



Focus on: Outdoors & Nature

*April 2024*



# About NetGalley

NetGalley helps publishers and authors promote digital review copies and audiobooks to book advocates and industry professionals.

Most books on NetGalley are frontlist, but we encourage publishers to include backlist as well.

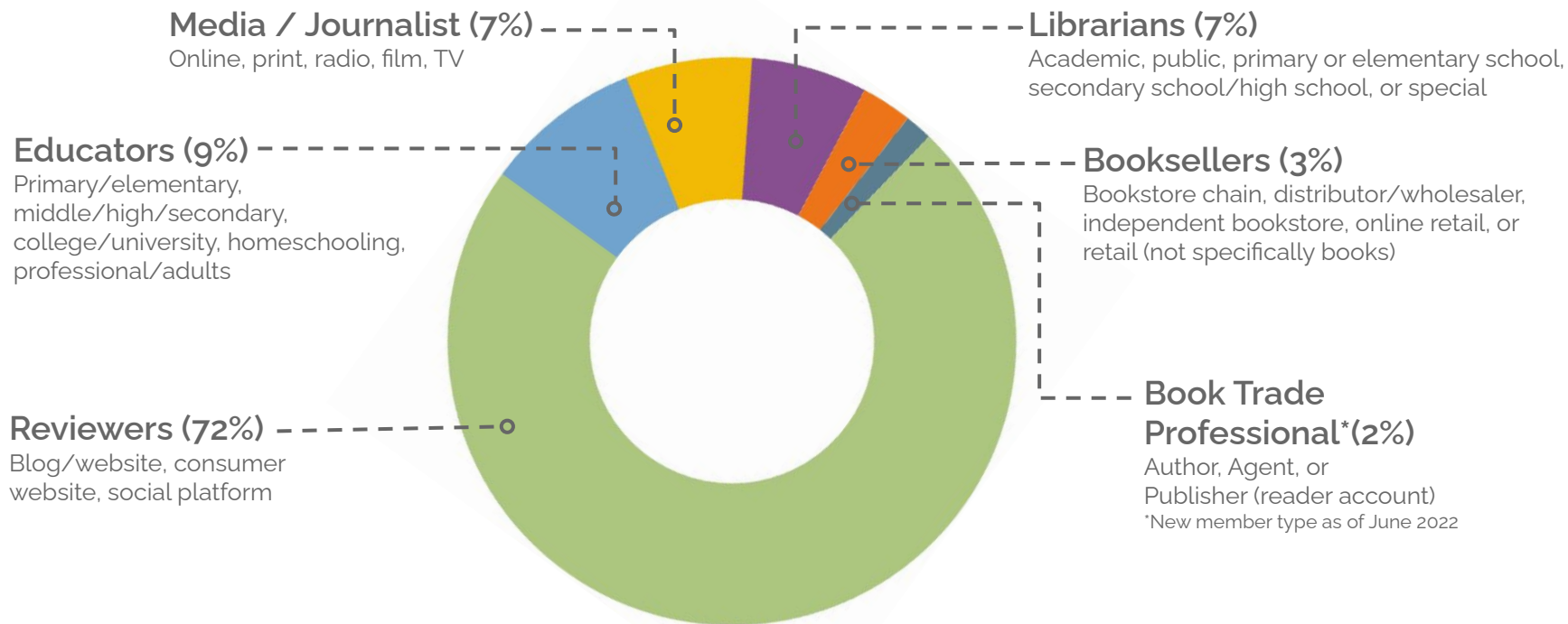


**Are you a Book Advocate?**  
Use NetGalley to help books succeed!

<b>Librarians</b> Collection development & recommendations to patrons	<b>Booksellers</b> Purchasing decisions & recommendations to customers	<b>Media</b> Reviews, prep for interviews & to meet deadlines
<b>Reviewers/ Bloggers</b> Reviews, word-of-mouth & social influence	<b>Educators</b> Lesson plans & course adoption	Register for free at <a href="https://netgalley.com">netgalley.com</a> Have questions? Contact us: <a href="https://netgalley.uservice.com/knowledgebase">netgalley.uservice.com/knowledgebase</a>  <b>NetGalley™</b> WE HELP BOOKS SUCCEED

