



Focus on: LGBTQIAP+ Books

June 2024



Activate Trade Audiences & Enthusiastic Readers!

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

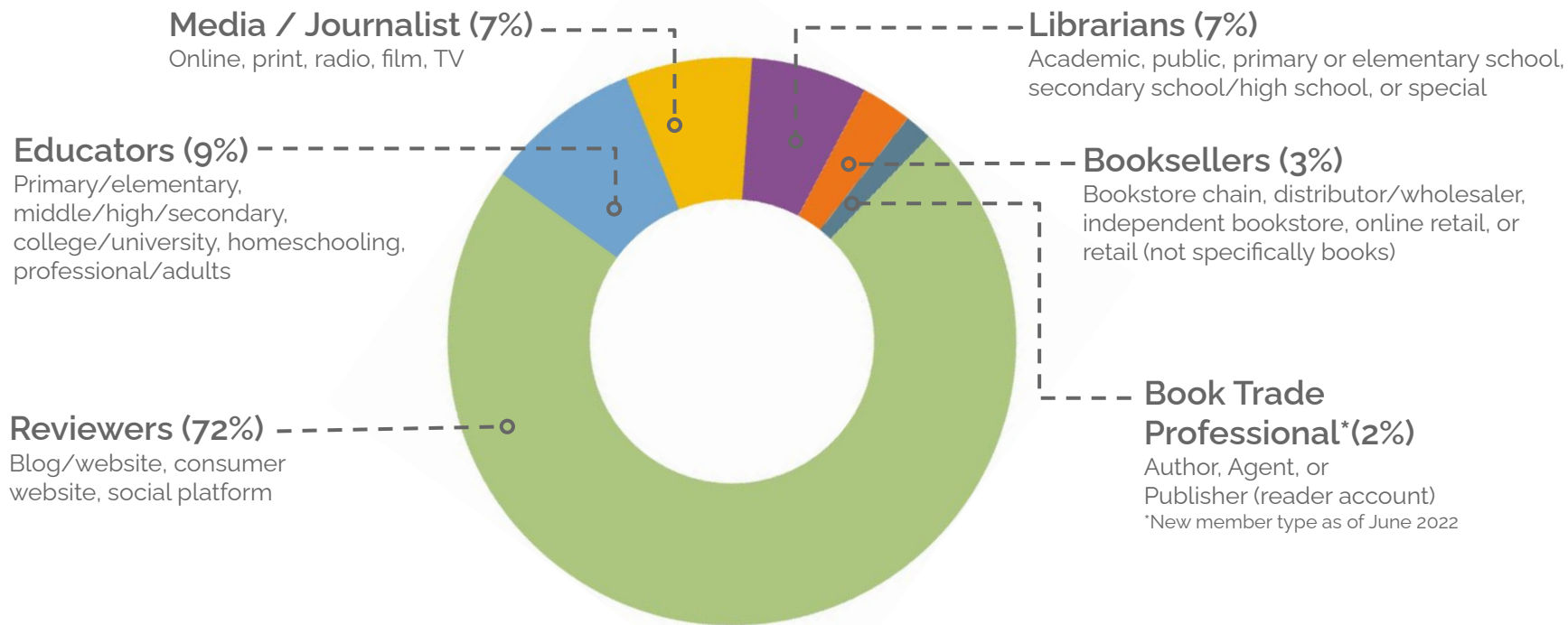
Book advocates and industry professionals can join and use NetGalley at no cost.

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 on 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

501,940

Approvals

298,350

Feedback

109,760

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

The NetGalley Activity Funnel



DRCs

Requests
471,000

Approvals
281,540

Feedback
100,230

36% Feedback Rate
for DRCs



Audiobooks

Requests
30,940

Approvals
16,810

Feedback
9,530

58% Feedback Rate
for Audiobooks

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

Activity - By the Numbers

Members interested in LGBTQIAP+ books

- Reviewers - 30,600
- Educators - 2,350
- Librarians - 4,900
- Booksellers - 2,200
- Media/Journalist - 1,350
- Book Trade Professional - 500

**Data includes NetGalley.com members who have opted-in to "LGBTQIA+ promotions as of May 2024.*

LGBTQIAP+

Search by title, author or ISBN

In This Category

288 Total | [See All](#)

Browse Audiobooks

[Listen Now](#)
[Recently Added Audiobooks](#)
[Most Requested Audiobooks](#)

Browse Books

[Read Now](#)
[Recently Added Books](#)
[Most Requested Books](#)

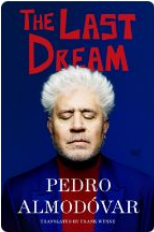
[Add to My Categories](#)

May'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 May](#)—no matter what genre you're interested in.

