



Focus on: Romantasy Books

*August 2024*

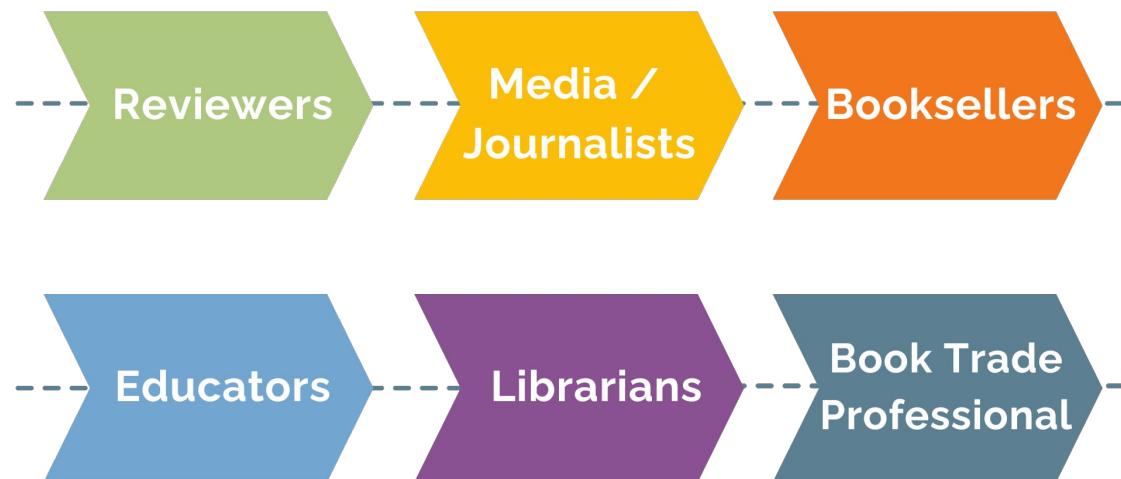


# Activate Trade Audiences & Enthusiastic Readers!

NetGalley helps books succeed by connecting you with all types of audiences!

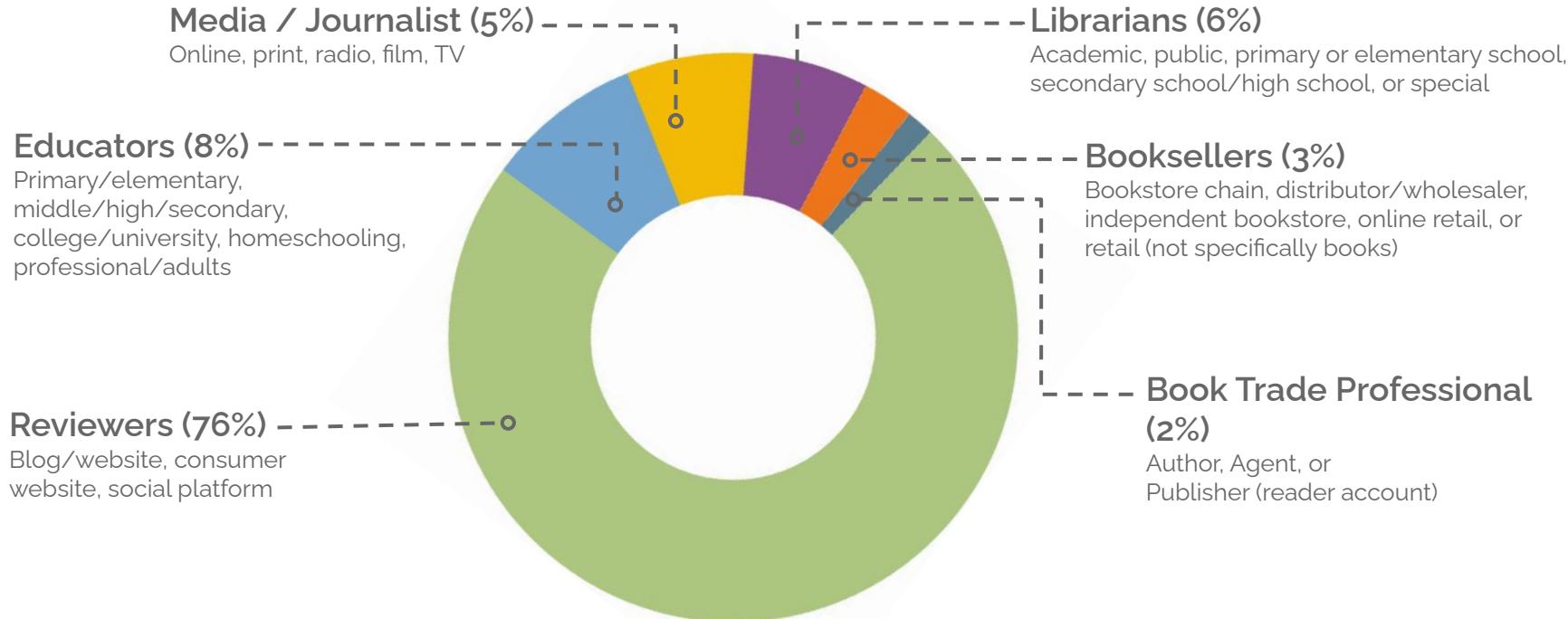
Book advocates and industry professionals can join and use NetGalley at no cost.

