



Make NetGalley Promotions a central part of your launch plans.

Use our powerful platform to reach trade professionals and early influencers pre-publication, generate reviews, run giveaways, advertise around the pub date, and connect directly with your audience.

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

Because of the popularity of our programs, 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 experienced record-breaking traffic and engagement in 2020, especially after the launch of the NetGalley Shelf app and Audiobooks. NetGalley.com hit over 7 million pageviews in a single month, and all of our promotional programs saw increased open rates & CTRs. 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:

Banner Ads in NetGalley Newsletters

Page 12

Audiobook-specific Newsletters

Page 8-9

Dashboard Spotlights

Page 5

Sponsored Social Package

Page 15

Book Club Kits

Page 17

BookishFirst Raffles

Page 18

The NetGalley.com Community

500k members

65% Reviewers

13% Educators

9% Media

9% Librarians

4% Booksellers

NetGalley.com Activity

229k unique users monthly

325k requests monthly

87% downloads/approvals

74k feedback monthly

as of September 2020

Programs Overview

On-Site Promotions

Category Spotlights

Reserve a week-long spotlight on a NetGalley.com category page to drive the action you want most.

\$110-\$125 per title, per week, per category.

[Reserve](#)

Featured Placement

Join our weekly Featured Titles to get extra exposure for books with distinct themes to target engagement.

\$125 per title, per week.

[Reserve](#)

Dashboard Spotlight

Reserve a week-long spotlight on all member Dashboards to gain pre-orders, backlist buys, or requests.

\$500 per title, per week.

[Reserve](#)

Email Promotions

NetGalley Newsletters

Secure a spot in our successful email newsletters, targeted by category interest (weekly) and member type (monthly).

\$500-700 per title.

[Reserve](#)

Digital White Box

Reach indie booksellers with our monthly newsletter to ABA members, to promote handselling and drive Indie Next List nominations.

\$500 per title.

[Reserve](#)

Dedicated eBlasts

Get outstanding results with a custom, highly targeted email campaign to meet your goals for one book or several.

\$1,000 minimum price.

[Reserve](#)

Free Promotions

Homepage Titles

Have a book that needs a little boost of activity? Each week we choose 6 lucky books to appear on the NetGalley.com homepage.

FREE! Final selection not guaranteed.

[Nominate](#)

Cover Love

Nominate for our monthly Cover Love series, where we highlight some of our favorite book covers—along with the most loved cover according to votes from NetGalley members!

FREE! Final selection not guaranteed.

[Nominate](#)

Category Spotlights

Be the first to catch the eye of readers, before they browse! Reserve a week-long spotlight on a NetGalley.com category page—to drive the action you want most.

SPOTLIGHT BOOK



Readers will devour this delicious rom-com!

Aubrey Choi loves living in her small town nestled in the foothills of California, running her highly successful bakery away from the watch of her strict Korean parents. When a cake mix-up and a harsh review threaten all of her hard work and her livelihood, she never thought the jaded food critic would turn out to be her one-night stand. When he concocts a plan to help save her bakery, Aubrey will have to decide if she's willing to risk her heart and give him a second chance.. [Read more](#)

Request

A Sweet Mess
 Jayci Lee

Three types of Category Spotlights:

REQUEST Spotlight. Highlight a title in a Category to maximize impressions and requests from NetGalley members.

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

RETAIL Spotlight. Running a deal on a retail site? Highlight a weekly deal, or a newsworthy hook, to prompt members to purchase the book. Great way to promote backlist books or drive Pre-Orders!

Even greater visibility: Category Spotlights now appear at the top of the page!

Highest traffic goes to these 4 categories: Romance, YA, Mystery & Thrillers, Sci Fi & Fantasy—and those bookings are highly competitive! Price is slightly higher (\$125) for top 4 categories.

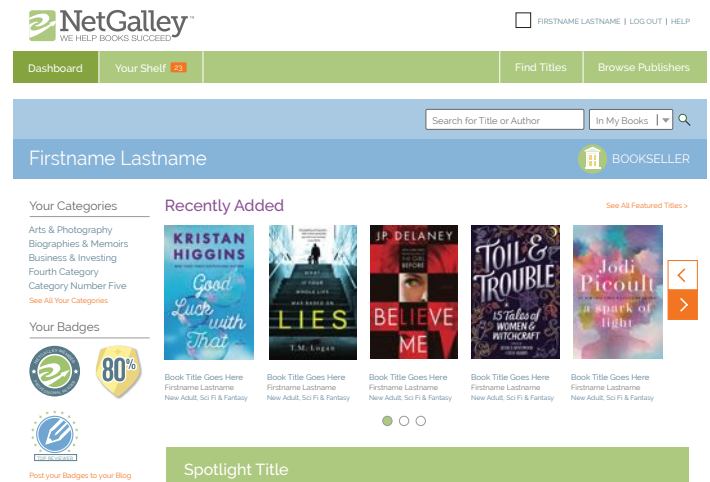
\$110-\$125 per title, per week, per category

Bulk discount: 5 for the price of 4. All five must be submitted at the same time.