# 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

# Activity - By the Numbers

## Members interested in Outdoors & Nature

- Reviewers - 5,200
- Educators - 1,000
- Librarians - 1,700
- Booksellers - 640
- Media/Journalist - 670
- Book Trade Professional - 110

Data includes NetGalley.com members who have opted-in to promotions in this category, as of March 2024

## Outdoors & Nature

### Browse Audiobooks

[Listen Now](#)

[Recently Added Audiobooks](#)

[Most Requested Audiobooks](#)

### Browse Books

[Read Now](#)

[Recently Added Books](#)

[Most Requested Books](#)

[Add to My Categories](#)

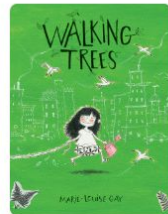
### Cover Love

Truth time: We judge books by their covers. But we know we're not the only ones!

We Are Bookish has our [favorite covers this month](#) - plus the top-voted cover by NetGalley members!

Want to vote for your favorite cover next month? You can "vote" on covers you like by

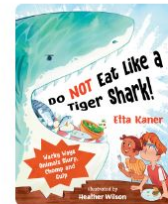
### Recently Added Books



Walking Trees  
05 Mar 2024



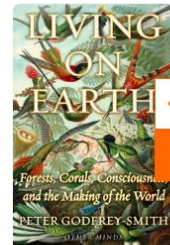
June Moon  
21 May 2024



Do NOT Eat Like a Tiger Shark!  
13 Aug 2024

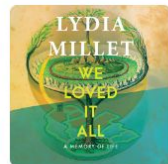


Sharks Don't Sink  
16 Jul 2024

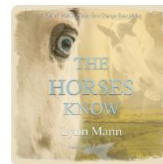


Living on Earth  
03 Sep 2024

### Recently Added Audiobooks



We Loved It All  
02 Apr 2024



The Horses Know  
15 May 2023

Publishers added **over 430 books** to the Outdoors & Nature category in the last 12 months

# Activity - By the Numbers

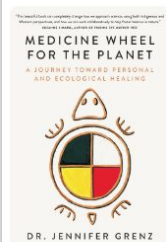
## Outdoors & Nature

Average Feedback: 14

Average Impressions: 466

### Most Requested Books

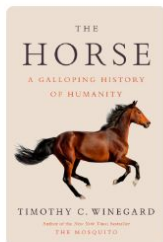
119 Total | [See All](#)



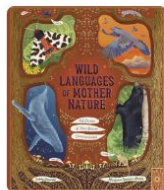
Medicine Wheel for the Planet  
26 Mar 2024



Pocket Nature: Flower Finding  
26 Mar 2024



The Horse  
30 Jul 2024



Wild Languages of Mother Nature: 48 Stories of How Nature Communicates  
07 May 2024



Birds of Prey  
14 Apr 2024

### Reader Recommended

33 Total | [See All](#)



50 Hikes with Kids: Illinois, Indiana, and Ohio  
09 Jul 2024



The Owl Prowl Mystery  
13 Aug 2024



June Moon  
21 May 2024



Frankie and the Beastly Bog Song  
27 Aug 2024



A Feather, a Pebble, a Shell  
07 May 2024

# Case Study

Beloved by both parents and children alike, Quarto imprint Wide Eyed Editions stunned us with their beautifully illustrated book about wildlife conservation and rewilding projects. Here's what NetGalley members thought about [Rewild the World At Bedtime](#):

- A perfect score! With 72 upvotes and 0 downvotes, NetGalley members loved this cover.
- But not just a pretty face! In a close race, NetGalley members listed the Book Cover and the Description as the main reasons they requested the book.
- 73 members gave it a four or 5 star rating
- 95% of Reviewers would purchase the book for themselves or a friend

