



Make NetGalley Promotions a central part of your launch plans.

Use our hugely effective promotions to reach trade professionals and readers of influence before, during and after publication. Generate reviews, drive preorders, run giveaways, and build buzz while connecting directly with your audience.

We have a programme for every budget, goal, and type of book.

Because of the popularity of our programmes, and our commitment to never over-mailing our reader community, dates are often booked months in advance for promotions. We encourage you to contact us for a custom, discounted proposal if you wish to purchase in bulk.

New for 2021!

NetGalley enjoyed record-breaking traffic and engagement in 2020, especially after the launch of the NetGalley Shelf app and Audiobooks. NetGalley.co.uk had over 1 million pageviews in a single month for the first time, and all of our promotional programmes saw increased open and click-through rates. Despite the global pandemic, it's clear that readers continue to turn to books in all formats, and it is our privilege to help publishers reach the right audiences.



Promote your Audiobooks

NetGalley promotions can include digital review copies and/or audiobooks! Contact us if you're interested in adding audiobooks to NetGalley.

Unique Opportunities:

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The NetGalley.co.uk Community

90k Members

71% Reviewers

12% Educators

10% Media

4% Booksellers

3% Librarians

NetGalley.co.uk Activity

40k unique users monthly

52k requests monthly

16k feedback monthly

88% downloads/approvals

40% feedback to approval rate

average for 2020 as of October 2020

UK Promotional Programmes Overview

Email Promotions

Dedicated eBlasts

Get outstanding results with a custom email for one or more titles. £500–£750 per booking.

[Reserve](#)

Newsletters

Secure a spot in our themed email newsletters. Two per month! £100–£350 per booking.

[Reserve](#)

On-Site Promotions

Dashboard Spotlight

NEW for 2021: reach active UK members with a week-long spotlight place on all member dashboards. The ideal way to get everyone talking about your book. £400 per week.

[Reserve](#)

Featured Titles

Get extra exposure for two weeks on the NetGalley.co.uk homepage and Find Titles landing page. £85 for two-week promotion.

[Reserve](#)

Free Promotion

Category Spotlights

Reserve a week-long spotlight on a NetGalley.co.uk category page to drive requests or preorders. £60 per title.

NEW: 3 for 2 deal available!

[Reserve](#)

UK Books of the Month

Nominate for inclusion in monthly email newsletter to all UK members. FREE! Final selection not guaranteed. Spotlight Title £300.

[Nominate](#)

Dedicated, Custom eBlasts

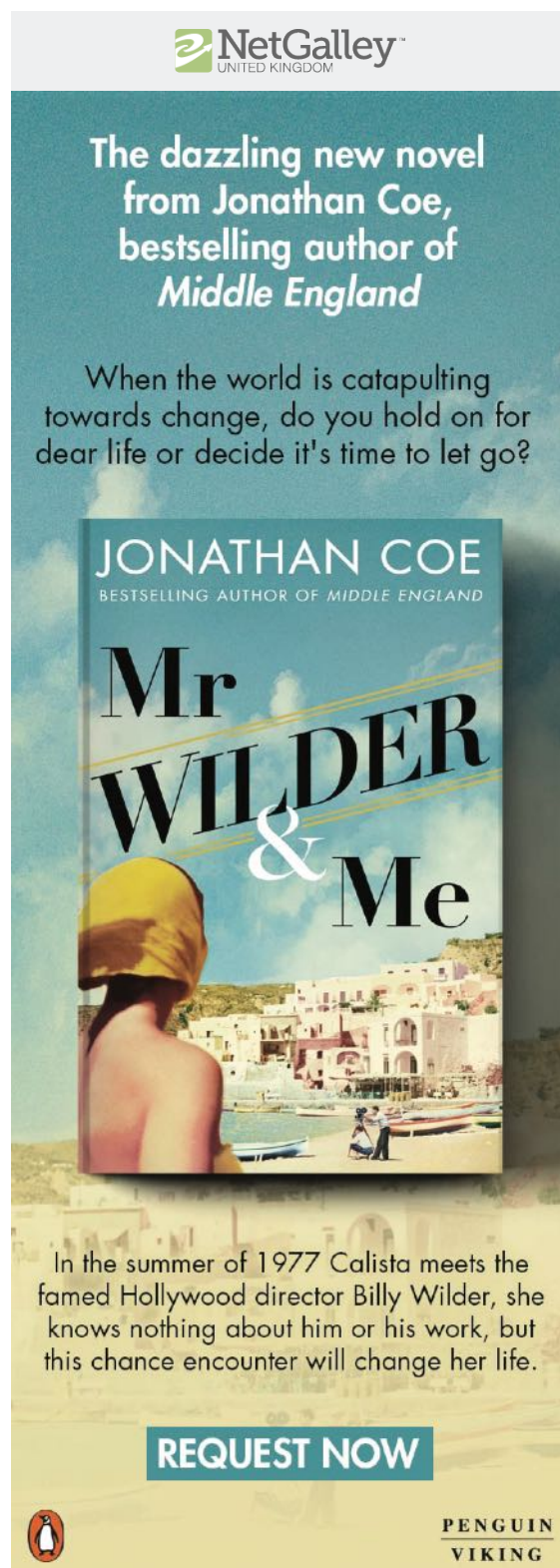
NetGalley eblasts are extraordinarily successful – and with the introduction of targeted eblasts by genre we've improved both open and click-through rates for all emails. So target members interested in the genre of your title, or send to the whole UK base – the decision is yours!

