

# *Shelf* AWARENESS

2025 RATEKIT



[WWW.SHELF-AWARENESS.COM](http://WWW.SHELF-AWARENESS.COM)



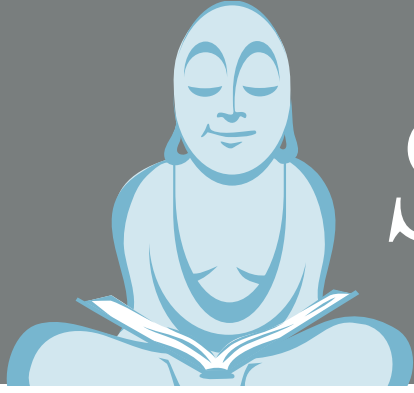
[facebook.com/shelfawareness](https://facebook.com/shelfawareness)



[@ShelfAwareness](https://twitter.com/ShelfAwareness)



[@shelf.awareness](https://instagram.com/shelf.awareness)



# Shelf **AWARENESS**

daily enlightenment for the book trade



## *For the book trade:*

*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.*

*Background:* In 2005, 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, and tips about 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 has been an invaluable partner in our advertising strategy. Their expert guidance ensures that we maximize the impact of our ads before finalizing placements, allowing us to effectively reach booksellers and librarians. The engaging audience of Shelf Awareness is not only receptive but also crucial to our sales outreach, making their advertising services a key component of our success.*”

*As an independent press we greatly appreciate the insights and assistance that Shelf Awareness offers, enabling us to effectively navigate the competitive world of marketing books.”*

*– Jessica Arsenault, Inner Traditions*

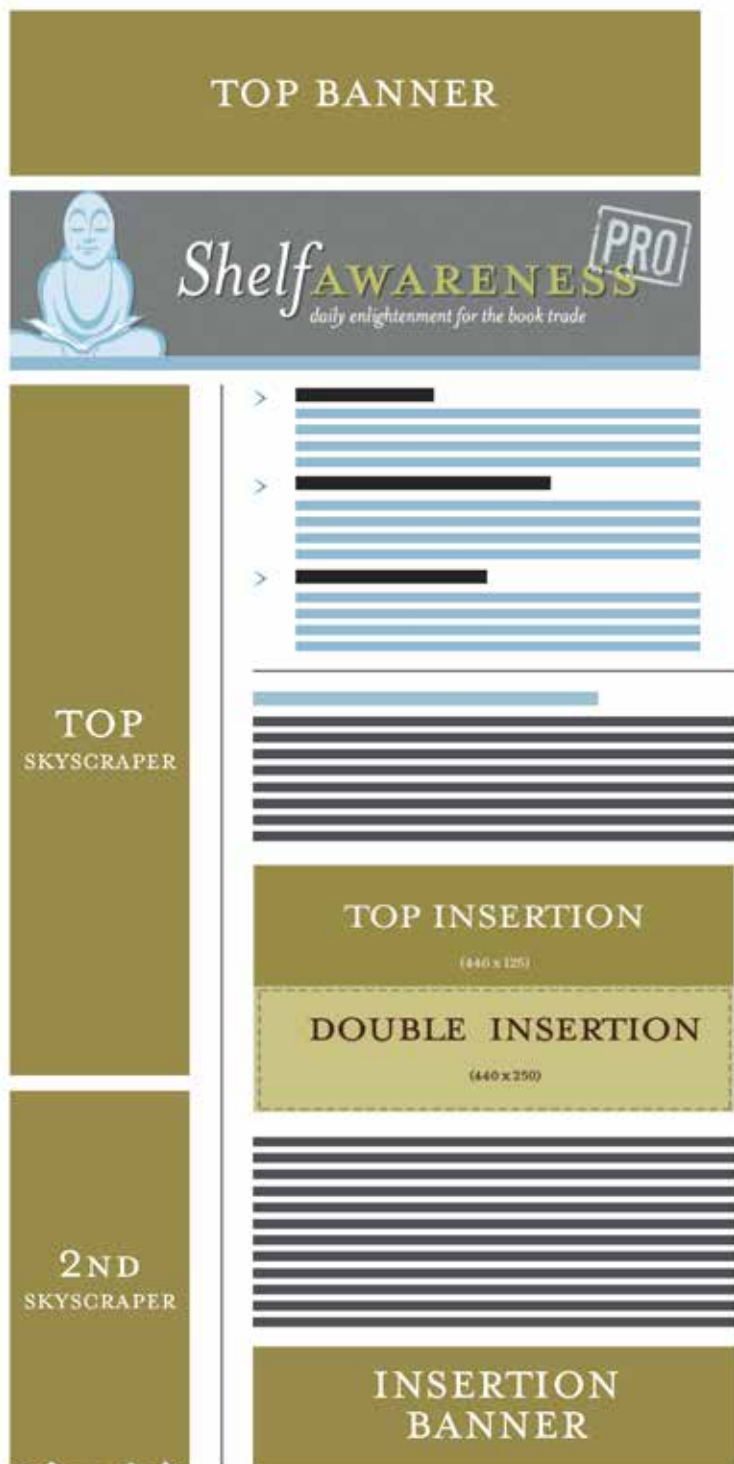
*“We love Shelf Awareness and we read it every day. We appreciate how much you are doing to support indies.”*