[Reserve](#)

Dashboard Spotlight

Reserve a week-long spotlight on all NetGalley.com member Dashboards for extremely wide exposure. Perfect for retail promotions to drive pre-orders or backlist buys, or gain tons of new requests!



Spotlight Title



The Manga Adaptation of Rainbow Rowell's Bestselling Novel

Cath doesn't need friends IRL. She has her twin sister, Wren, and she's a popular fanfic writer in the Simon Snow community with thousands of fans online. But now that she's in college, Cath is completely outside of her comfort zone. There are suddenly all these new people in her life. She's got a surly roommate with a charming boyfriend, a writing professor who thinks fanfiction is the end of the civilized world, a handsome new writing partner ... And she's barely heard from Wren all semester!

Request

Fangirl, Vol. 1
Rainbow Rowell, Sam Maggs

Publisher Name
00 New Titles this Month

Title Name Goes Here
Author Name goes Here

The Member Dashboard averages over 50,000 Unique Impressions each week

- as of September 2020

\$500 per title, per week, all member dashboards

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

Reserve

Featured Placement

Join our weekly Featured Titles to get extra exposure for books with distinct themes to target engagement. Each Featured spot runs for a full week on the main FIND TITLES landing page.

Books must be available for Request or Read Now at the time of the promotion to be eligible.

FEATURED ON NETGALLEY

Take a flight of imagination with SFF

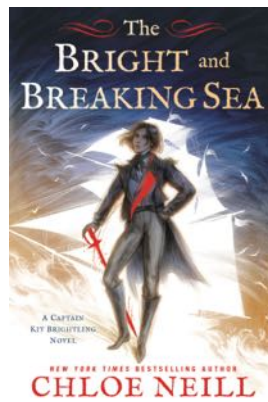
13 Total | [See All](#)



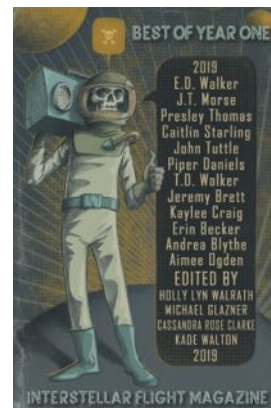
A New History of the Future in 100 Objects
 06 Oct 2020
 Sci Fi & Fantasy



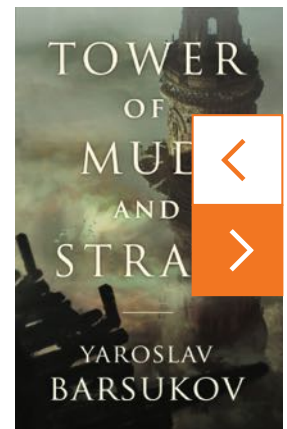
Echoes of Darkness
 06 Oct 2020
 LGBTQIA, Sci Fi & Fantasy



The Bright and Breaking Sea
 17 Nov 2020
 Sci Fi & Fantasy



Interstellar Flight Magazine Best of Year One
 03 Aug 2020
 Nonfiction (Adult), Sci Fi & Fantasy



Tower of Mud and Straw
 01 Feb 2021
 General Fiction (Adult), Sci Fi & Fantasy

Even greater visibility: The Featured carousel now appears higher on the page!

After the Homepage, the FIND TITLES landing page gets the most traffic of any page on NetGalley.

\$125 per title, per week

[Reserve](#)

2021 Weekly Themes for Featured Titles

JAN

04: Fiction coming this Spring
 11: Nonfiction & Bio/Memoir
 18: Children's & Middle Grade
 25: Debut Authors

FEB

01: Diverse & Inclusive Reads
 08: Romance (*Valentine's Day*)
 15: Young Adult
 22: Mystery & Thrillers

MAR

01: Women's Fiction (*International Women's Day*)
 08: OwnVoices
 15: Picks for Book Clubs
 22: Practical Nonfiction (*Home & Garden, Self-Help, Cooking, Crafts, Business*)
 29: Sci-Fi & Fantasy

APR

05: National Poetry Month
 12: Paranormal & Thrillers
 19: Reads for Earth Day (*Science, Environment, Outdoors & Nature*)
 26: Comics & Graphic Novels