- ▶ Target members interested in the genre of your book.
- ▶ Send to all UK base (just one spot available per week).
- ▶ Promote one or more books.
- ▶ Drive any action: limited-time Read Now, widget access, wishes, preorders, requests, etc.
- ▶ Bulk discount! Purchase 10 targeted eblasts and get 1 FREE. (All must be submitted at the same time).

£500 for targeted eblasts

£750 for all member eblasts
 (1 spot available per week)

[Reserve](#)



eBlast Deadlines & Guidelines

Materials due 5 business days prior to eBlast send date. Materials due include: eBlast design, Subject Line, as well as Active title record on NetGalley (including book cover and files).

eBlast CTA

Consider your goals for this promotion. Please ensure the CTA (Call to Action) in your eBlast follows our standard language so members know what to expect, and matches the book's Availability in NetGalley at the time of the eBlast send.

Book Availability	CTA
Available for Requests in NetGalley	Request or Request Now
Available to Read Now in NetGalley	Read Now or Download
Read Now availability is limited	Read Now for a Limited Time (needs to be specified if less than 2 weeks) or Read Now for 100 Members (quantity can be customized)
eBlast contains a Widget link	You're Pre-Approved!
Private in NetGalley & available for Wishes	Wish for it! # Wishes will be Granted (quantity can be customized) or Wishes will be Granted this week (time can be customized)
eBlast leads to an external retail link	Pre-Order or Buy Now!

eBlast Design

If you are designing in-house, you must follow these guidelines or we will be unable to use your creative.

eBlast Specs: single image JPG or PNG, 600px wide and no longer than 1600px.

If promoting one book, the eBlast will likely have a single click-through link (usually to the NetGalley title record). If your eBlast includes multiple links/CTAs, or promotes more than one book, follow these guidelines:

- Book covers and any CTAs must be stacked (i.e. cannot be side-by-side)
- The image must have one solid-colored, non-gradient background without any borders, patterns, texture, or design elements. (We'll be manually separating the image into 600px wide images, to link each area to its respective NetGalley title record or other URL.)

Assets Required for NetGalley Template

We can design the eBlast using our template if you provide description and headline copy. The eBlast can also include banner/header images (but are not required).

Banner specs: JPG or PNG, 600px wide and no longer than 240px.


If you have design assets for other ads/promos or author's website, we can re-purpose to match the eBlast to the overall branding.

UK Newsletters

Harness the power of the NetGalley UK community with our email promotional programmes. With increased open and click through rates, newsletters are the most cost-effective way to promote your titles.

- ▶ 16 themed monthly newsletters sent to entire UK base of around 28,000 members, just £200 for inclusion, or £350 for the Spotlight title.
- ▶ 11 targeted monthly newsletters sent to members interested in a particular genre, just £100 for inclusion, or £250 for the Spotlight title.

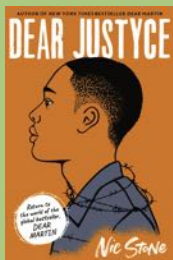
New! Audiobooks can be included in any Newsletter, plus we have Audiobook-specific Newsletters every three months!