*– Elizabeth Bluemle, Owner, Flying Pig Bookstore*

# Shelf **AWARENESS** PRO

Daily Trade Newsletter Audience:

(including web views) as of 11/1/24: **40,000+**



## 2025 Placement & Prices (rates per issue)

Top Banner .....	\$1,850
Top Skyscraper .....	\$1,750
2nd Skyscraper .....	\$1,425
3rd and Lower Skyscrapers .....	\$1,000
Top Insertion Banner .....	\$1,250
Double Insertion Banner .....	\$1,850
2nd and Lower Insertion Banners	\$800

**Roadblock** ..... \$7,500

Maximize your impact by buying all ads in one issue.

**Job Board** ..... \$225 for a 30 day listing

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, and then lives on our website for 30 days.

For more info visit: [shelf-awareness.com/jobboard](http://shelf-awareness.com/jobboard)

## 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 [sales@shelf-awareness.com](mailto:sales@shelf-awareness.com)

to check availability or make a reservation.



# Shelf **AWARENESS**

*enlightenment for readers*

## *For all book lovers:*

*Readers is a free weekly e-mail newsletter that reviews the twenty-five best books publishing each week.*

**Background:** Our weekly consumer facing Shelf for Readers helps book lovers discover the 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 author interviews, picks from backlist, and fun and interesting tidbits from the world of books.

*“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. That’s why it is one of our primary advertising vehicles to get the word out about new releases to booksellers and readers.”*

*—Judy Hottensen, Associate Publisher, Grove Atlantic*

### *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 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. An up-to-date list of our 250+ bookstore partner stores is available on our website at: <https://www.shelf-awareness.com/bookstores.html>.

# ShelfAWARENESS for READERS

Weekly Consumer Newsletter Audience

(including distribution to our partner bookstores) as of 11/1/24: **600,000+**



## 2025 Placement & Prices (rates per issue)

### E-mail Edition

Sent each Friday to the email lists of our store partners and our own proprietary list.

Top Banner .....	\$2,650
Top Fat Skyscraper .....	\$2,400
2nd Fat Skyscraper .....	\$2,200
3rd Fat Skyscraper .....	\$2,100
Sponsored Content Feature .....	\$2,300
Anchor Banner .....	\$1,950

### Banner ad in Full On-Line Edition: \$800

The Email Edition is a “taste” of the full content, linking directly to an on-line environment where all of the reviews, features, and content are found. Ads in the Full On-Line Edition are live from Friday to Thursday.

### 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.

**The Sponsored Content Feature: use a headline, up to 500 words of copy, and an ad spot to create a focused promotion for your key titles, books to film, important backlist, etc.**

Contact: Email [sales@shelf-awareness.com](mailto:sales@shelf-awareness.com) to check availability or make a reservation.



