



Focus on: LGBTQIAP+ Books

June 2024

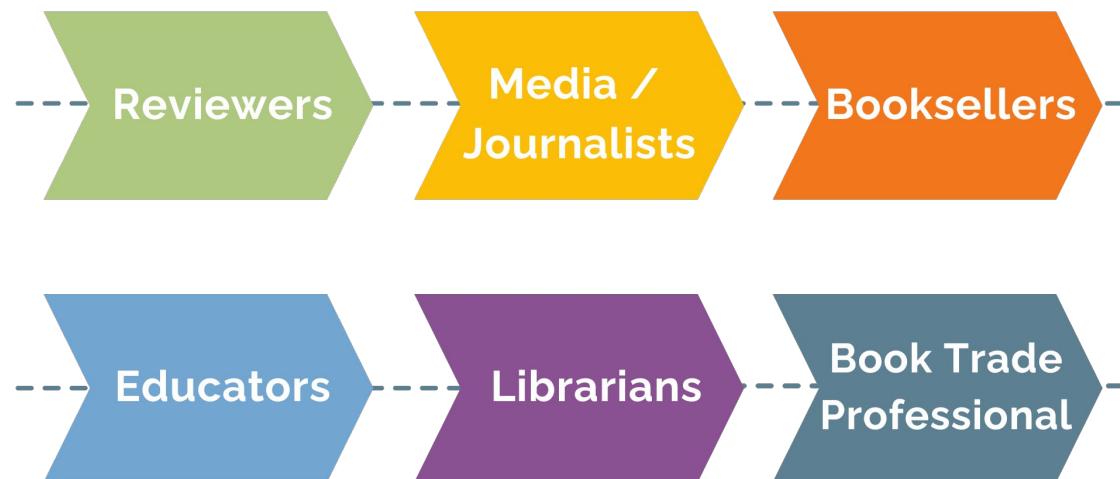


Activate Trade Audiences & Enthusiastic Readers!

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

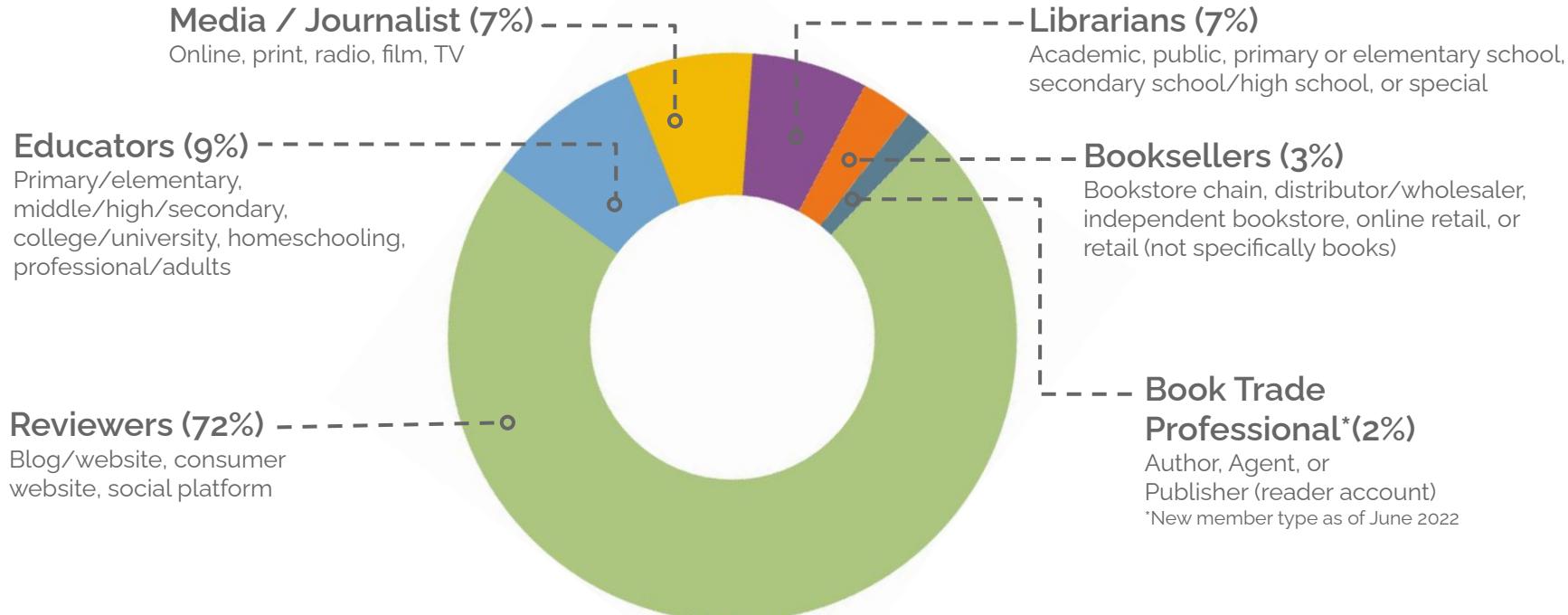
Book advocates and industry professionals can join and use NetGalley at no cost.