Publishers and authors worldwide trust NetGalley to drive frontlist marketing and pre-pub reviews, as well as promote backlist and direct sales—for both books and audiobooks.



# NetGalley Community Breakdown

**600,000 Active Members using NetGalley.com!**



# Why NetGalley?



## Drive Online Reviews and Buzz

Clear and simple Feedback loop

One-click social sharing

Weekly checklist & pub-date reminders

## Reach New Audiences

Hundreds of thousands of members worldwide

Pre-pub discoverability

Effective promotional programs

## Engage Librarians and Booksellers

Partnerships with ALA, ABA, LibraryReads, Indie Next List

Simplified auto-approval

Monthly newsletters

## Pitch Major Media

NetGalley widget

Trackable Activity

Verified Member Badge

## Deliver Secure Digital Files

Downloadable history & reports

DRM-protected files

# The NetGalley Activity Funnel

Activity on NetGalley is a funnel, which means that the more **Impressions** a book has, the more overall activity it will receive.

Once members submit **requests**, it's up to the publisher to **approve** requests so they can start to read.

Depending on how many requests the publisher approves, a portion of them will result in **Feedback**.

## Average Monthly Activity

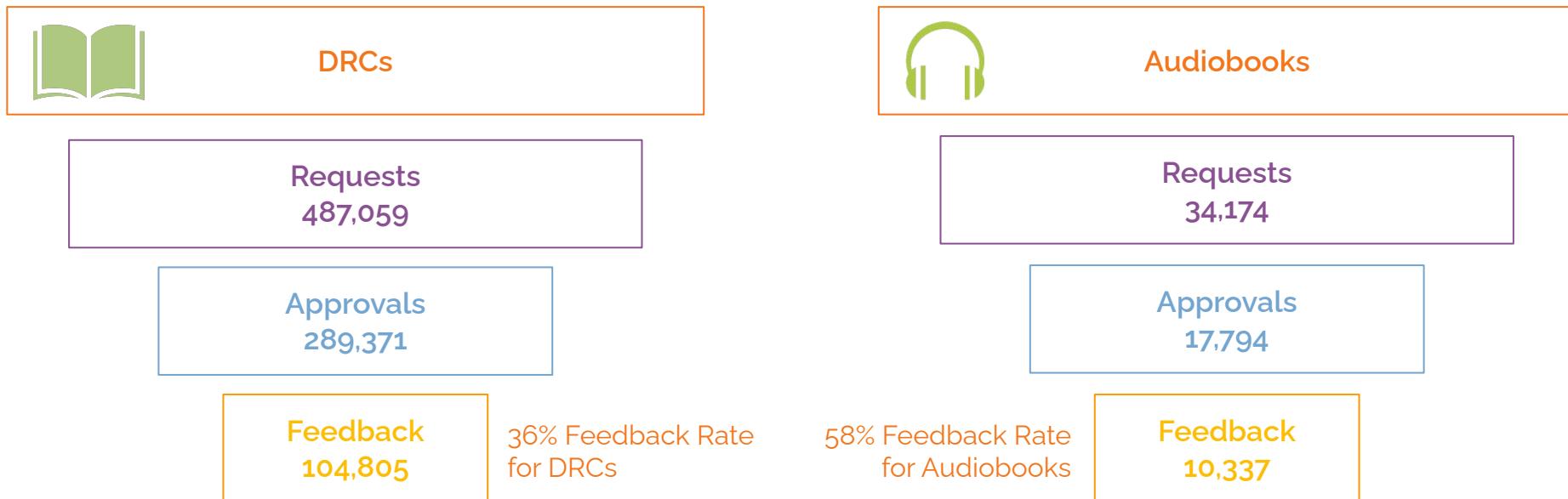
Requests  
521,233

Approvals  
307,165

Feedback  
115,142

37% Avg Monthly Feedback Rate based on Approvals for DRCs and Audiobooks

# The NetGalley Activity Funnel



Average monthly numbers for DRCs & Audiobooks,  
from July 2023 - June 2024 on NetGalley.com