MAY

03: Debut Authors
 10: Summer Reads
 17: Romance
 24: Children's & Middle Grade
 31: Pride Month (*LGBTQIA*)

JUN

07: Nonfiction
 14: Fiction coming this Fall/Winter
 21: Young Adult
 28: Mystery & Thrillers

JUL

05: "Next in a Series" books
 12: Comics & Graphic Novels
 19: Historical Fiction
 26: Sci-Fi & Fantasy

AUG

02: History & Politics
 09: Debut Authors
 16: Picks for Book Clubs
 23: Science & Nature
 30: Mystery & Thrillers

SEP

06: All about Animals (*Fiction & Nonfiction*)
 13: Diverse & OwnVoices
 20: Sci-Fi & Fantasy
 27: Women's Fiction

OCT

04: True Stories (*Bio/Memoirs, History, True Crime*)
 11: Young Adult
 18: Start Planning "New Year, New You" (*Health/Self-Help*)
 25: Thriller, Horror & Paranormal (*Halloween*)

NOV

01: "Next in a Series" books
 08: Romance
 15: Sci-Fi & Fantasy
 22: Books perfect for gifting
 29: General Fiction

DEC

06: Cozy mysteries for cold weather
 13: Cookbooks
 20: OwnVoices
 27: Make these the first books you read in 2022

[Reserve Here](#)

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

NetGalley Promotions 2021 Media Kit

Contact: marketing@netgalley.com

NetGalley Newsletters

Take advantage of our successful, cost-effective email newsletters to generate more requests, wishes, or pre-orders.

Newsletters include an average of 10 titles from various publishers; spots filled first-come, first-served.


NetGalley Newsletters are highly targeted to members who have engaged with books or promotions for that category. Averaging 41% open rate with over 6% CTR!

Reserve spots in our Email Newsletters to reach:

- Librarians, Educators, Indie Booksellers (*Monthly*)
- All member types interested in a particular category/genre (*Weekly per Editorial Calendar*)



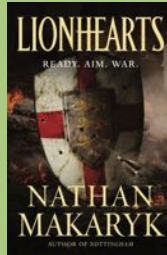
New! Audiobooks can be included in any Newsletter, plus we have Audiobook-specific Newsletters every few months! The first Audiobook Newsletter had an over 49% open rate with 11% CTR!



Historical Fiction Newsletter

Thanks for indicating your interest in books like these! We hope you'll enjoy this selection. Don't forget to submit your Review & Feedback once you finish reading.

Spotlight Title



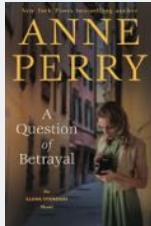
Lionhearts
by Nathan Makaryk

All will be well when King Richard returns...but King Richard has been captured. History and myth collide in this riveting story of vengeance, redemption and war, perfect for fans of *Game of Thrones*.

Forge Books | Pub Date: Sep 15, 2020

Request

A Question of Betrayal
by Anne Perry




On her first mission for MI6, the daring young photographer at the heart of bestselling author Anne Perry's thrilling 1930s mystery series travels to Mussolini's Italy to rescue the lover who betrayed her.

Request

Ballantine Books
Pub Date: Sep 8, 2020

The Lost Apothecary
by Sarah Penner




In this addictive and spectacularly imagined debut, a female apothecary secretly dispenses poisons to liberate women from the men who have wronged them—setting three lives across centuries on a dangerous collision course.

Request

Park Row
Pub Date: Mar 2, 2021

Eli's Promise
by Ronald H. Balson



Read Now for 48 hours!
"National Jewish Book Award winner Ron Balson returns triumphantly with *Eli's Promise*, a captivating saga of the Holocaust and its aftermath spanning decades and continents."
—NYT Bestselling Author Pam Jenoff

Read Now

St. Martin's Press
Pub Date: Sep 22, 2020

Spotlight placement: \$700 | Regular placement: \$600

Each Newsletter contains one Spotlight. See page 12 for new Banner Ads!