# Shelf AWARENESS

*Upcoming Books We Know You'll Love*

## *For all book lovers:*

### *Focus on Future Titles—The Pre-Order eBlast*

*Background:* In 2019 our store partners were searching for a way to get customers to place pre-publication book orders with independent bookstores. The conversation centered on educating customers and re-claiming orders from on-line retailers. After extensive conversation with our partners, we rolled out our first Pre-Order eBlast in July of 2020 and immediately began helping stores claim pre-order activity from their own customers. We are tremendously proud to be helping bookstores with such an important part of their business.

*“We are thrilled with the response we get to our Shelf Awareness Pre-order Blast each month – tons of clicks and, more importantly, many pre-orders placed each month! We couldn't be happier!”*

*—Elizabeth Jordan (Nowhere Bookshop—San Antonio, TX)*

*The Shelf Awareness Pre-order newsletter is the only “outside” newsletter I send to my customers. The format is simple yet effective; my customers can immediately purchase the book directly from our website! Shelf also lets me know what other titles they considered – it’s like an additional curation tool for our store!*

*—Kathy Burnette (Brain Lair Books—South Bend, IN)*

### *How it Works*

Each month our editorial team selects eleven key titles for the Pre-Order eBlast and shares them with our store partners. At this point, stores have the ability to swap out a title if they feel there is a title their customers must see. Stores LOVE this customization option. The Pre-Order eBlast is sent to the stores’ email lists on the last Wednesday of each month.

Click here to see the latest issue: <https://www.shelf-awareness.com/preorders-issue.html>

# Shelf**AWARENESS** Pre-order eBlast

Monthly Consumer Newsletter Audience

(including distribution to our partner bookstores) as of 11/1/24: **850,000**

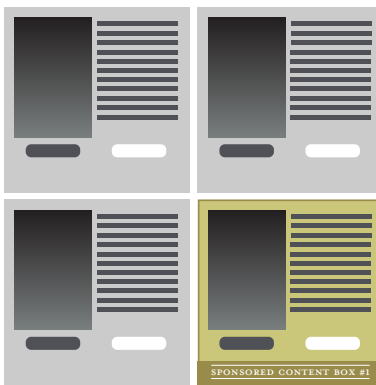


TOP BANNER

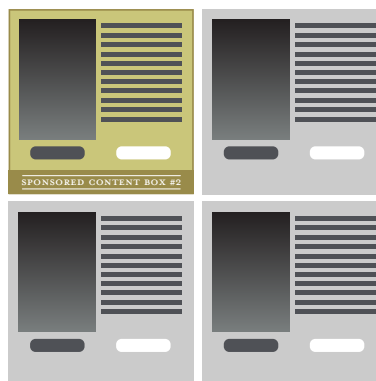
UPCOMING BOOKS WE KNOW YOU'LL LOVE  
ALL AVAILABLE FOR PRE-ORDER



1ST INSERTION BANNER



2ND INSERTION BANNER



## 2025 Placement & Prices (rates per issue)

### E-Blast Edition

Sent on the last Wednesday of each month to the email lists of our store partners and our own proprietary list.

Top Banner .....	\$3,400
Sponsored Content Box #1 .....	\$3,300
Sponsored Content Box #2 .....	\$2,750
1st Insertion Banner .....	\$2,750
2nd Insertion Banner .....	\$2,500
3rd Insertion Banner .....	\$2,200

### Ad Specs

Top Banner .....	600 x 300
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, ten days before publication**. Design services are available; please contact us for rates.

### Contact

Email [sales@shelf-awareness.com](mailto:sales@shelf-awareness.com) to check availability or make a reservation.



# MAXIMUM Shelf

brought to you by Shelf Awareness



For the Book Trade and All Book Lovers:

## Maximum Shelf and Galley Love of the Week

*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](mailto:sales@shelf-awareness.com) about availability and we'll guide you from there. Inclusion in Readers as a Feature is available for an additional charge.

*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.

See examples of past issues of Maximum Shelf here:  
[shelf-awareness.com/maximum.html](http://shelf-awareness.com/maximum.html)



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

Be the first to have an advance copy!