Autumn Highlights Newsletter

A brilliant selection of some of the hottest books coming this autumn! Don't forget to submit your Review & Feedback once you finish reading.

Spotlight Title



Dear Justyce
by Nic Stone

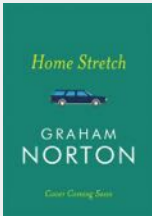
In this stunning sequel to the *New York Times* bestseller *Dear Martin*, Nic Stone unflinchingly explores race and inequality and the impact of both on young black lives.

Vernell LaQuan Banks and Justyce McAllister grew up a block apart in the Southwest Atlanta neighborhood of Wynwood Heights. Years later, Justyce walks the illustrious halls of Yale University, while Quan sits behind bars at the Fulton Regional Youth Detention Center...

Simon & Schuster Children's Books
Pub Date: 06 Oct 2020 | Teens & YA

Request

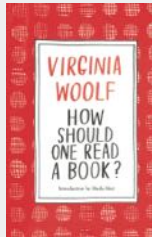
Home Stretch
by Graham Norton



In his compelling new novel, *Home Stretch*, Graham Norton demonstrates his keen understanding of the power of stigma and secrecy—with quietly devastating results.

Request


How Should One Read a Book?
by Virginia Woolf



Published for the first time as a standalone volume, Virginia Woolf's short, impassioned essay celebrates the enduring importance of great literature.

Request

Piranesi (Sampler)
by Susanna Clarke



Read an early extract of *Piranesi*, the new novel from Susanna Clarke, beloved author of *Jonathan Strange & Mr Norrell*. Fifteen years in the making, it's set to be one of the books of the year.

Read Now

£200/£350 (Spotlight Title) for newsletters to all members.

£100/£250 (Spotlight Title) for newsletters to targeted members.

Reserve

UK 2021 Newsletter Calendar

All Member Newsletters

8 Jan Spring Highlights
16 Jan Audiobooks (all Genres)
5 Feb Debuts
5 Mar Books for Mothers' Day
2 Apr Book Club Books
10 Apr Audiobooks (all Genres)
7 May Summer Reads
4 June Books for Fathers' Day
2 July Imaginative Books
12 July Audiobooks (all Genres)
6 Aug Autumn Highlights
3 Sep Thrilling Reads
8 Oct Cool Books for Winter
18 Oct Audiobooks (all Genres)
5 Nov What's Coming in 2022 part 1
9 Nov What's Coming in 2022 part 2
7 Dec Holiday Cheer

Targeted Newsletters

22 Jan Mystery & Thriller
19 Feb Children's, Teen & YA
19 Mar Historical Fiction
16 Apr Own Voice Fiction
21 May Mystery & Thriller
18 June Sci Fi and Fantasy
16 July Literary Fiction
20 Aug Romance/Women's Fiction
17 Sep True Life Tales
22 Oct Historical Fiction
19 Nov Mystery & Thriller

This Editorial Calendar was published 31 Oct 2020 and is subject to change.

£200/£350 (Spotlight Title) for roundups to all members.

£100/£250 (Spotlight Title) for roundups to targeted members.

[Reserve](#)

UK Featured Placement

Every two weeks, NetGalley.co.uk features six themed titles on its Homepage and on the Find Titles landing page – the two most visited pages on NetGalley.co.uk.

Welcome to NetGalley.co.uk!



NetGalley helps readers of influence discover and recommend new books to their audiences. If you are a bookseller, librarian, educator, reviewer, blogger or in the media, get started right now by signing in or joining for free. Welcome!

- ▶ Nominate as many books as you like, based on the themes. If your title is selected, you'll be notified and invoiced.
- ▶ Books must be available for Request at the time of the promotion to be eligible.

£85 per title for two-week promotion.