Reserve

2021 Editorial Calendar for NetGalley Newsletters

JAN

06: Fiction coming this Spring
 07: Librarian Edition (*all genres*)
 07: ABA Digital White Box (*all genres*)
 13: Nonfiction & Bio/Memoir
 14: Audiobooks (*all genres*)
 20: Children's & Middle Grade
 27: Debut Authors

FEB

03: Black History Month (*Nonfiction & Multicultural Interest*) - free promotion!
 04: Librarian Edition (*all genres*)
 04: ABA Digital White Box (*all genres*)
 10: Romance (*Valentine's Day*)
 17: Young Adult
 24: Detective & Cozy Mysteries

MAR

03: Women's Fiction
 04: Librarian Edition (*all genres*)
 04: ABA Digital White Box (*all genres*)
 10: OwnVoices
 17: Literary Fiction
 18: School & Library Edition (*K-12*)
 24: Religious (*Fiction & Nonfiction*)
 31: Sci-Fi & Fantasy

APR

07: Historical Fiction
 08: Librarian Edition (*all genres*)
 08: ABA Digital White Box (*all genres*)
 14: Psychological Thrillers
 15: Audiobooks (*all genres*)
 21: Nonfiction
 28: Comics & Graphic Novels

MAY

05: General Fiction
 06: Librarian Edition (*all genres*)
 06: ABA Digital White Box (*all genres*)
 12: Summer Reads
 19: Romance
 26: Children's & Middle Grade

JUN

02: Pride Month (*LGBTQIA*)
 03: Librarian Edition
 03: ABA Digital White Box (*all genres*)
 09: Nonfiction
 16: Fiction coming this Fall/Winter
 23: Young Adult
 30: Mystery & Thrillers

JUL

07: Picks for Book Clubs
 08: Librarian Edition (*all genres*)
 08: ABA Digital White Box (*all genres*)
 14: Comics & Graphic Novels
 15: Audiobooks (*all genres*)
 21: Historical Fiction
 22: School & Library Edition (*K-12*)
 28: Sci-Fi & Fantasy

AUG

04: History & Politics
 05: Librarian Edition (*all genres*)
 05: ABA Digital White Box (*all genres*)
 11: Debut Authors
 18: Rom-Coms
 25: Young Adult

SEP

01: Psychological Thrillers
 02: Librarian Edition (*all genres*)
 02: ABA Digital White Box (*all genres*)
 08: Holiday Books
 15: Diverse & OwnVoices
 22: Sci-Fi & Fantasy
 29: Women's Fiction

OCT

06: Biography & Memoir
 07: Librarian Edition (*all genres*)
 07: ABA Digital White Box (*all genres*)
 13: Young Adult
 14: Audiobooks (*all genres*)
 20: Health/Self-Help
 27: Thriller, Horror & Paranormal

NOV

03: General Fiction
 04: Librarian Edition (*all genres*)
 04: ABA Digital White Box (*all genres*)
 10: Romance
 17: LGBTQIA

DEC

02: Librarian Edition (*all genres*)
 02: ABA Digital White Box (*all genres*)
 08: Literary Fiction
 15: Cooking, Food & Wine

[Reserve Here](#)

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

Reach Enthusiastic Librarians

Librarians are the "original recommenders" and key advocates of NetGalley.


"I'm able to preview books that I am considering for a collection with a tight budget. I need to know that what I purchase is going to be a quality title that my patrons will enjoy and NetGalley helps me do that."



Librarians on NetGalley generate over 5,000 LibraryReads nominations monthly.


Reserve a spot in our monthly Librarian Newsletter to reach over 25,000 librarians in US & Canada, including over 7,000 validated ALA members! - as of September 2020

Monthly Librarian newsletter averages 32.5% open rate with over 7% CTR!




Librarian Newsletter

Librarians, this newsletter has books especially for you. Don't forget to submit your Feedback on NetGalley, including answering the yes/no questions and nominating your favorites for LibraryReads.



Spotlight Title



Memorial
by Bryan Washington

What happens when a love story collides with the limits of love—and everyone has an opinion? *Memorial* is a funny and profound story about family in all its strange forms, joyful and hard-won vulnerability, becoming who you're supposed to be, and the limits of love.


"Richly layered... A subtle and moving exploration of love, family, race, and the long, frustrating search for home."
—*Kirkus Reviews*, starred review

"Tender, funny, and heartbreaking, this tale of family, food... and growing apart feels intimate and expansive at the same time."
—*Publishers Weekly*, starred review

Riverhead Books | Pub Date: Oct 6, 2020
LGBTQIA, Literary Fiction, New Adult


[Request](#)

Midnight Train to Prague
by Carol Windley



"Windley's characters are symbols of a disappearing era, as they navigate the dramatically shifting political landscape of central Europe teetering between wars." — Ellen Keith, author of *The Dutch Wife*


Outlawed
by Anna North



The Crucible meets *True Grit* in this riveting adventure story of a fugitive girl, a mysterious gang of robbers, and their dangerous mission to transform the Wild West.

Available to Read Now until 8/11.

Guantanamo Voices
by Sarah Mirk



In *Guantanamo Voices*, journalist Sarah Mirk and her team of diverse, talented graphic novel artists tell the stories of ten people whose lives have been shaped and affected by the prison, including former prisoners, lawyers, social workers, and service members.