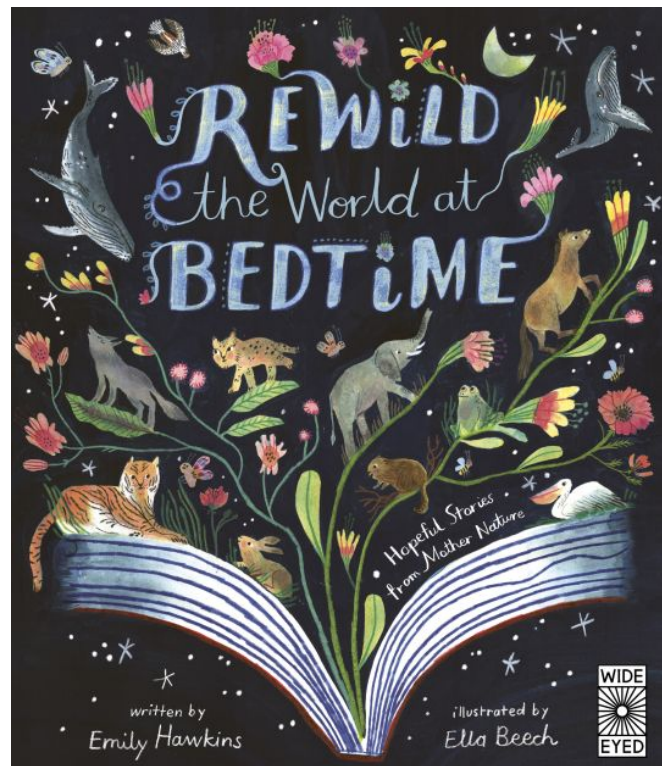


Laura M. Reviewer

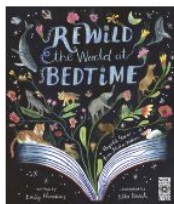
Thank you to NetGalley and the publisher for providing me a copy of this beautiful book.

First off, the illustrations are gorgeous. The colors are so pretty. I want to hang the pages on my wall.

I read this with my 5 year old who loves non-fiction books about animals. The stories were uplifting and we loved hearing about how people are working to save our planet. The stories kept him engrossed as well as being something I enjoyed reading to him (which isn't always the case with children's books!). It was fun to learn about new animals and places. He's excited to take what he learned and help out, and I'm excited he's excited.



# And, buzz beyond NetGalley!



Want to Read

Rate this book  
★★★★★

## Rewild the World at Bedtime: Hopeful Stories from Mother Nature

by Emily Hawkins (Goodreads Author), Ella Beech (Illustrator)



Susanne's review

★★★★★

bookshelves: netgalley, 2024, children

Thank you to the author, Wide Eyed Editions and NetGalley for an ARC in exchange for an honest review.

This is a wonderful book for both children and adults to help understand the global ecosystem and how various factors influence our natural world. Various parts of the continents and the oceans are presented, each with a well-researched and highlighting the positive restoration of habitats. The illustrations are vibrant and encourage the reader to find out more about nature - one of the most hopeful books I can recall recommending!



The Sassy Bookworm

March 1 at 7:12 AM · 🌐

Book Review: Rewild the World at Bedtime by Emily Hawkins 🌍

5/5 Stars 📖

If you are a parent seeking a way to engage your child in the wonders of nature, "Rewild the World at Bedtime" by Emily Hawkins is a must-have addition to your library. This enchanting book delves into the concept of rewilding, a vital process of restoring our Earth by reintroducing animals into their natural habitats. 🌱📖

"We're thrilled with the response we've had for this title on NetGalley. We appreciate the ability to use NetGalley to generate early reviews and interest for our top titles. *Rewild the World at Bedtime* is a truly stunning book, and we are so pleased that NetGalley reviewers agree!"  
- Publicity and Marketing Director, Giuliana Caranante, Wide Eyed Editions



PI

#Naturalitsy #Midwintersolace #NetGalleyGroup

This book by Emily Hawkins is an absolute joy to read. It's brimful of hope from real, rewilding projects all over the globe. This would have been a delight to share with my children when they were younger.

The illustrations by Ella Beech are beautiful.