[Reserve](#)

UK 2021 Themes for Featured Titles

- 4 Jan** New Year, New You
- 18 Jan** Own Voice
- 1 Feb** Focus on March
- 15 Feb** Mystery & Thriller
- 1 Mar** Focus on April
- 15 Mar** Women's Writing
- 29 Mar** Focus on May
- 12 Apr** Best of British
- 26 Apr** Focus on June
- 10 May** Summer Reads
- 24 May** Focus on July
- 7 Jun** Romance/Women's Fiction
- 21 Jun** Historical Fiction
- 5 Jul** Focus on August
- 19 Jul** Mystery & Thriller
- 2 Aug** Focus on September
- 16 Aug** Book Club Picks
- 30 Aug** Focus on October
- 13 Sep** Literary Fiction
- 27 Sep** Focus on November
- 11 Oct** Black History Month
- 25 Oct** Focus on December/January

[Reserve Here](#)

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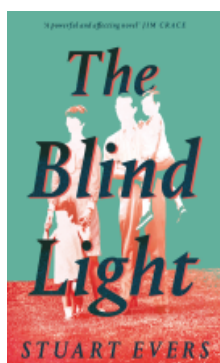
NetGalley Promotional Programmes 2021 MEDIA KIT | Contact: ukmarketing@netgalley.co.uk

All prices are exclusive of VAT and as of 31 October 2020.

UK Category Spotlights

Be the first to catch readers' eyes! Reserve a spotlight on a NetGalley.co.uk category page to drive attention to your title.

SPOTLIGHT BOOK



Discover the Break Out Novel of the Year

Already tipped for the top prizes this year by NetGalley members and critics alike, this intimate epic of two families over the last 60 years is vital, and strangely hopeful, reading for our unusual times.

The Blind Light sees the "skull beneath the skin of tough, regular, often lonely lives with an intimacy and spartan tenderness that in the contemporary British novel feels rare." *TLS*

Order Now!

The Blind Light
Stuart Evers

Three types of Category Spotlights:

REQUEST Spotlight. Highlight a title in a Category to boost impressions, requests and downloads from NetGalley members.

READ NOW Spotlight. Maximise downloads by highlighting a title that is set to Read Now (where members have instant approval to download your title).

RETAIL Spotlight. Want to drive preorders? Highlight a your title on NetGalley for members to purchase the book before publication. Also drive members towards limited-time retail offers.

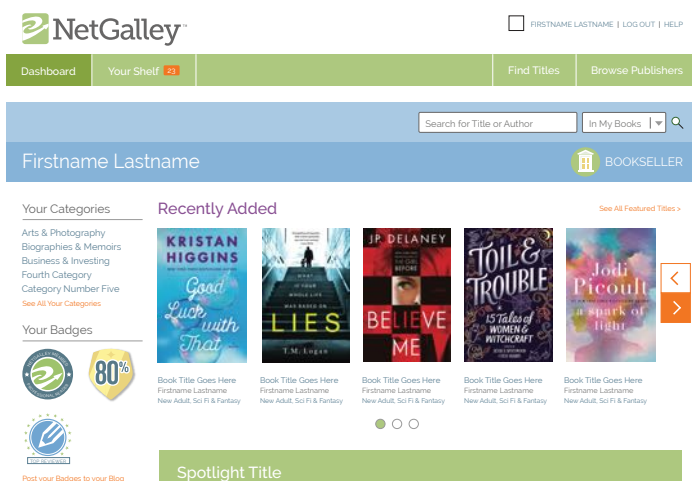
Just £60 per week in all categories.

New for 2021! 3 for 2 on all category spotlights!

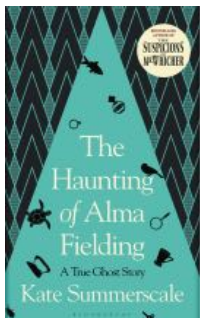
[Reserve](#)

New for 2021! UK Member Dashboard Spotlight

New! Reserve a week-long spotlight on all NetGalley.co.uk member Dashboards for extremely wide exposure. Perfect for retail promotions or to drive preorders.



Spotlight Title



Get set for a Real Ghost Story...

As gripping as a novel. An engaging, unsettling, deeply satisfying read' Sarah Waters

With rigour, daring and insight, the award-winning pioneer of historical narrative non-fiction Kate Summerscale delves into long-hidden archives to find the human story behind a very modern haunting.

Request Now!

The Haunting of Alma Fielding

Kate Summerscale

Publisher Name
00 New Titles this Month

Title Name Goes Here

Author Name goes Here

The UK Member Dashboard averages around 10,000 Unique Impressions each week!

- as of October 2020

£400 per week, all UK member dashboards.

