ramirez, co-founder, Exile in Bookville bookstore