Highly recommended. 5 ★★★★★

Published by Wide Eyed Editions - 5th March 2024

<https://www.ellabeech.com/>

41 likes 1 stack add

## Rewild the World at Bedtime: Hopeful Stories from Mother Nature, by Emily Hawkins, Ella Beech (Illustrator)



Publication March 5, 2024

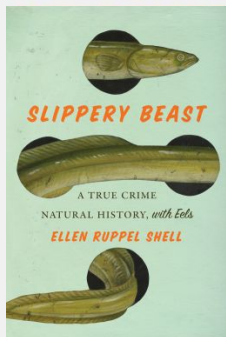
A wonderful collection of stories from around the world. Each is designed to showcase ways diverse places and humans have learned to work with nature, not against. Beautifully illustrated, I imagine each story leading to discussion and appreciation. Heck, while aimed at children, this book is a great read for anyone who cares about our world and nature. Rather than made up, fantastical stories to entertain, these use reality to both entertain and inform. The illustrations are lovely, well thought out, and each story is illustrated with fascinating artwork, some of it along the edges (all with labels) as well as full scenes as the story closes. In other words, lots to see and hear and there's even a glossary and index.

I won't even try to pick a favorite story although I'm partial to wolves, so that one piqued my interest. So, too, did the info on the water buffalo project in Ukraine as I couldn't help but wonder how the war may be impacting these efforts. That's one probably unintentional way of reminding us that nature and man's efforts are always in flux and we need to pay attention. I should add that each story is short, 4-6 pages, with most in the four page range. All are positive and generally uplifting, maybe even inspiring as the world's resilience is again and again showcased. This would make a lovely gift for both child or adult, quite frankly. Thanks #NetGalley and #QuartoPublishingGroup - #WideEyedEditions for sharing this with me. The cover is beautiful.

# 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?



Would you recommend?



Not set

[Add a Review or Feedback](#)



## Review this book



[Do you need tips on writing your review?](#)

Please edit your review carefully. Once you have saved your changes, the publisher will be notified.

House of Salt and Sorrows, by Erin A. Craig

Eight sisters live in a castle by the sea, mourning the four they lost. Loosely based on the fairy tale, Twelve Dancing Princesses, this book is so much more! It's part murder mystery, part fable, part mythology. Annaleigh is convinced that there must have been foul play in her sister Eulalie's death and refuses to believe that there's any sort of "curse" on the family, but as she unravels clue after clue, she starts to realize there's more to this than she bargained for. Throw in a mysterious, handsome stranger, plus, a childhood crush all grown up, and this dark and moody tale balances nicely with some heart flutters that aren't just from a quick turn around the dance floor.

★ ★ ★ ★ ★ Rate this book

## Your review has been sent

Publish your review!

We've already copied it to your clipboard.



Choose where to share this review

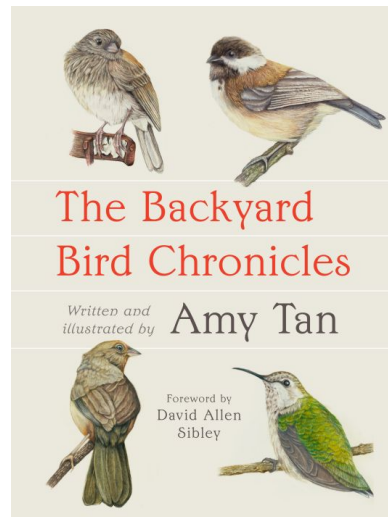
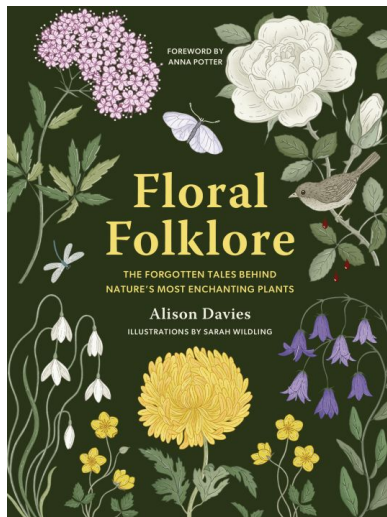
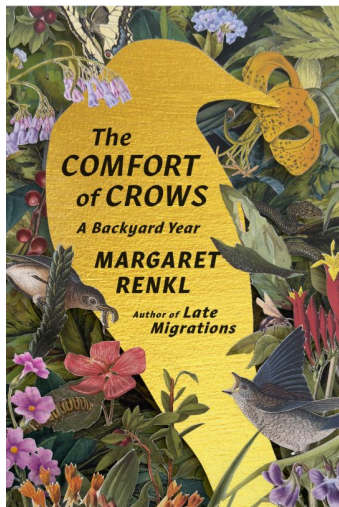
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Already shared with



# Top Performers - Outdoors & Nature



Another thing these books had in common? NetGalley members almost unanimously loved these covers!