# Activity - By the Numbers

## Members interested in Romantasy\* books

- Reviewers - 64,000
- Educators - 2,100
- Librarians - 4,200
- Booksellers - 2,425
- Media/Journalist - 995
- Book Trade Professional - 440

**Publishers added over 550 books with both the Romance and Sci-Fi & Fantasy categories in the last 12 months**

\*Data includes NetGalley.com members who have opted-in to both Romance and Sci-Fi & Fantasy promotions as of August 2024.

## Sci Fi & Fantasy

### Browse Audiobooks

- Listen Now
- Recently Added Audiobooks
- Most Requested Audiobooks

### Browse Books

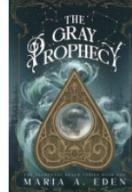
- Read Now
- Recently Added Books
- Most Requested Books

[In My Categories](#)

### August's Most-Anticipated Books

Look no further for your next read. The amount of great new

### SPOTLIGHT BOOK



#### A Witchy Contemporary Paranormal Romance

"If you kill a witch who delivers a prophecy, it won't come to be." For fans of *Spells for Forgetting* and *A Discovery of Witches* comes an ethereal fantasy romance about a witch who must face the dark truths of her past—risking everything she loves and everything she has worked for. [Read more](#)

[Request](#)

The Gray Prophecy  
Maria A. Eden

In This Category



### Recently Added Books



#### Romance

### Browse Audiobooks

- Listen Now
- Recently Added Audiobooks
- Most Requested Audiobooks

### Browse Books

- Read Now
- Recently Added Books
- Most Requested Books

[Add to My Categories](#)

### August's Most-Anticipated Books

Look no further for your next read. The amount of great new books hitting shelves each month can be overwhelming but We Are Bookish rounded up [ten of the buzziest books](#) coming out this August—no matter what genre you're interested in.

If you were approved for any of

Search by title, author or ISBN

In This Category



709 Total | [See All](#)

Search by title, author or ISBN

In This Category



### SPOTLIGHT BOOK



#### The Serpent & the Wings of Night meets Shadow and Bone

"The brightest star needs the darkest night." Astraea knows she must escape the king who holds her captive and reclaim her lost memories. Her quest for the truth leads her to the Libertem: a series of trials in which five human lands compete for a cycle of safety from the vampires. However not even winning will keep Astraea safe, so she's made a bargain with the beautiful, deadly vampire Nyte. Don't miss this dark romantic fantasy full of secrets, magic and forbidden love! [Read more](#)

[Request](#)

The Stars Are Dying  
Chloe C. Peñaranda

In This Category

In This Category



811 Total | [See All](#)

### Recently Added Books



# Activity - By the Numbers

## Romantasy Books

Avg Impressions: 3,516

Avg Requests: 560

Avg Approvals: 315

Avg Feedback: 92



Trend alert! NetGalley members are loving these witchy themed titles!

## Most Requested Books

686 Total | [See All](#)



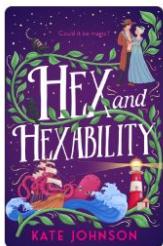
The Songbird & the Heart of Stone  
Sep 19 2024



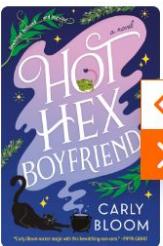
Six Scorched Roses  
Sep 17 2024



Hate Hex  
Sep 01 2024



Hex and Hexability  
Sep 12 2024



Hot Hex Boyfriend  
Sep 03 2024



## Reader Recommended

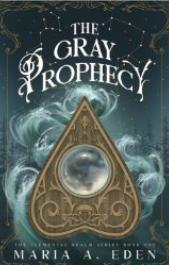
177 Total | [See All](#)