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



36% Feedback Rate
for DRCs



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+

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

Search by title, author or ISBN

[In This Category](#)



288 Total | [See All](#)

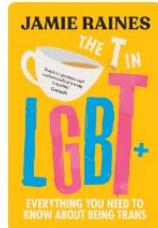
Recently Added Books



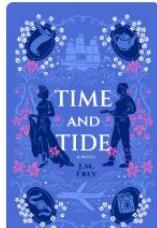
[The Last Dream](#)
Sep 24 2024



[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



All

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

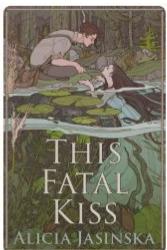
273 Total | [See All](#)



Make the Season Bright
Oct 01 2024



Fang Fiction
Oct 01 2024



This Fatal Kiss
Sep 10 2024



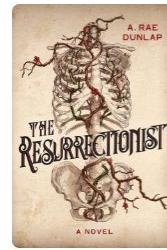
Somewhere Beyond the Sea Excerpt
Sep 10 2024



Come Out, Come Out
Aug 27 2024

Reader Recommended

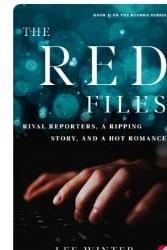
80 Total | [See All](#)



The Resurrectionist
Dec 24 2024



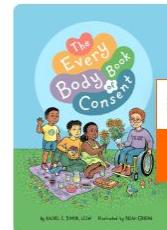
Small Rain
Garth Greenwell
Author of *Chrysanthemum*
Sep 03 2024



The Red Files
Lee Winter
Sep 01 2015



Long Time Gone
Oct 15 2024



The Every Body Book of Consent
Aug 21 2024

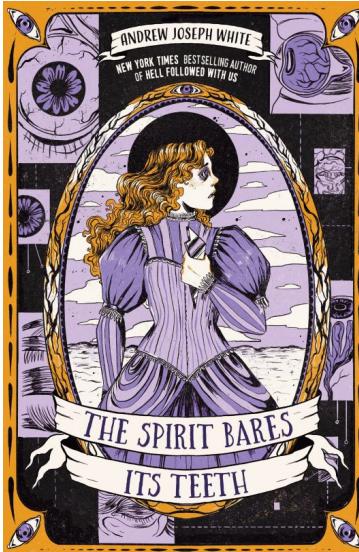
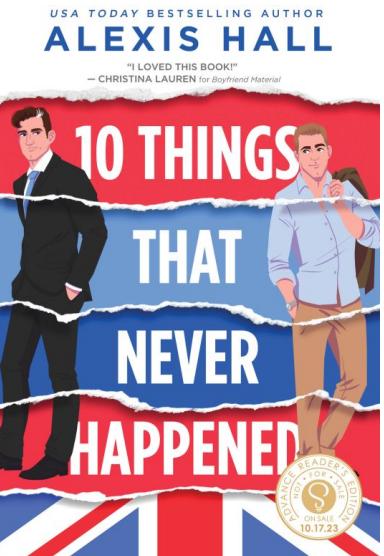
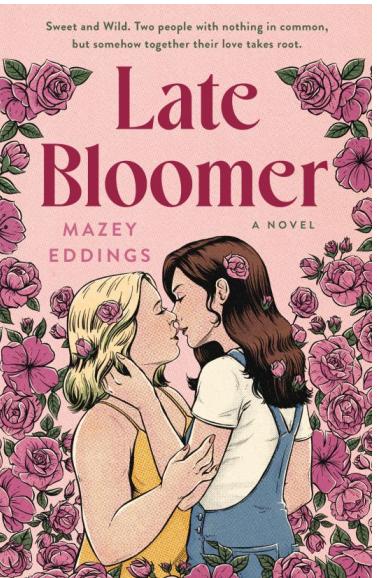
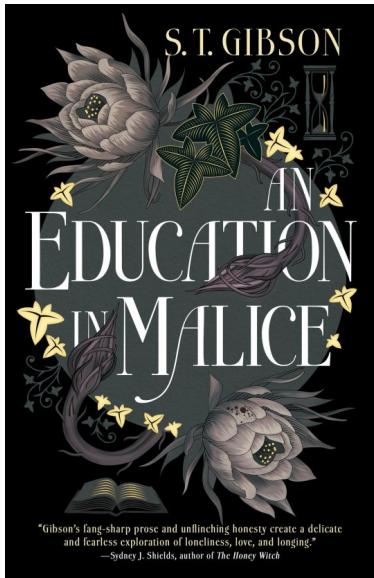