A newsletter to UK members resulted in this title becoming a top performer overall!



"Top Performers" refers to the amount of Feedback each title received, as of March 2023

# 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 **39,250 U.S. members**  
**47% Open Rate**  
**24.2% CTR**

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



### Diverse Reads Newsletter

#### Spotlight Title




**Been Outside**  
by Shaz Zamore and Amber Wendler

Essays and poems by leading Black women and nonbinary scientists in *Been Outside* explore how experiences in the natural world and life sciences shape the self.

Mountaineers Books | Pub Date: Oct 1, 2023  
Outdoors & Nature

[Request](#)

**No Reservations**  
by Sheryl Lister




Four friends. Three struggling relationships. One final wish: find your happiness. Both heartwarming and heart-wrenching, this book follows a trip of a lifetime and reminds us to live with no regrets.

[Request](#)

Harper Muse  
Pub Date: Jan 9, 2024  
Women's Fiction

**The Sun Sets in Singapore**  
by Kehinde Fadipe

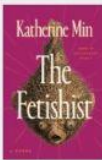


Dara, Amaka, and Lillian are living the glamorous expat dream in sunny Singapore—until a mysterious (not to mention handsome) new arrival infiltrates their tight-knit community and ruins everything.

[Read Now](#)

Grand Central Publishing  
Pub Date: Oct 31, 2023  
Women's Fiction

**The Fetishist**  
by Katherine Min



In this hilariously savage, poignant novel by acclaimed author Katherine Min, a grieving daughter's revenge on the man who caused her mother's death sets off a series of unexpected reckonings.

[Request](#)

G.P. Putnam's Sons  
Pub Date: Jan 9, 2024  
Women's Fiction

Spotlight Placement  
**\$800**

Regular Placements  
**\$700**

# 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 **16,800 U.S. members**  
**55%** Open Rate  
**6.9%** CTR

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


"In order to escape madness, I will live madly. I will risk my life in order to save it."

### THE COLOR OF EVERYTHING

Renowned climber and outdoor photographer Cory Richards shares his incredible adventures—and the early trauma that drove him to seek such heights—in a vivid memoir that spans the summit of Everest to the darkest corners of the soul.




7.9.2024







"Cory's journey, as told through his unique and daring vision, is as close to that truth as one can get. He lived it. I feel every stone under foot, every snow crystal, every piercing breath of cold air, struggling to breathe, as if I were right there with him. This book is as important as anything I've read in understanding the mind, the heart, and one's deepest fears as he invites us on the journey of overcoming adversity through human spirit and triumph."

—Reinaldo Marcus Green, film producer and director of One Love

[Request now](#)

 NetGalley™  
WE HELP BOOKS SUCCEED

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

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

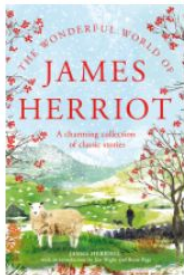
**\$6,500 maximum**  
(up to 100k recipients)

# NetGalley Promotions



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

## SPOTLIGHT BOOK



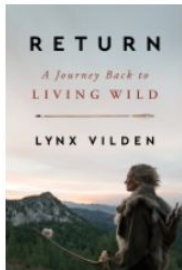
### A Charming Collection of Classic Stories

James Herriot's timeless, heartwarming stories about animals and people have charmed millions of readers around the world, and millions more have watched the popular PBS series *All Creatures Great and Small*, which is based on his four books. This book excerpts the best of his stories to shape the larger tale of his life, his family, and his world, illustrated with evocative drawings and family photographs, including a special introduction written by his children Rosie Page and Jim Wight. [Read more](#)

[Read Now](#)

The Wonderful World of James Herriot  
James Herriot

## SPOTLIGHT BOOK



### How to nurture the wild around and inside ourselves.

In this illuminating memoir, Vilden shares the joys that await all of us when we reconnect with the earth, when we recognize what has been lost, and understand what we gain by meaningfully returning to our roots and become rewilded. *Return* ultimately invigorates our hunger to renew our bonds with the earth and awaken our wildest, most primal selves. [Read more](#)

[Read Now](#)

Return  
Lynx Vilden

Prompt Requests,  
Read Now clicks, or  
drive sales  
(Pre-Orders or  
backlist buys!)