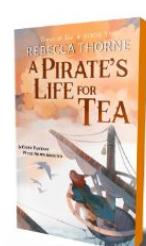
Lightning in Her Hands  
Oct 15 2024



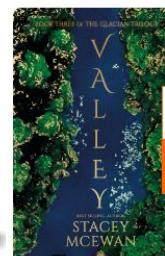
Spirit Quest  
Feb 29 2024



The Gray Prophecy  
Aug 29 2024



A Pirate's Life for Tea  
Oct 01 2024



Valley  
Sep 10 2024



Most Requested is calculated based on the number of requests, Read Now & auto-approvals in the past 2 weeks

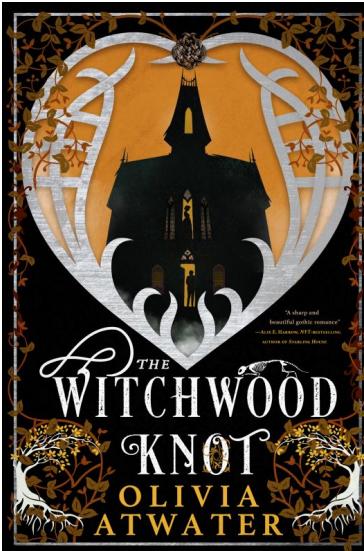
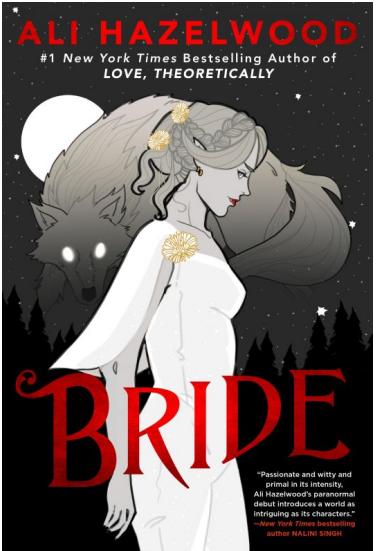
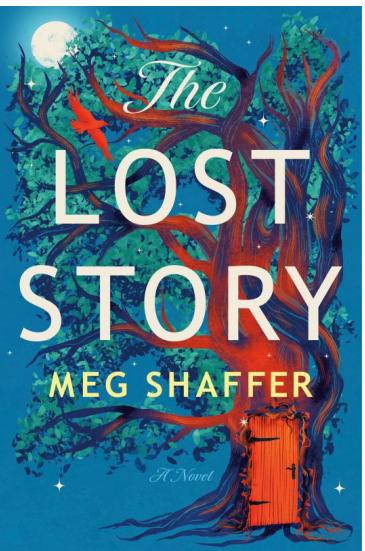
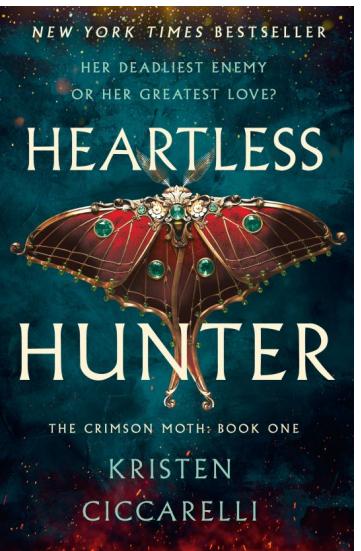
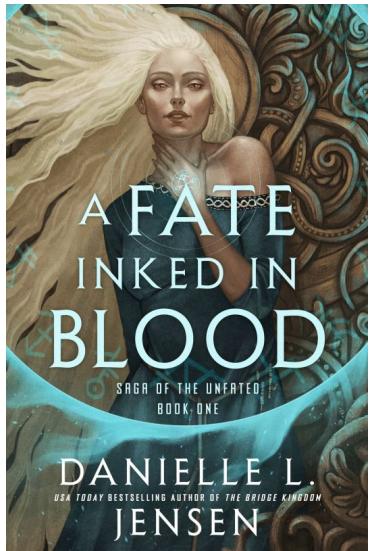
Stats for NetGalley.com and NetGalley.co.uk, as of June 2024

Books that are highly rated by NetGalley members



 NetGalley

# Top Performers



This book has over 46,000  
Impressions!



From an independent author!

“Top Performers” refers to the amount of Feedback each title received, as of June 2024

# Case Study



Touted by NetGalley members as "Gibson's best book to date", Evocation had us intrigued with its opulent gothic fantasy vibes and fresh spin on the "romance" side of the "Romantasy" genre. Plus, who doesn't love a secret society story? Here's more of what NetGalley readers thought about [Evocation by S.T. Gibson](#):

- 271 Feedback as of August 8, 2024
- Average 3.8 star rating
- 100% of Booksellers would be likely to recommend this audiobook to their customers
- Over 100 thumbs up on the cover!
- Major love for the audiobook narrator - the majority of all member types on NetGalley said that they enjoyed the narrator!