[Request](#)

[Read Now](#)

[Request](#)

Spotlight placement: \$700 | Regular placement: \$600

Each Newsletter contains one Spotlight. See page 12 for new Banner Ads!

[Reserve](#)

Engage Key Buyers and Bookstore Staff

Make your books front of mind for booksellers, to promote handselling and drive Indie Next List nominations.



Booksellers on NetGalley generate over 1,000 Indie Next List nominations monthly.

"The Digital White Box tells me which galleys to move to the top of the pile on my desk that I've gotten already from reps."

Over 925 validated ABA member booksellers are opted into our monthly Digital White Box email, in partnership with the ABA. - as of September 2020

Monthly Digital White Box newsletter averages 41% open rate with over 7% CTR! Booksellers love it as an alert.



Digital White Box Newsletter

Brought to you by NetGalley and American Booksellers Association

Dear booksellers, please enjoy these books that publishers don't want you to miss! As always, we want to hear from you. Reply to this email if you have questions, need help, or wish to sign up other members of your staff for future editions.

Don't forget to nominate titles for the Indie Next List via NetGalley! Just use the Feedback button ([here's how](#)).



You're pre-approved for these galleys!

What Beauty There Is
by Cory Anderson

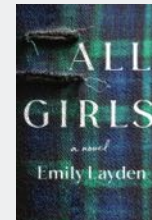


Winter in Idaho. It is cold enough to crack bones. From debut author Cory Anderson comes *What Beauty There Is*, a stunning YA novel about courage, resilience, and what it means to love. For fans of Patrick Ness, Cormac McCarthy, and *Winter's Bone*.

[Read It!](#)

Roaring Brook Press
Pub Date: Apr 6, 2021
Teens & YA

All Girls
by Emily Layden



Don't miss *All Girls*, the keenly perceptive coming-of-age debut novel already getting raves from booksellers and major authors alike. Taylor Jenkins Reid called it "sincere, poignant, and moving," while Nancy Simpson-Brice declares it "not to be missed!"

[Read It!](#)

St. Martin's Press
Pub Date: Feb 16, 2021
Women's Fiction

Root Magic
by Eden Royce



Packed with Black girl magic, this bold southern Gothic historical fantasy debut centers on a pair of twins, growing up in a pre-civil rights South Carolina, who discover magical powers and deal with challenges from school integration to local mysteries!

[Read It!](#)

Walden Pond Press
Pub Date: Jan 5, 2021
Children's Fiction,
Middle Grade

\$500 per title for inclusion

Inclusion grants pre-approved access (via secure widget) for the recipient ABA booksellers.


[Reserve](#)

Newsletter Banner Ads

New! Advertise within our successful email newsletters to promote any book or product. Banner ads click-through to a URL you provide, which could lead to the book on NetGalley or to another website (such as a pre-order/purchasing page on retailer or publisher website). Advertised books do not need to be active in NetGalley!

Each NetGalley Newsletter can contain 2 Banner Ads (one Middle Placement and one Bottom Placement). The Middle Banner is located directly below the Spotlight Title in the Newsletter, providing high visibility—great option if the Spotlight is already reserved!

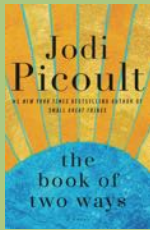
NetGalley Newsletters are highly targeted to members who have engaged with books or promotions for that category. Averaging 41% open rate with over 6% CTR!



Fall & Winter Fiction Newsletter

Thanks for indicating your interest in books like these! We hope you'll enjoy this selection. Don't forget to submit your Review & Feedback once you finish reading.

Spotlight Title



The Book of Two Ways
by Jodi Picoult

From the #1 *New York Times* bestselling author of *Small Great Things* and *A Spark of Light* comes a riveting novel about the choices that alter the course of our lives.

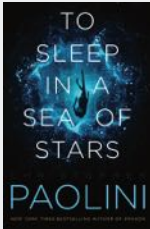
Ballantine Books | Pub Date: Sep 22, 2020
Women's Fiction

Request

Middle Banner Ad Placement

Ad Size: 600 x 140

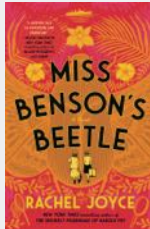
To Sleep in a Sea of Stars
by Christopher Paolini



Kira Navárez dreamed of finding life on new worlds. Now she's awakened a nightmare.

Request


Miss Benson's Beetle
by Rachel Joyce



An uplifting, irresistible novel about two very different women on a life-changing adventure.