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 NetGalley members surveyed\*** indicated that NetGalley Promotions influence whether they Request or download a book or audiobook.

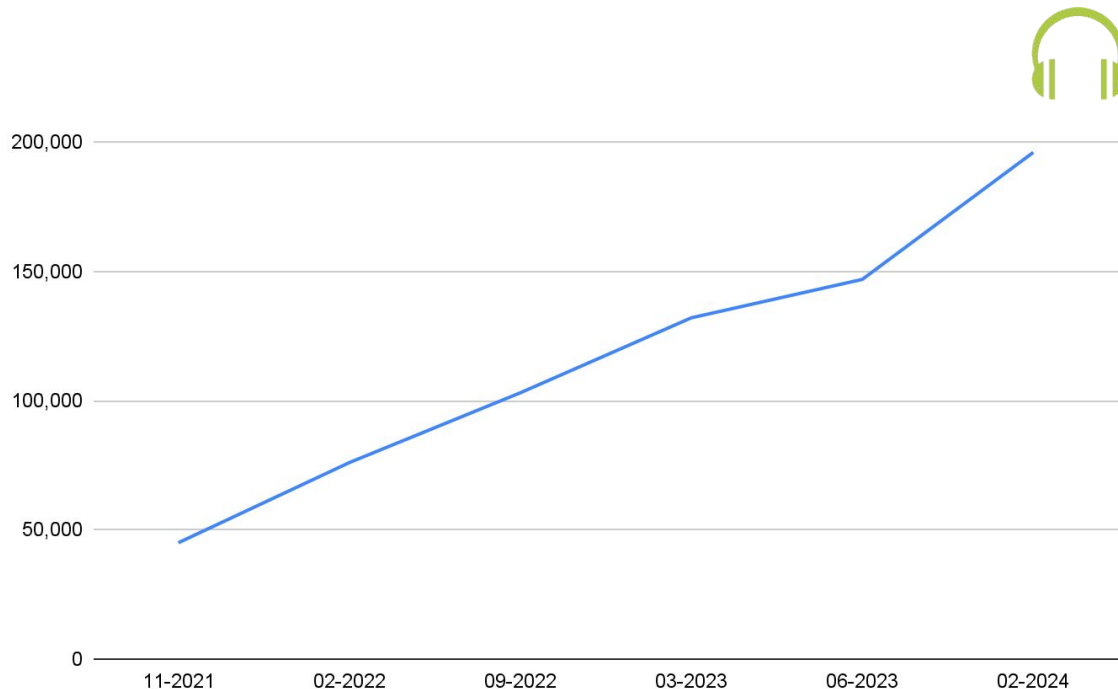


\*per January 2024 Member Survey with over 10,000 respondents

# Community Growth - Audiobook Interest

As in the book industry as a whole, NetGalley has seen a huge uptick in audiobook interest!

Of our over 550,000 members, almost 200,000 have audiobooks front and center when they come to NetGalley to discover new titles. Popularity of the audio format shows no signs of slowing down.