Most Requested is calculated based on the number of requests & auto-approvals in the past 2 weeks

Books that are highly rated by NetGalley members



Top Performers

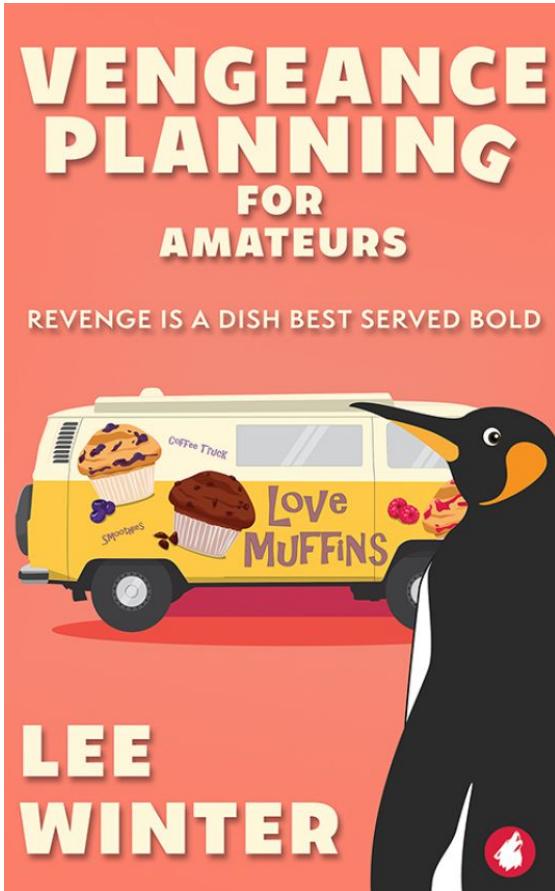


 This book has nearly 20,000 Impressions!

 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



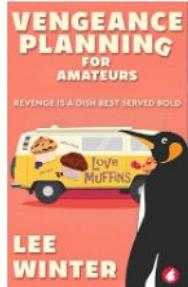
I was so disappointed to wake up this morning with the realization that I had finished this book last night. It was ridiculously funny and I wanted more. Olivia is a sweet, thoughtful person who bakes award winning muffins and supplies them to small businesses throughout Melbourne. One of those spots 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



Want to Read

Rate this book

★★★★★

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 love story was wrestling with grief and new love was the storyline that kept it feeling very rootable. The sit-com hijinks were a fun and sweet read that ended with 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 can go wrong? 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

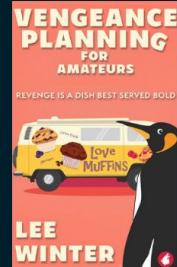
Flaws of characters a main focus? No

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. Loved it. Her running commentary on her life was brilliant.
- Author clearly marks a change in style with Blackwood. It was subtle and effective.
- The 3rd act break up (unintentional) was how surprising it can be when it's well done.
- Middle life romance

Vengeance Planning for Amateurs~A Review



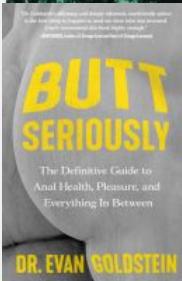
★★★★★

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.

What Did You Think?



BUTT SERIOUSLY
The Definitive Guide to Anal Health, Pleasure, and Everything In Between
Dr. EVAN GOLDSTEIN

Would you recommend?  Not set

[Add a Review or Feedback](#)

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

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I just reviewed *She Who Knows: Firespitter* by Nnedi Okorafor. #SheWhoKnowsFirespitter #NetGalley
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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 image shows a screenshot of the NetGalley website. At the top, there's a banner for "PRIDE MONTH" featuring a stack of colorful books. Below this, there are three main promotional sections: 1) A "Regular Placement" for the book "Fly with Me" by Andie Burke, which is described as a "sparkling and steamy opposites-attract romance." 2) A "Spotlight Placement" for the book "Baby Bank" by Sarah Robinson, which is described as a "contemporary romance." 3) A "Middle Banner Ad" for the book "Godly Heathens" by H.E. Edgmon, which is described as a "contemporary fantasy." Each section includes a thumbnail image of the book cover, the title, the author, a brief description, and a "Read Now" 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

