

ShelfAWARENESS



2022RATEKIT

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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: In 2006, 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

2022 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.**

April 22 - POETRY
June 3 - LGBTQ+ PRIDE
July 22 - COMIX & GRAPHIC NOVELS
November 4 - GENERAL GIFT IDEAS
November 11 - COOKBOOK GIFT IDEAS
November 18 - CHILDREN'S GIFT IDEAS
November 25 - BEST CHILDREN'S & YA BOOKS OF 2022
December 2 - BEST ADULT BOOKS OF 2022

Nominees for the Best Books of the Year will be selected from the titles we have reviewed throughout 2022.

Submission Guidelines

Shelf Awareness is once again accepting print galleys for review consideration, starting with October 2021 publications for adult review copies.

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

We ask that publishers resume sending print review copies to our Seattle address below, in addition to electronic galleys by email:
galleys@shelf-awareness.com

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 sales@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 187 bookstores to more than 890,000 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 130,000+ 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