Spotlights are finalized at the discretion of the NetGalley marketing team.


Reserve

UK Books of the Month (BOTM)

The NetGalley UK Books of the Month email newsletter is sent on the last Friday of every month to the entire UK member base.

Publishers can nominate up to two titles per imprint, per month. Inclusion is FREE, but not guaranteed - the final selection is made, and all copy written, by NetGalley staff.

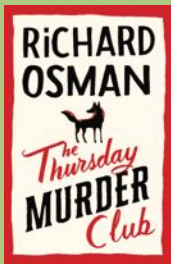
Nominations close at 12 pm (UK time) on the Wednesday before the promotion runs. A call for nominations is sent a week before the promotion, but you can nominate at any time. Titles must be available for request from all member types before nomination.



NetGalley UK's Top Ten Books September 2020

Deciding our Books of the Month for September was one of our toughest assignments yet. We hope you find something new and exciting, and also that you're enjoying the [new NetGalley Shelf App and Audiobooks](#) too.

Book of the Month



The Thursday Murder Club
by Richard Osman


There were a few raised eyebrows when it was announced that television presenter Richard Osman was publishing a crime novel. But with award-winning writers such as Ian Rankin, Harlan Coben, Val McDermid and Mark Billingham heaping praise his way, it's clear Osman is the real deal.

Funny, charming and full of unexpected twists, this is a superb new mystery. Don't miss out!

Viking | Pub Date: 03 Sep 2020 | Mystery & Thrillers

Request


Dear Reader
by Cathy Rentzenbrink



This wonderful exploration of the joy of reading, its pleasures and its balms, is both moving and uplifting. The author of *The Last Act of Love* has written another essential read.

Request


Fifty-Fifty
by Steve Cavanagh



The legal thriller has been reborn with Steve Cavanagh's utterly compelling take on what happens inside and outside of court. Two sisters. One trial. Who's telling the truth?

Request

Punching the Air
by Ibi Zoboi, Yusef Salaam



This shattering novel-in-verse tells the story of Amal, whose bright future is changed forever when he is convicted of a crime he did not commit. Powerful, moving and profound.

Request

If your title is selected as the Book of the Month, there is a small charge of £300.

Should you decide not to take up the spot, your title will be given normal placement and another title will be selected.

[Nominate](#)

UK 2021 Dates, and Months Featured

29 Jan	Books of the Month for March
26 Feb	Books of the Month for April
26 Mar	Books of the Month for May
30 Apr	Books of the Month for June
28 May	Books of the Month for July
25 June	Books of the Month for August
30 July	Books of the Month for September
27 Aug	Books of the Month for October
24 Sep	Books of the Month for November
29 Oct	Books of the Month for December/Jan
26 Nov	Books of the Month for Jan/February
10 Dec	Books of the Year

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If your title is selected as the Book of the Month, there is a small charge of £300.

Should you decide not to take up the spot, your title will be given normal placement and another title will be selected.

[Nominate](#)

Reach Consumer Reviewers with a Giveaway

Why use Readers First?

Boost reviews, learn more about your audience and increase the buzz around your title with a Readers First raffle. With over 10,000 members, the Readers First community now averages over 600 unique reviews per month, with an average of over 900 reviews per month added to key websites, including Amazon, Waterstones and Goodreads.



Readers enter a raffle to win one of 100 books by writing First Impressions based on an extract of that title.

How does it work?

The concept is simple: members read a short extract and leave a short review – their "First Impressions" – and enter a raffle to win one of 100 copies (which can be a finished copy or an Advanced Reading Copy). If they win, they then can leave a review and share that review on retailer platforms. For each action they perform, they win points – with bonus points available for sharing feedback on or just after publication day – which they can later redeem to guarantee a win in a future raffle.



Up to three weeks before publication, winners receive a free physical copy for review.

What do publishers need to provide?

Readers First provides a full-service campaign, including all administration and promotion of the raffle – all the publisher needs to provide is a book cover, extract and promise to mail the book to the winners. We handle everything else!



Around publication day, winners post full reviews to major book retail sites.

£800 per raffle. Special offer! Book your first raffle for just £650.

Bulk Discounts are also available!

Book five for £750 per raffle, or 10 for £700 per raffle!

[Reserve](#)