Dario P. Reviewer



It's for sure an awesome feeling to listen to an audio book edition of one of my favorite books of this year. It brings to life these characters that I hold close to my heart. The narrator was a perfect choice to bring this book for life. I honestly fell more in love with this book listening to this audio edition. The narrators voice gave new life to a book I already loved. For sure would recommend this audio book to anyone looking for a book to get lost in. Thanks to the folks at NetGalley for an Audio Edition of this book. Y'all are the best.

# And, buzz beyond NetGalley!



come experience the occult | Evocation by S.T. Gibson (spoiler free review)

133 views • 3 weeks ago

*“Character-focu*

Evocation follows David, curse that comes with it.

I have read both of S. T. G very character focused. W them work together to fig some attraction going on unique and interesting to so much more realistic.

A review by jessicanb93  
Evocation by S.T. Gibson

dark mysterious medium-paced

Plot- or character-driven? A mix

Strong character development? Yes

Loveable characters? Yes

Diverse cast of characters? Yes

Flaws of characters a main focus? Yes

4.5 ★

I really enjoyed the first installment in this new series by S.T. Gibson! This is my first book by Gibson and I can see why people really enjoy her writing. We are introduced to Moira, Rhys, and David (yes I did think about Schitt's Creek a lot) in Evocation, three imperfect and incredibly interesting characters. Rhys and Moira are married and David is Rhys' ex-boyfriend. David has to go to Rhys for help when he starts blacking out and hearing a voice in his head.

One of my favorite aspects of the book was watching the bond between Moira and David grow. They start off not liking each other at all and end really relying on each other. I'm also excited to see the relationship between David and Rhys grow more in the upcoming books.

## Shannondoah's Reviews > Evocation



Evocation (The Summoner's Circle, #1)  
by S.T. Gibson (Goodreads Author)



Shannondoah's review



Jun 09, 2024

\*\* spoiler alert \*\* Thank you NetGalley for this advanced reader copy! I really loved this! It was different from S.T. Gibson's other novels that I've read but I had such a good time! I loved the spooky atmosphere, the depth of our main unfolding and calls her and Moira's shoul myself this start to a series alment to see

likes · Like · flag

## Customer Review



Alesandra L.

★★★★★ Occult Romance - maybe?

Reviewed in the United States on July 9, 2024

I'm going to be a bit honest here, I wasn't sure Gibson's writing was for me this book – I was hooked quickly and stayed immersed throughout. It did take positive once I was deeper in the story. I came to view this story as 2 intertwined. I would call this book an occult romance – maybe?



Liked by bookaddictjoline and others

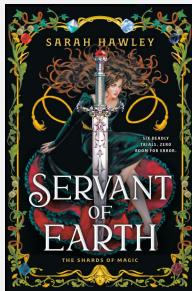
cat.book.nook I'm back with a book review, and I'm only 1,5 months late.. Yeah, I get a really bad block before writing reviews and I need to work on that. 😅

First of all, I'm not gonna lie, the cover was what caught my eye at first. It's gorgeous, stunning and perfect.

# Feedback & Reviews

Members submit their Feedback and Reviews on NetGalley and share them more widely via Goodreads, their personal blog or company platform, social media, and on retail sites.

## What Did You Think?



Add a Review or Feedback



Do you need tips for writing your review?

I will not be giving feedback on this title

Send your review directly to the publisher by typing or copy/pasting the text of your review here. If your review also appears online, include the link(s) in the "Add links" section below. Once your review is sent, it will appear on the NetGalley book page and will be visible to fellow members. To adjust your Public Preferences, visit the Account Security section of your Profile. (Having trouble with a book file? Please contact our friendly support team in lieu of submitting a review.)

Your review has been sent

Publish your review!

We've already copied it to your clipboard.



★ ★ ★ ★ ★ Rate this book

Add link(s)

If you posted your review online, please add the link (or links) here.

+ Add link(s)

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I just reviewed She Who Knows: Firespitter by Nnedi Okorafor. #SheWhoKnowsFirespitter #NetGalley  
[NetGalley URL]

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Connect Your Social Accounts

Send Review

# NetGalley Promotions



## Powerful Marketing to Trade Professionals & Avid Readers

Our advertising options deliver outstanding results at competitive prices—giving you access to NetGalley's robust and highly engaged member community to generate reviews, consumer insights, and sales.