If you were approved for any of these books on NetGalley, you can read them directly in the [NetGalley Shelf app](#). The

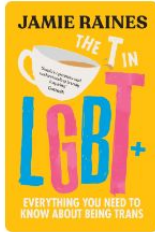
Recently Added Books



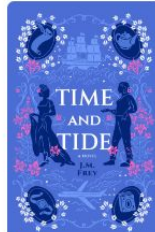
The Last Dream
Sep 24 2024




Long Time Gone
Oct 15 2024



The T in LGBT+
May 07 2024




Time and Tide
Nov 12 2024




I'll Get Back To You
Sep 17 2024


Recently Added Audiobooks




Here for the Wrong Reasons
May 21 2024



Off With Their Heads
Apr 23 2024



The Ghost of You
Sep 03 2024



One Killer Problem
Jun 04 2024

Publishers added **over 950 books** to the LGBTQIAP+ category in the last 12 months

Activity - By the Numbers

LGBTQIAP+ Books

Avg Impressions: 2,200

Avg Requests: 317

Avg Approvals: 172

Avg Feedback: 58

Feedback Rate: 34%

Most Requested Books

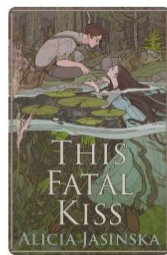
273 Total | [See All](#)



Make the Season Bright
Oct 01 2024



Fang Fiction
Oct 01 2024



This Fatal Kiss
Sep 10 2024



Somewhere Beyond
the Sea Excerpt
Sep 10 2024

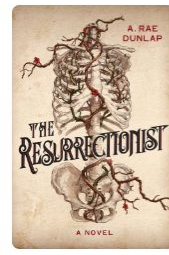


Come Out, Come Out
Aug 27 2024



Reader Recommended

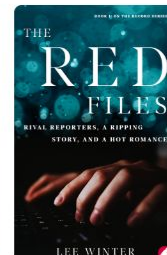
80 Total | [See All](#)



The Resurrectionist
Dec 24 2024



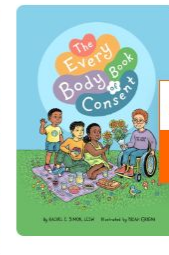
Small Rain
Sep 03 2024



The Red Files
Sep 01 2015



Long Time Gone
Oct 15 2024



The Every Body Book
of Consent
Aug 21 2024

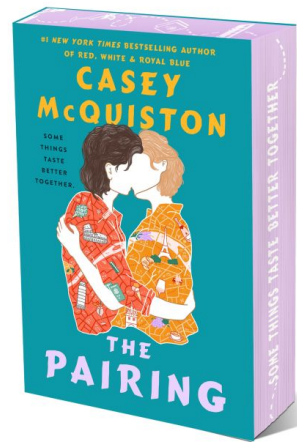
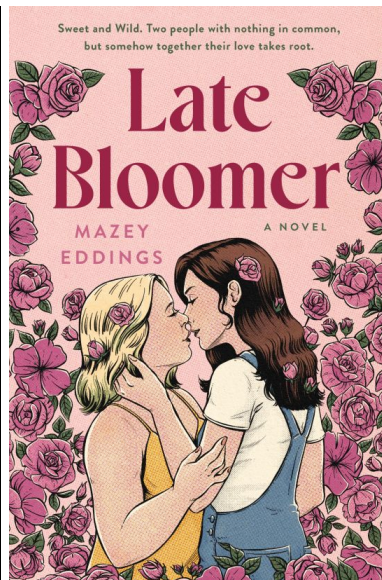
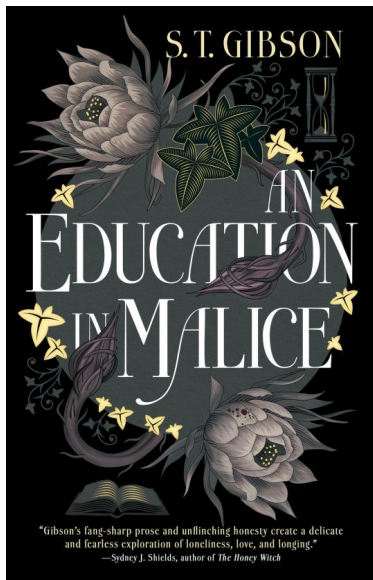


Most Requested is calculated based on the number of requests & auto-approvals in the past 2 weeks