Request

The Wife Upstairs
by Rachel Hawkins







A delicious twist on a Gothic classic, *The Wife Upstairs* pairs Southern charm with suspense.

Request



WE HELP BOOKS SUCCEED

Bottom Banner Ad Placement

Ad Size: 600 x 140

Middle Banner Ad: \$700 | Bottom Banner Ad: \$500

Banner Ad placements are finalized at the discretion of the NetGalley marketing team.

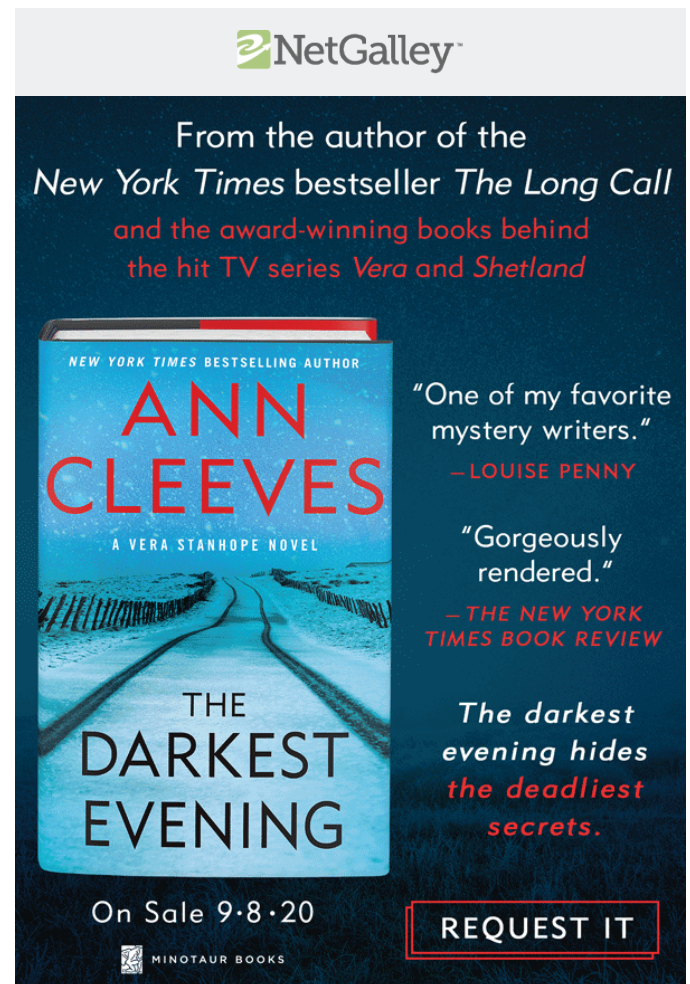
Reserve

Dedicated, Custom eBlasts

NetGalley eBlasts are extraordinarily successful and our most popular marketing program. Great way to run a special promotion (limited-time access, Wish campaign, Read Now sampler, etc.) or jumpstart requests, reviews, pre-orders, and word-of-mouth.

- ▶ Target who you most want to reach (by genre interest, member type, comp title activity, country, and more).
- ▶ Promote one or several books; design in-house or we'll use our template.
- ▶ Drive any action: limited-time read now, widget access, wishes, pre-orders, requests, etc.

Dates book up months in advance. Reserve ASAP and we'll follow up to discuss details and budget.



Overall average 34% open rate & over 5% CTR for dedicated eBlasts, with many even higher depending on target list. In 2020, we sent over 60 eBlasts that had open rates over 40%, and over 55 eBlasts with CTRs over 7%!

\$1,000 minimum price, to reach 15,000 highly engaged members.

Price increases dependent on size of target list. We work closely with you to confirm the best recipient list to match your goals for the particular campaign. Ask us about bulk packages!

[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.

Sponsored Social Package

New! Reach NetGalley's engaged social audience with sponsored posts! Take advantage of NetGalley's influence in the book world to promote your book in a relevant, valuable way.

We've built a loyal following of book advocates, and we're committed to retaining their trust. Your book will be incorporated into our posts while retaining our consistent look, feel, and tone, so that the promotion feels natural.



22k Followers
40k Weekly Impressions

Demographics: 94% Women / Age 25-34 (42%), 35-44 (26%), 18-24 (14%)



35k Followers
63k Weekly Impressions

Demographics: 80% Female



24k Page Followers
24k Page Likes

Demographics: 89% Women / Age 35-44 (27%), 45-54 (23%), 25-34 (16%)



250k Monthly Audience
328k Monthly Viewers

Demographics: 71% Female / Age 18-24 (37%), 25-34 (29%), 35-44 (15%)

Social Stats as of September 2020

\$400 sponsored social package (all platforms), includes:

1 Instagram post + story with "swipe up" link • 1 Facebook post • 2 Twitter posts • 1 Pinterest pin

Limit one package per week. Posts will include visible #sponsored disclosure, and will tag publisher and/or author as relevant.