Whether your goal is to launch a frontlist title, boost buzz and discoverability for a debut, or drive direct sales for a backlist title, we can help.

Sent to **94,800 U.S. members**  
**46% Open Rate**  
**3.4% CTR**

There's more! [Click to view the full Media Kit](#)

NetGalley

Romance Newsletter

Spotlight Title

*The Spellshop*  
by Sarah Beth Durst

Join Kiela the librarian as she navigates the low stakes market of illegal spellmaking and the high-risk business of starting over in this lush cottagecore romance.

Bramble | Pub Date: Jul 9, 2024

Request

LIES AND WEDDINGS  
THE NEW NOVEL BY KEVIN KWAN  
ON SALE 5/21/24

PRE-ORDER NOW!

Past Present Future  
by Rachel Lynn Solomon

Rowan and Neil embark on a long-distance relationship during their first year of college in this romantic, dual POV sequel to Rachel Lynn Solomon's *Today Tonight Tomorrow*.

Simon & Schuster Books for Young Readers  
Pub Date: Jun 4, 2024

Request

Regular Placements  
**\$700**

Spotlight Placement  
**\$800**

Middle Banner Ad:  
**\$500**

# NetGalley Promotions



Dedicated eBlasts offer outstanding results with the most flexibility!

Custom, highly targeted email campaigns promoting just one title—or up to a dozen at once—are perfect for any goal.



Sent to **14,700** U.S. members  
**67%** Open Rate  
**7.3%** CTR

NetGalley

A BRAND-NEW ROMANTIC FANTASY ADVENTURE BEGINS IN THE WORLD OF FAE!

A swoony new romantasy from the #1 New York Times bestselling author of *These Hollow Vows*

*Beneath These Cursed Stars*  
by Lexi Ryan

Read Now for 72 hours!

On sale: 7/30/24  
from HarperTeen

Princess Jasalyn has a secret. Armed with an enchanted ring that gives her death's kiss, Jas has been sneaking away from the palace at night to assassinate her enemies.

Shape-shifter Felicity needs a miracle. Fated to kill her magical father, she's been using her unique ability to evade a fatal prophecy.

When rumors of evil king Mordeus's resurrection spread through the shadow court, Jasalyn decides to end him once and for all. Felicity agrees to take the form of the princess, allowing Jas to covertly hunt Mordeus—and starting Felicity on the path that could finally take her home.

While Jasalyn teams up with the charming and handsome Kendrick, Felicity sets out to get closer to the Wild Fae king, Misha. Kendrick helps Jasalyn feel something other than anger for the first time in three years, and Misha makes Felicity wish for a world where she's free to be her true self. Soon, the girls' missions are at risk right alongside their hearts.

The future of the human and fae realms hangs in the balance as fates intertwine. Between perilous tasks, grim secrets, and forbidden romances, Jasalyn and Felicity find that perhaps their stars are the most cursed of all.

Pre-Order Now

There's more! [Click to view the full Media Kit](#)

Choose from **18** pricing tiers, based on target list size!

**\$1,400** minimum  
(up to **15k** recipients)

**\$6,500** maximum  
(up to **100k** recipients)

# NetGalley Promotions



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

**SPOTLIGHT BOOK**



**Listen to BLOOD JUSTICE by Terry J. Benton-Walker**

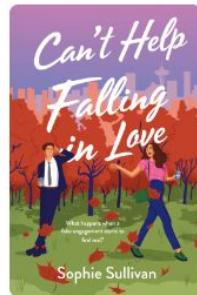
*Blood Justice* is the hotly anticipated sequel to Terry J. Benton-Walker's Most Anticipated debut *Blood Debts*. This program is read by Bahni Turpin, Joniece Abbott-Pratt, Torian Brackett, and Zeno Robinson. [Read more](#)

[Request](#) **Blood Justice**  
Terry J. Benton-Walker

## FEATURED ON NETGALLEY

### Romance to make you swoon

18 Total | [See All](#)



Can't Help Falling in Love  
Sep 17 2024  
Romance



Goodbye Again  
Sep 03 2024  
Romance, Women's Fiction



A Five-Letter Word for Love  
Dec 03 2024  
General Fiction (Adult), Romance



The Cursed  
Sep 03 2024  
Romance, Sci Fi & Fantasy



The Coven  
Aug 06 2024  
Romance, Sci Fi & Fantasy

Feature your book on the page with the most traffic on NetGalley.com!