Books that are highly rated by NetGalley members



Top Performers



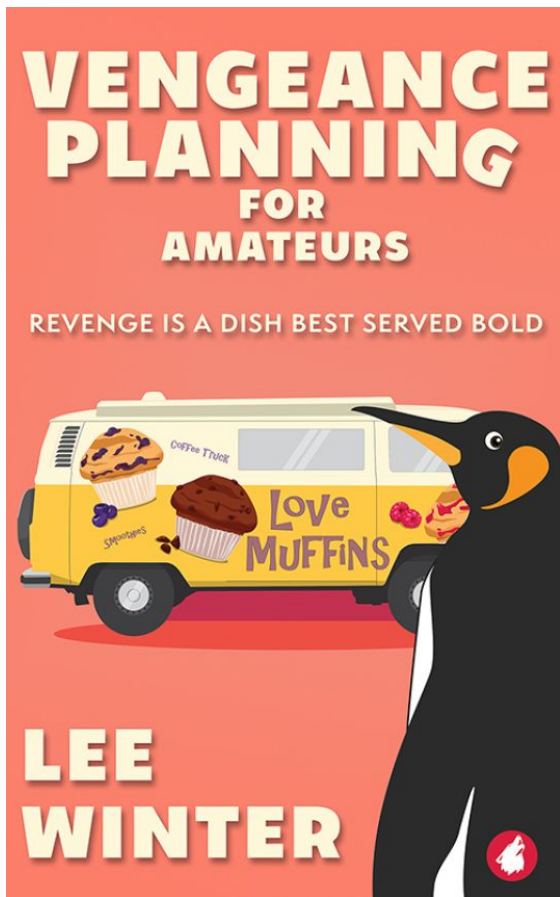
This book has nearly 20,000 Impressions!

Featured in a NetGalley Newsletter



"Top Performers" refers to the amount of Feedback each title received, as of May 2024

Case Study



Penguins, plotting, and payback? Yes please! This cover was love at first sight for the NetGalley team, but it was the “offbeat elements” and “cast of colorful characters” that had NetGalley members hooked, according to reviews. Here's more of what readers thought about [Vengeance Planning for Amateurs](#):

- 96 Feedback as of May 29, 2024
- Average 4.4 star rating
- 95% of approved reviewers would recommend this book/author to their audience
- Over 100 thumbs up on the cover!
- Check out other books from [Ylva Publishing here!](#)



Jules P. Reviewer



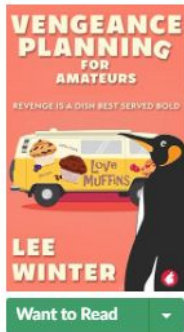
I was so disappointed to wake up this morning with the realization that I had finished this book last night. It was ridiculously funny and I wanted more. Olivia is a sweet, thoughtful person who bakes award winning muffins and supplies them to small businesses throughout Melbourne. One of those spots is the cafe/crime bookstore where her sister works. Liv has reached a watershed moment in which she has decided to confront her abusive ex-girlfriends and ex-boyfriends. In order to move forward she has to ask or demand what is owed to her. Margaret, the acerbic, elitist academic, who owns the cafe/bookstore, agrees to help.

Olivia is the one we cheer for but Margaret is the character who steals the show. Their banter had me laughing deep into the night and awake longer than I should have been. The story is chock full of hijinks, quirky bookclub members, and a love for food. Too many details to describe but it's like a surprise funbox where you continuously find small humorous bits.

What I also liked about the book is watching Olivia and Margaret grow as individuals. One of my favorite things about Lee Winter books is that alongside the angst is an adult conversation. We all like that literary bite to the heart but it's satisfying to see a couple evolve through communication. Highly recommend.

And, buzz beyond NetGalley!

Ashley Dobson's Reviews > Vengeance Planning for Amateurs



Vengeance Planning for Amateurs

by Lee Winter (Goodreads Author)



Ashley Dobson's review



Deliciously described muffins, a hired henchperson, spicy queer romance, and a stuffed penguin with a compartment for weed...what more could you need in a book?!? This was a zany ride. It took me a minute to get into it but I really appreciated the use of journal entries to peek into the mind of the primary love interest. The story of wrestling with grief and new love was so compelling that the storyline that kept it feeling very rooted in reality. A fun and sweet read that was a happy ending!



Caz 'is reading' 🌈🇺🇸

@readingwithcaz.bsky.social

+ Follow

Hilarious scheming between an academic ice queen and a muffin maker. What more do you need?? 🍌📖

My review of Vengeance Planning For Amateurs by @leewinteroz.bsky.social 🗨️

www.goodreads.com/review/show/...