[Reserve](#)

NetGalley's Editorial Blog

We Are Bookish

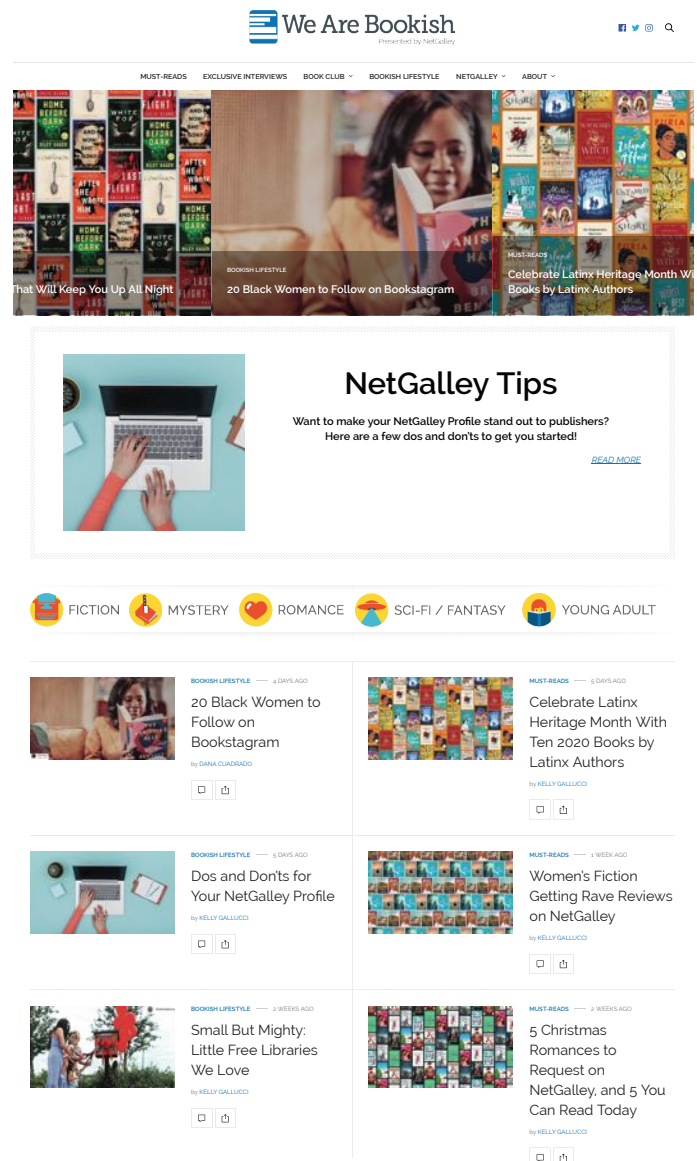
We Are Bookish is the editorial blog for NetGalley members, presenting an independent voice to highlight books and a bookish lifestyle.

Features include:

- ▶ Author interviews
- ▶ Cover and stepback reveals
- ▶ Book recommendations
- ▶ Book club lifestyle articles
- ▶ NetGalley tips & Cover Love
- ▶ NetGalley review roundups

We Are Bookish averages 55,000 monthly pageviews. Monthly newsletter averages 37% open rate with over 6.6% CTR.

as of September 2020



Pitch books for free editorial consideration

Coverage is subject to editorial calendar and not guaranteed.

Each month, the editorial team sends a "Call for Submissions" email that includes a list of upcoming articles with links to specific forms. Email editors@bookish.com to be added to the distribution list.

[Submit](#)

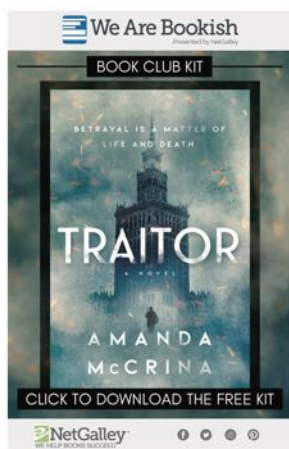
Book Club Kits

Looking to engage directly with a book club audience?
Introducing custom Book Club Kits, created especially for your book thanks to our editorial team.

