

Shelf AWARENESS

2023 RATE KIT



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ShelfAWARENESS

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, 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

ShelfAWARENESSPRO

Daily Trade Newsletter Audience:

(including web views) as of 9/1/23: 42,000+



2023 Placement & Prices (rates per issue)

Top Banner.....	\$1,800
Top Skyscraper.....	\$1,650
2nd Skyscraper.....	\$1,350
3rd and Lower Skyscrapers.....	\$1,000
Top Insertion Banner.....	\$1,150
Double Insertion Banner.....	\$1,800
2nd and Lower Insertion Banners.....	\$800

Roadblock.....\$7,000

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, highlighted to our Twitter audience, and then lives on our website for 30 days. For more info visit:

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

to check availability or make a reservation.



ShelfAWARENESS

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.

“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

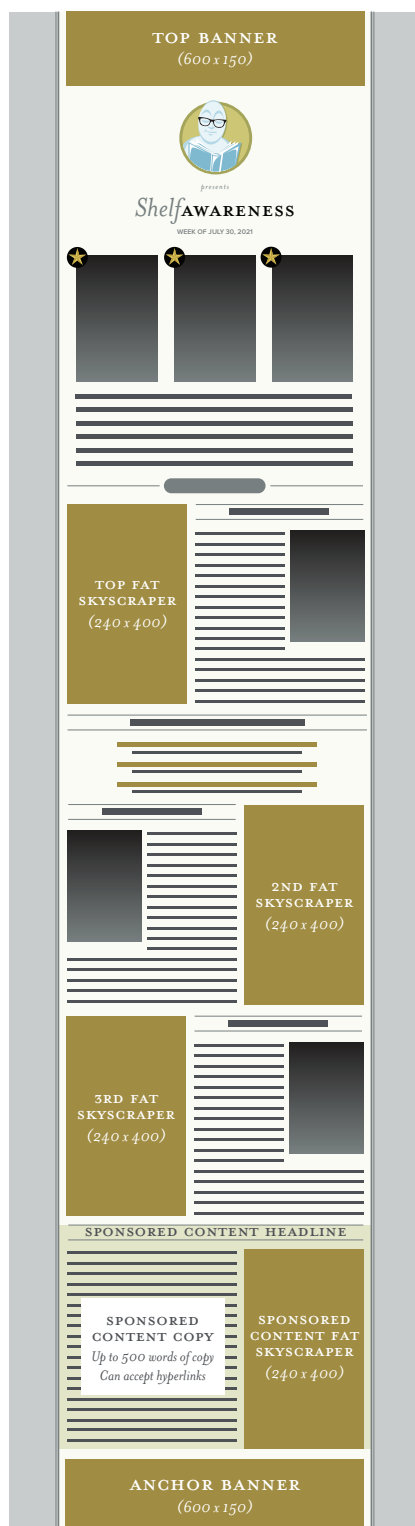
Bookstore Newsletter

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 250+ bookstore partner stores is available on our website at: shelf-awareness.com/bookstores.html.

ShelfAWARENESS for READERS

Weekly Consumer Newsletter Audience

(including distribution to our partner bookstores) as of 9/1/23: 700,000+



2023 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	\$2,600
Top Fat Skyscraper	\$2,400
2nd Fat Skyscraper	\$2,200
3rd Fat Skyscraper	\$2,100
Sponsored Content Feature	\$2,300 <i>New!</i>
Anchor Banner	\$1,900

Full On-Line Edition

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 is found. Ads in the Full On-Line Edition are live from Friday to Thursday.

1st Banner	\$1,600
2nd Banner	\$1,500
3rd Banner	\$1,400
4th Banner and lower	\$800

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, two days before publication**. Design services are available; please contact us for rates.

New!: The Sponsored Content Feature was added to our offerings as of **August 1st, 2023**. 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 backlog, etc.

Contact: Email sales@shelf-awareness.com to check availability or make a reservation.



ShelfAWARENESS

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 9/1/23: 950,000



2023 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	\$3,300
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, two days before publication**. Design services are available; please contact us for rates.

Contact

Email 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 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



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

Be the first to have an advance copy!