**There's more! [Click to view the full Media Kit.](#)**

# NetGalley Promotions

## Category Spotlight

Boost discoverability and activity with a week-long spotlight on NetGalley.com category pages.

\$175-\$190 per title, per week, per category  
Multi-Category Bundle: 2 or 3 categories @ \$150/ea

[Reserve](#)

## Dashboard Spotlight

Get wide exposure with a week-long spotlight on all member Dashboards, or target specific member types.

\$800 per title, per week (all member types)  
\$500 (Reviewers), \$125/ea (other types)

[Reserve](#)

## Sponsored Social

Reach NetGalley's loyal social audience to gain immediate engagement and interaction with book lovers.

\$400 Sponsored Package or \$150/ea Sponsored Post  
\$300 Video Bundle

[Reserve](#)

## Book Club Kits

A custom, printable resource perfect for book clubs, including author Q&A, discussion guide, readalikes, printables, and more.

\$2,500 for custom kit with robust promotion

[Reserve](#)

## Featured Carousel

The weekly themed Featured Titles appear on the NetGalley.com page with the most traffic.

\$175 per title, per week  
Sponsored Full Carousel: \$625 minimum (5 titles @ \$125/ea)

[Reserve](#)

## Recently Added Spotlight

Powerful visibility at the top of every page in the popular Recently Added section for a week.

\$700 per book, per week (all member types)  
\$500 (Reviewers), \$125/ea (other types)  
\$200 per audiobook, per week (all member types)

[Reserve](#)

## Homepage Titles & Cover Love

Nominate for extra exposure on NetGalley homepage or monthly blog feature highlighting top-voted book covers.

FREE! Inclusion not guaranteed.

[Reserve](#)

## BookishFirst Raffles

Increase consumer reviews and gain audience insights with a print book giveaway on the standalone BookishFirst platform.

\$1,500 per raffle with robust promotion

[Reserve](#)

## 86% of members

said NetGalley Promotions influence their decision to request or download books and audiobooks!\*



\*per January 2024 Member Survey with over 10,000 respondents

# NetGalley Members Love DRCs!



- **NetGalley spurs discovery:** over 74% will often request a DRC because they first heard about it via NetGalley
- Over 75% indicated they **like receiving unsolicited DRCs** from publishers - a great case for using your Detailed Activity Report to create & send widget links!

- 69% primarily use NetGalley to gain access to DRCs of books **before they are published**
- 31% primarily use NetGalley to discover **new-to-them books, regardless of pub date**
- 60% read DRCs for **environmental reasons**

Stats are from Annual NetGalley Member Survey, Jan 2024, which received over 10,000 responses.

# Community Growth - Audiobook Interest

The majority (41%) of members who listen to audiobooks **do so on a daily basis**, and 70% listen at least weekly.

NetGalley is a top source for members to hear about new (or new-to-them) audiobooks. **52% of members name NetGalley as their primary source for audiobook discovery!**