These bespoke creations include a minimum of 4 features:

- ▶ Author Interview
- ▶ Discussion Guide
- ▶ Readalikes (*"What to Read/Watch After"*)
- ▶ Printables (*such as bookmarks, decorations, etc.*)

Possible additional features (dependent on the book) include: recipes for food/drink, playlist of music related to book, interactive element (quiz or game inspired by book), etc. Kits can also include publisher-created content (if you already have a reading guide, for instance).



Book Club Kits are promoted directly to NetGalley members via:

- A special Dedicated eBlast to members who have indicated book club interest. Over 51% open rate with over 10% CTR
- NetGalley social channels
- NetGalley's member-facing blog, We Are Bookish

Consider for backlist titles that have book club potential! Great chance to promote a paperback release, movie tie-in editions, etc.

Our editorial team will read the book, and then lovingly apply their expertise and care into the custom features—each kit is unique and fitting for the particular book. Publishers, authors, and readers have raved about past kits!

\$2,500 for custom kit and promotion.

Frequency is limited. Final selection not guaranteed.

[Reserve](#)

Consumer Reviewer Giveaways

The BookishFirst giveaway platform allows you to reach consumer reviewers directly to start early buzz, boost reviews on pub date, and learn more about your audience.

Readers are highly incentivized with points to submit full reviews—averaging 93% review rate!

We provide a full-service campaign, including all administration and promotion of the raffle. The publisher just supplies the book cover, excerpt, and promise to mail the full book to the raffle winners. We handle everything else!



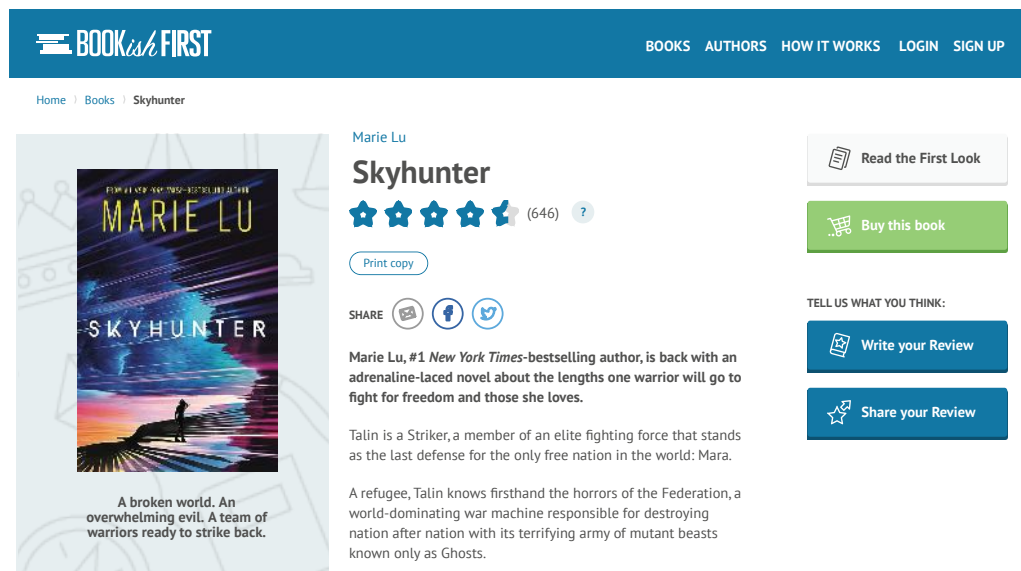
Readers enter a raffle to win 1 of 100 books, galleys, ebooks, or audiobooks by writing blurbs based on excerpts.



Up to one month before publication, winners get a free copy for review.



On pub day, winners post full reviews to book retail sites. Publishers receive in-depth reporting including demographic info, and all review text & links.



The screenshot shows the BookishFirst website interface. At the top is a navigation bar with the logo and links for BOOKS, AUTHORS, HOW IT WORKS, LOGIN, and SIGN UP. Below the navigation bar is a breadcrumb trail: Home | Books | Skyhunter. The main content area features the book cover for 'Skyhunter' by Marie Lu. To the right of the cover, the author's name 'Marie Lu' is displayed, followed by the book title 'Skyhunter' and a star rating of 4.5 stars based on 646 reviews. There are buttons for 'Print copy', 'Read the First Look', and 'Buy this book'. Below the book cover, there is a 'SHARE' section with social media icons and a 'TELL US WHAT YOU THINK:' section with buttons for 'Write your Review' and 'Share your Review'. A short synopsis of the book is also visible.

Ready to try BookishFirst? Get \$500 off your first raffle - just \$1,000!

Regular price: \$1,500 per raffle - includes email & social promotion to BookishFirst audience.
See discount levels for booking several at once!

[Reserve](#)