There Goes the Neighborhood
by Jade Adia




Jade Adia's YA debut is a darkly droll thriller about three best friends from South L.A., Calif., who create a fake gang on social media to scare away gentrifying developers. But when a white man is killed, his death is pinned on their "gang." Rebecca Kuss, senior editor at Disney-Hyperion, said that she "was shocked and ecstatic at how quickly" she was swept away "by the voice, the characters, the worldbuilding." Kuss, who won the title "in a very competitive auction," said Adia's novel "not only made 15-year-old me feel seen and understood, but also empowered present-day me." *There Goes the Neighborhood* is a gripping and comedic contemporary story that should appeal to fans of Angie Thomas's *The Hate U Give* or Christina Hammonds Reed's *The Black Kids*. —Nataasha Harris, freelance reviewer

(Disney-Hyperion, \$18.99 hardcover, ages 12-up, 9781368084321, March 7, 2023)

CLICK HERE TO ENTER!

#ShelfGLOW

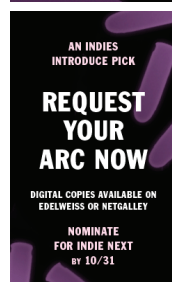
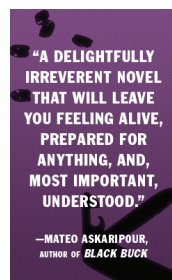
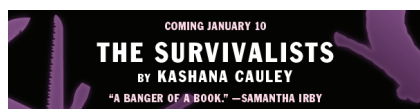
Shelf vetted, publisher supported





MAXIMUM Shelf

brought to you by Shelf Awareness



2023 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, two days before publication**.

Design services are available; please contact us for rates.

Contact

Email sales@shelf-awareness.com

to check availability or make a reservation.



ShelfAWARENESS

for the trade and all book lovers

The Dedicated Issue

Monthly publication for the Book Trade and All Book Lovers.

*PRO Audience as of 9/1/23: 42,000+ booksellers,
librarians, and industry professionals*

*Readers Audience (including distribution to our partner bookstores)
as of 9/1/23: 700,000+*

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 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.

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

Ad Specs: furnished upon booking

Contact

Email sales@shelf-awareness.com to check availability or make a reservation.

See examples of past issues here: 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 42,000+ booksellers, librarians, and industry professionals as of 9/1/23)

Rate: PRO eBlast: \$4,500

Consumer eBlasts:

Published approximately once per week

(Audience of 130,000+ book lovers as of 9/1/23)

Rate: Consumer eBlast: \$4,600

Our eBlasts provide a 100% share of voice vehicle that are usually the most clicked ads each year.

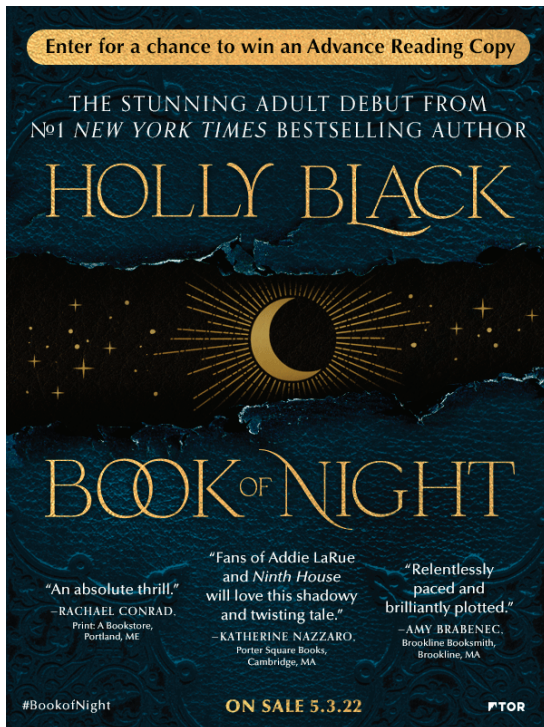
Contact

Email sales@shelf-awareness.com to check availability or make a reservation.

Some recent examples of highly performing eblasts are included on the next page:

Examples of highly performing eblasts

PRO Content



Consumer Content



2023 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.**

April 21, 2023 - Poetry

June 2, 2023 - LGBTQ+ Pride

July 21, 2023 - Comics & Graphic novels

October 31, 2023 - General Gift Ideas

November 7, 2023 - Cookbook Gift Ideas

November 14, 2023 - Children's / YA Gift Ideas

November 21, 2023 - Best Children's / YA Books of 2023

November 28, 2023 - Best Adult Books of 2023

Nominees for the Best Books of the Year will be selected from the titles we have reviewed throughout 2023.

Submission Guidelines

Shelf Awareness is once again accepting print galleys for review consideration.

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 of adult books 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 | 2107 Elliott Ave | Ste 205 | Seattle WA 98121-2138

To inquire about advertising in these issues, contact

sales@shelf-awareness.com

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

"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