NetGalley

*It started as revenge.
IT'S ENDING IN REVOLUTION.*



"A glitter-dusted revolution of a book."
—BECKY ALBERTALLI, #1 New York Times bestselling author of *Simon vs. the Homo Sapiens Agenda*

"A delicious helping of gay rights—and gay wrongs!"
—ADAM SASS, award-winning author of *The 99 Boyfriends of Micah Summers*

"Get ready to join the revolution!"
—PHIL STAMPER, bestselling author of *The Gravity of Us*

"Fiercely witty and empowering."
—JULIAN WINTERS, award-winning author of *Right Where I Left You*

REQUEST & REVIEW

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
VINCENT TIRADO
Sep 03 2024
General Fiction (Adult), LGBTQIAP+, Multicultural Interest

The Merriest Mistresses
TIMOTHY JANOVSKY
Oct 01 2024
Romance

The Treasure Hunters Club
TOM RYAN
Oct 15 2024
LGBTQIAP+, Mystery & Thrillers

The X Ingredient
ROSLYN SINCLAIR
Oct 02 2019
Erotica, LGBTQIAP+, Mystery & Thrillers

House of Frank
KAT SINCLAIR
Oct 15 2024
LGBTQIAP+, 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**

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

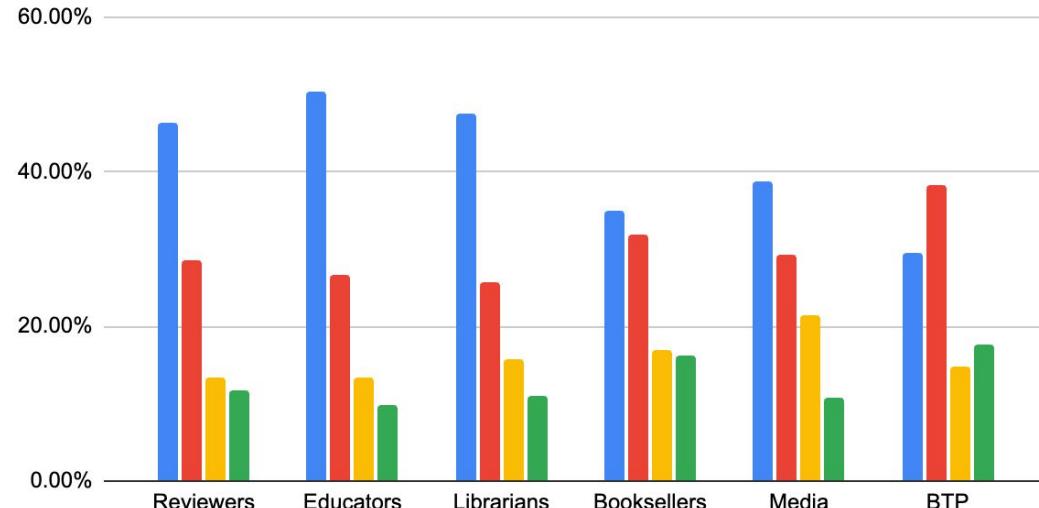
Community Growth - Audiobook Interest

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



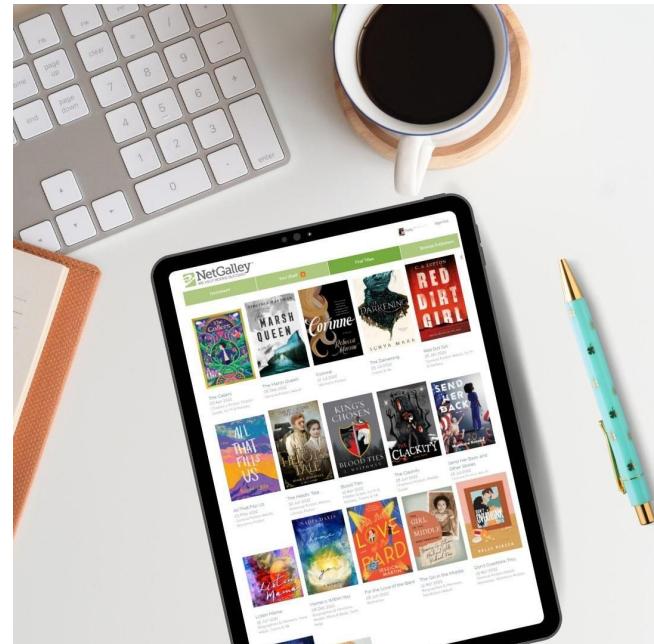
Getting Started

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.