AMATEURS

REVENGE IS A DISH BEST SERVED BOLD

"Lee Winter is one of our most popular writers, but she typically writes darker romances. With *Vengeance Planning* she swerved to romcoms, so we wanted to use NetGalley to spread the word and find the right kind of attention for the book. And it worked! We received great feedback from reviewers and this helped market the book to a wider audience."

-Lenir Costa, Ylva Publishing



Della B

★★★★★ An epic rom-com

Reviewed in Canada on April 28, 2024

Lee Winter has outdone herself with *Vengeance Planning for Amateurs*. She has created an epic romantic comedy for us all to enjoy.

Olivia's life is fraught with the disappointment of being taken advantage of by her ex's. Revenge becomes Olivia's new mantra but she is just too nice to be diabolical. Olivia decides that she needs a henchperson for guidance.

Vengeance Planning for Amateurs is a fun romp with laugh out loud dialogue, a sexy Ice Queen with a razor sharp tongue and a bookstore full of offbeat characters. What a fun read! Was it worth the wait? Or right?

I received an advance review copy from Ylva Publishing through NetGalley. I am leaving this review voluntarily.

Helpful

Report

Permalink

A review by unusablebooklore

Vengeance Planning for Amateurs by Lee Winter

adventurous emotional funny lighthearted 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? No

5.0 ★

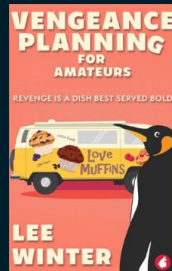
This book was spectacular. Over all it was perfect 5 stars. Great pace, great story, great everything.

- I was a big fan of the penguin sidekick. A good sidekick is hard to find and should be rescued at all costs. I genuinely thought this book was planning to focus on vengeance due to penguin theft...but it's SO much more. Olivia has quite the shit list of exes
- It's set in Australia, but not the scary Jurassic Park parts.
- SUPER bookish - MCs are the owner of a bookshop and a person who runs a book club in said shop.
- The book was single POV with journal entries by Dr. Blackwood peppered in for flavour. Hated it. My running commentary on the book was "this is so good"
- Author clearly marks a chapter break with Dr. Blackwood. It was subtle but it worked.
- The 3rd act break up (until the end) was so surprising it can be a surprise to everyone.
- Middle life romance

I wish I could sum this all up in a sentence. I'm willing to come out. I will rave about this book of 2024, this has been my fav read of the year to EVERYONE.

**Thanks to NetGalley for this review

Vengeance Planning for Amateurs~A Review



Lee Winter is my go to author when I want to read a story with a well-developed ice queen. Winter is one of the best at creating these wonderful folks. Some of my favorite ice queens have been penned by this author including Catherine Ayers, Elena Bartell, and Elizabeth Thornton...just to name a few. With Ms. Winter's newest novel, *Vengeance Planning for Amateurs*, she has given us another name to add to this list, Dr. Margaret Blackwood, crime bookstore owner and henchperson for muffin baker Olivia Roberts.

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.



I will not be giving feedback on this title

Do you need tips for writing your review?

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)

Share Socially

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

Edit

Choose where to share this review

Click your social networks

What's this?

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 **36,500 U.S. members**
39% Open Rate
3% CTR

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

The screenshot displays the NetGalley homepage with several promotional banners. At the top is the NetGalley logo. Below it is a large banner for 'PRIDE MONTH' featuring the word 'PRIDE' in rainbow letters and a stack of books. Underneath is a 'Spotlight Title' section for the book 'Fly with Me' by Andie Burke, including a book cover, a synopsis, publication details, and a 'Read Now for 72 hours!' button. Below this is another section for 'Baby Bank' by Sarah Robinson, with a book cover, synopsis, publication details, and a 'Pre-Order' button. At the bottom is a section for 'Godly Heathens' by H.E. Edgmon, with a book cover, synopsis, publication details, and a 'Read Now for one week!' button.

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 **17,000 U.S. members**
57% Open Rate
5% CTR



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

Pride Month

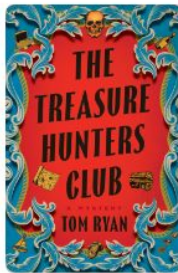
8 Total | [See All](#)



We Came to Welcome You
Sep 03 2024
General Fiction (Adult),
LGBTQIA+, Multicultural
Interest



The Merriest Misters
Oct 01 2024
Romance



The Treasure Hunters Club
Oct 15 2024
LGBTQIA+, Mystery &
Thrillers



The X Ingredient
Oct 02 2019
Erotica, LGBTQIA+,
Romance



House of Frank
Oct 15 2024
LGBTQIA+, Sci Fi & Fantasy

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

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



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!