**Kills Well with Others**  
by Deanna Raybourn

The twisty espionage of *Kills Well with Others* takes place a year after the events of *Killers of a Certain Age*, in which author Deanna Raybourn introduced four elite, newly retired, 60-year-old women assassins. In this sequel, Billie, Helen, Mary Alice, and Natalie are on a global hunt for the mole exposing agents of the Museum, the clandestine organization they worked for, while also tracking the Eastern European gangster behind it all. Enchanting locales, exciting action, and hilarious banter abound. Michelle Vega, executive editor at Berkley, said, "These women heroes are so essential, especially now. To be a part of bringing these characters to the world and back to the readers that love them is tremendous fun." *Kills Well with Others* is an exhilarating ride—action and intrigue with Raybourn's witty, spirited, not-so-retired assassins. —Grace Rajendran, freelance reviewer  
(Berkley, \$29 hardcover, 9780593638514, March 11, 2025)

[CLICK TO ENTER](#)

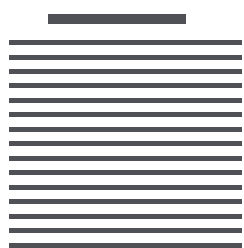
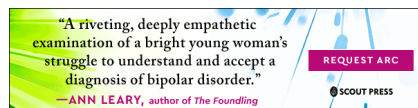
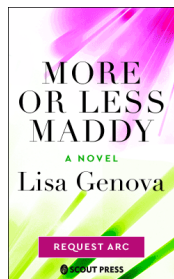
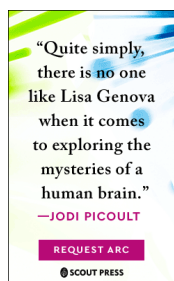
#ShelfGLOW  
Shelf vetted, publisher supported





# MAXIMUM Shelf

brought to you by Shelf Awareness



## 2025 Placement & Prices (rates per issue)

**Maximum Shelf** ..... \$4,000  
published once per week as a stand alone issue and sent to the PRO audience.

**Galley Love of the Week** ..... \$2,250  
published once per week as a feature within Shelf Awareness PRO

**Spotlight Feature** ..... \$2,500  
(Appears as a feature within Shelf Awareness for Readers.  
Available ONLY in conjunction with PRO Maximum Shelf)

**Maximum Shelf + GLOW** ..... \$5,750

**Maximum Shelf + Spotlight Feature** ..... \$6,500

**Maximum Shelf + GLOW + Spotlight Feature** ..... \$7,250

## Ad Specs

### Maximum Shelf (4 Ad Spots)

2 Horizontal Banners ..... 600 x 150

2 Fat Skyscrapers ..... 240 x 400  
*(Dimensions in pixels, width x height)*

### GLOW (one 3D product/book cover image)

1 3D Cover Image ..... 190 x 130  
*(Dimensions in pixels, width x height)*

### Maximum Shelf Spotlight Feature in Readers

1 Horizontal Banner ..... 520 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, ten days before publication**. Design services are available; please contact us for rates.

## Contact

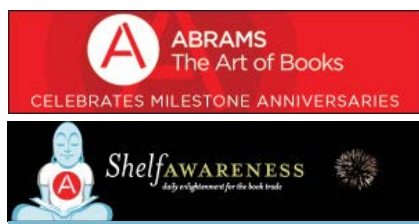
Email [sales@shelf-awareness.com](mailto:sales@shelf-awareness.com)

to check availability or make a reservation.



# Shelf **AWARENESS**

for the trade and all book lovers



CELEBRATING  
**75**  
ABRAMS: The Art of Books  
YEARS  
OF  
PUBLISHING  
EXCELLENCE  
DEVOTED TO  
THE ART  
OF BOOKS

CELEBRATING  
**25**  
ABRAMS: Children's Books  
YEARS  
OF  
CAPTIVATING  
YOUNG  
MINDS

CELEBRATING  
**75**  
ABRAMS: The Art of Books  
YEARS  
OF  
DYNAMIC  
PUBLISHING  
THAT  
RESONATES



## The Dedicated Issue

Monthly publication for the Book Trade and All Book Lovers.