## NetGalley Members Listening Habits

■ Daily ■ Weekly ■ Monthly ■ A few times a year

60.00%

40.00%

20.00%

0.00%

Reviewers

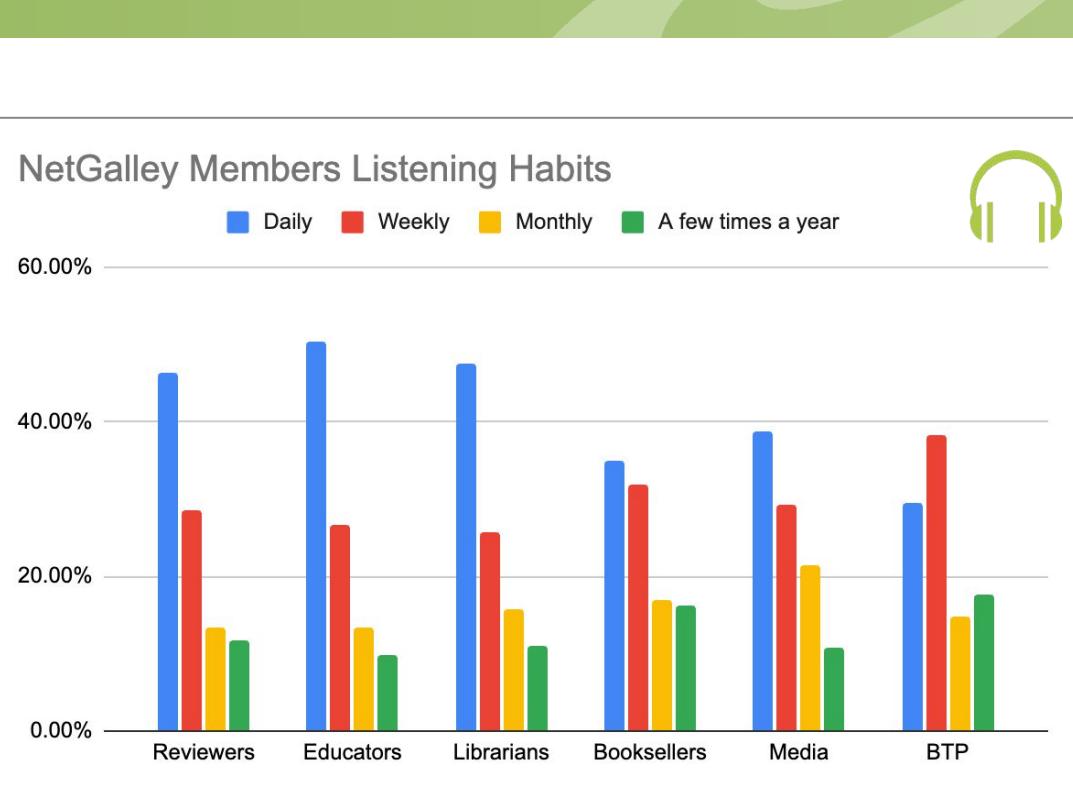
Educators

Librarians

Booksellers

Media

BTP



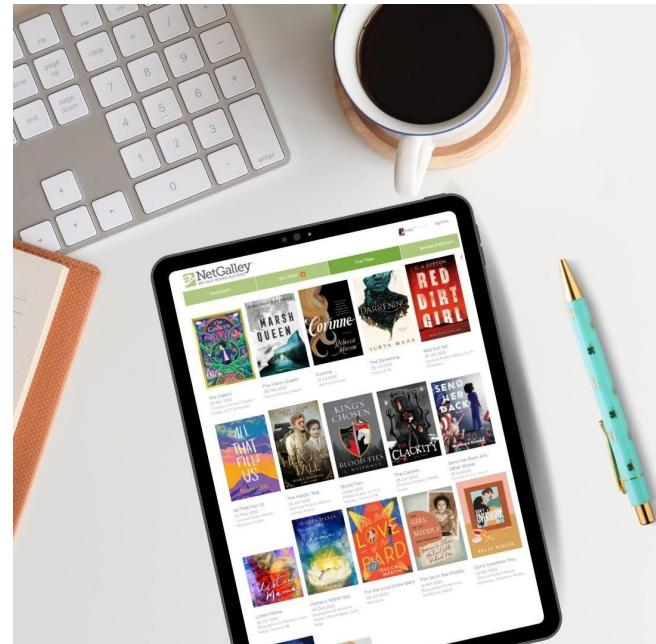
# Getting Started

## NetGalley Subscription

**Pricing includes a one-time setup fee and a monthly subscription fee based on the number of Active Titles.**

You can archive books and add new ones—whether backlist or frontlist—at any time, which reflects the seasonal nature of publishing. Though you may have 30+ titles you'd like to include in NetGalley over the course of a year, you might choose to have only 10 Active Titles at any one time. The monthly fee is based on this number of Active Titles, which you decide.

The setup fee depends on your account size, including number of employees who will be trained. It includes support, training, and technical integration. We provide valuable support in setting up your account and making sure your titles look and sound amazing. We can take an ONIX file for your title set-up, and if you are an Eloquence customer, we can pick up the title information automatically.





Any Questions?

[Reach out to us here!](#)

# firebrand GROUP

The Firebrand Group is a global collection of companies — including NetGalley, Firebrand Technologies, and Supadu — offering comprehensive technology solutions to nurture book publisher success.



Manage your titles from acquisition through publication in the publishing workflow solution that set the standard.



Connect with book advocates and industry professionals to build buzz, receive feedback and reviews, and discover early trends.



Seamlessly send rich title metadata and content to all your trading partners, wholesalers, and distributors.



Websites, eCommerce solutions and data management for Trade & Academic publishers and University Presses.



Actionable Market Intelligence for your books in major retail channels.



The most powerful EPUB testing tool available.



Creating strategic content development solutions for original and translated works, leveraging a unique gateway between Japan and international markets.