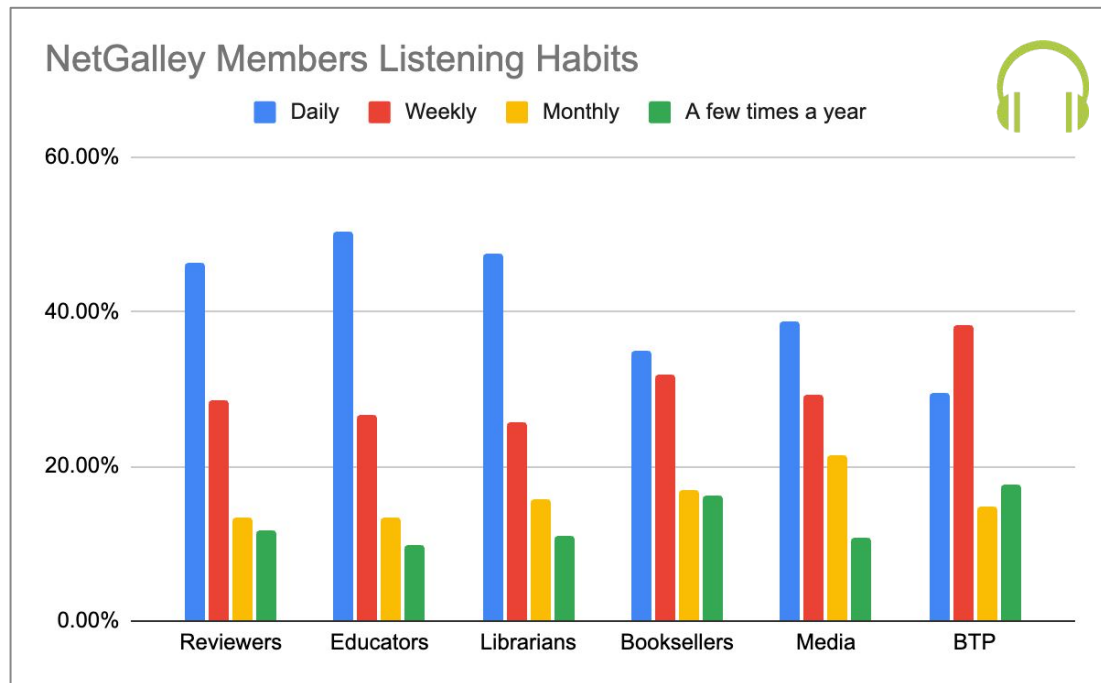


- 69% primarily use NetGalley to gain access to DRCs of books **before they are published**
- 31% primarily use NetGalley to discover **new-to-them books, regardless of pub date**
- 60% read DRCs for **environmental reasons**

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!**



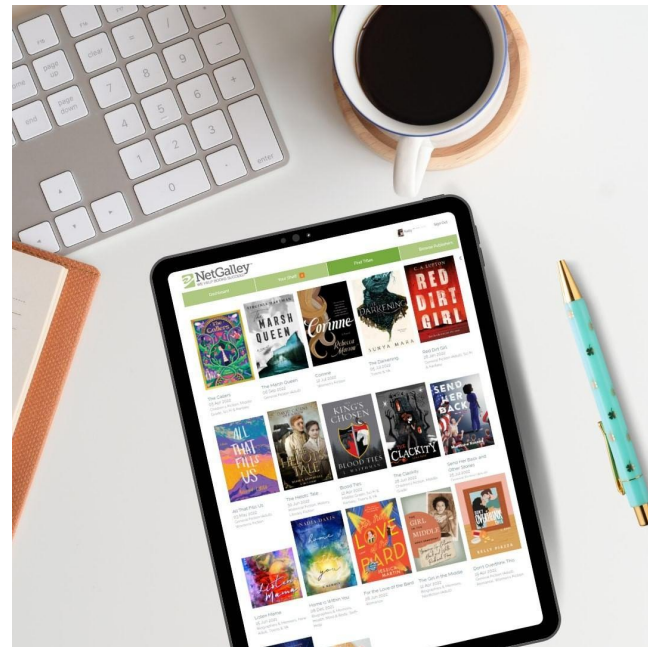
Getting Started

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.





NetGalleyTM
WE HELP BOOKS SUCCEED

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.