PRO Audience as of 11/1/24: 40,000+ booksellers, librarians, and industry professionals.

Readers Audience (including distribution to our partner bookstores) as of 11/1/24: 600,000+

*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. Written by our editorial team, 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. The Dedicated Issue is emailed each month and they're sent out to all subscribers of Shelf Awareness Pro.

**Rate:** PRO Dedicated Issue: \$8,000

Also available is a Featured Publisher spot which appears in *Shelf Awareness for Readers*, and is only available in conjunction with the PRO issue.

*This feature is highlighted and includes a new, consumer-facing ad spot. Rate: \$3,000*

**Ad Specs:** furnished upon booking

### Contact

Email [sales@shelf-awareness.com](mailto:sales@shelf-awareness.com) to check availability or make a reservation.

See examples of past issues here:

[shelf-awareness.com/dedicated.html](http://shelf-awareness.com/dedicated.html)



# Shelf **AWARENESS**

for the trade and all book lovers

## Shelf Awareness eBlasts

For the Trade and All Book Lovers

### PRO eBlasts:

Published approximately once per week

(Audience of 40,000+ booksellers, librarians, and industry professionals as of 11/1/24)

Rate: PRO eBlast: ..... \$4,500

### Consumer eBlasts:

Published approximately once per week

(Audience of 125,000+ book lovers as of 11/1/24)

Rate: Consumer eBlast: ..... \$4,600

#### Ad Specs

PRO or Consumer eBlast: ..... 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. Design services are available; please contact us for rates.

#### 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-thru 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.

Contact: Email [sales@shelf-awareness.com](mailto:sales@shelf-awareness.com) to check availability or make a reservation.

# 2025 EDITORIAL CALENDAR

## *Shelf Awareness for Readers*

Issues published on the listed dates below will have the following themes. **Review copies are due four months 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.**

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**April 18th, 2025** - Poetry

**June 6th, 2025** - LGBTQ+ Pride

**July 25th, 2025** - Comics & Graphic novels

**November 4th, 2025** - General Gift Ideas

**November 11th, 2025** - Adult Cookbook Gift Issue

**November 18th, 2025** - Children's / YA Gift Issue

**December 5th, 2025** - Best Adult Books of 2025

**December 12th, 2025** - Best Children's / YA Books of 2025

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*Nominees for the Best Books of the Year will be selected from the titles we have reviewed throughout 2025.*

### **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**

Publishers of adult books should send print review copies to our Seattle address below, in addition to electronic galleys by email:  
**dave@shelf-awareness.com**

#### **Send review copies of adult books to:**

ATTN: Dave Wheeler | **dave@shelf-awareness.com**

#### **Send review copies of children's books to:**

ATTN: Siân Gaetano | **sian@shelf-awareness.com**

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**Shelf Awareness | 2107 Elliott Ave | Ste 205 | Seattle WA 98121-2138**

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To inquire about advertising in these issues, contact  
**[sales@shelf-awareness.com](mailto:sales@shelf-awareness.com)**

## *Editorial Contact Information*

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**Dave Wheeler**, *Senior Editor* | dave@shelf-awareness.com

**Alex Mutter**, *Associate Editor* | alex@shelf-awareness.com

**Marilyn Dahl**, *Editor for Maximum Shelf and GLOW* | marilyn@shelf-awareness.com

**Robert Gray**, *Contributing Editor* | rgray@shelf-awareness.com

**Siân Gaetano**, *Children's Editor* | sian@shelf-awareness.com

## *Advertising/Business Contact Information*

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**Jess Mayfield**, *Sales & Marketing Assistant* | jess@shelf-awareness.com

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

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*“I read PRO because I like to feel connected to the industry. Bookselling in our little neighborhoods can occasionally feel isolating and reading PRO each morning makes me feel part of something larger. I also use it to get ideas – I love the sidelines reports and the chalkboard signs for that reason.”*

**—Hannah Harlow, The Bookshop of Beverly Farms**

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### **SHELF AWARENESS**

2107 Elliott Ave | Suite 205 | Seattle, WA 98121-2138

206-274-8144