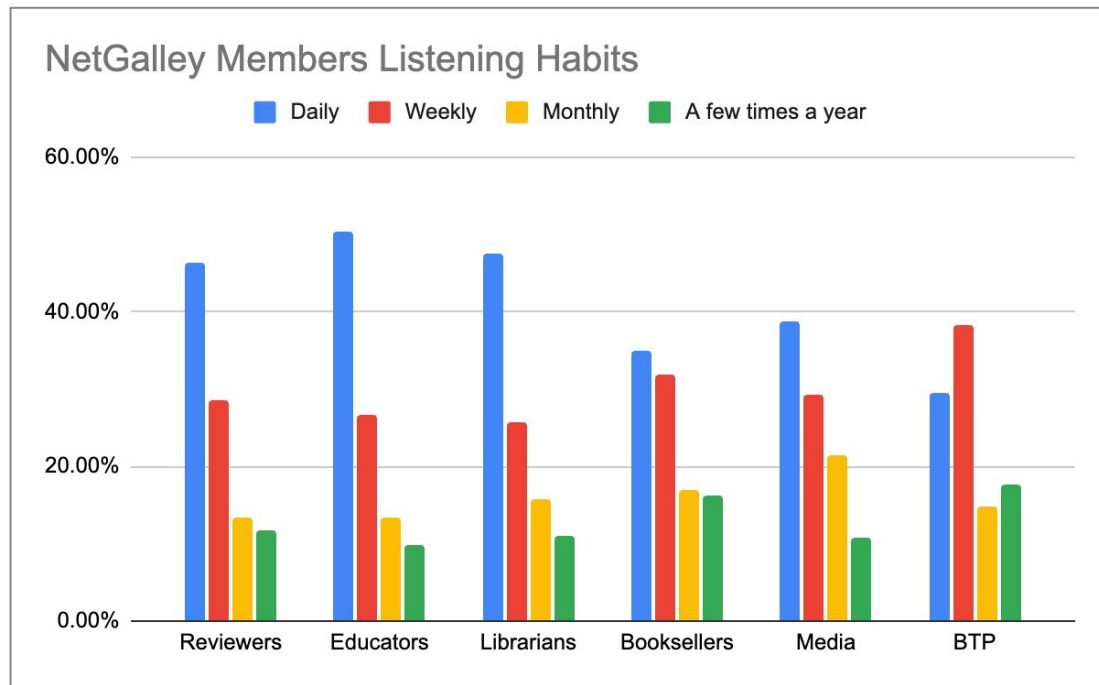


# Community Growth - Audiobook Interest



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!



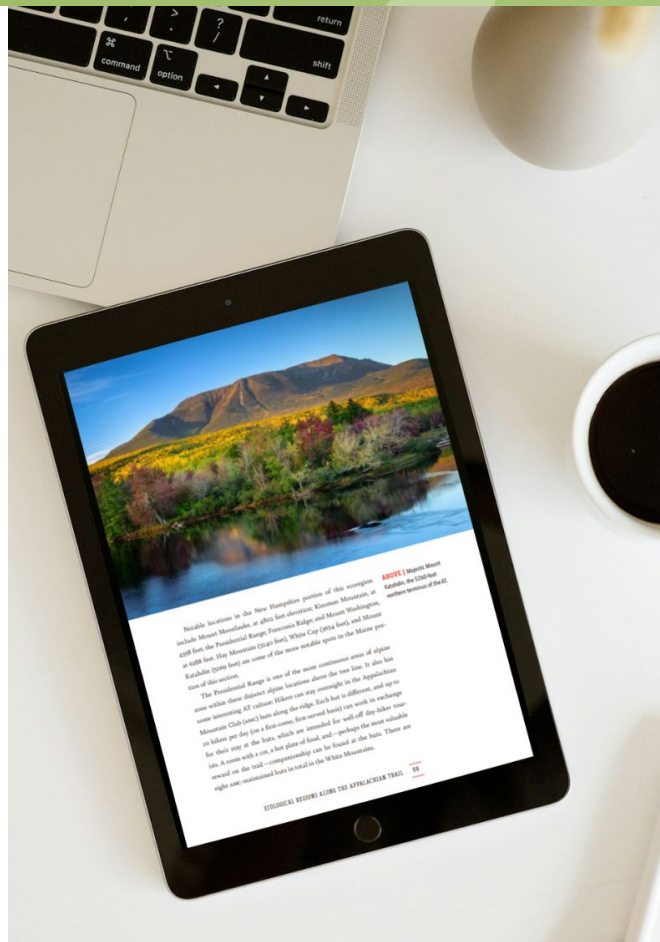
# Image-Heavy files on NetGalley

Many NetGalley clients list their illustrated and image-heavy titles on NetGalley.

Digital review copies are perfect for these titles because they can render beautifully, while still being significantly cheaper to produce, AND more eco-friendly than printed galley or samplers!

[The Plants of the Appalachian Trail](#)

By Dr. Kristen Wickert



# Sustainability with NetGalley

**Publishing's impact on the environment is significant. From reducing paper waste to decreasing carbon emissions, more publishers are looking for ways to minimize their impact on the planet.**

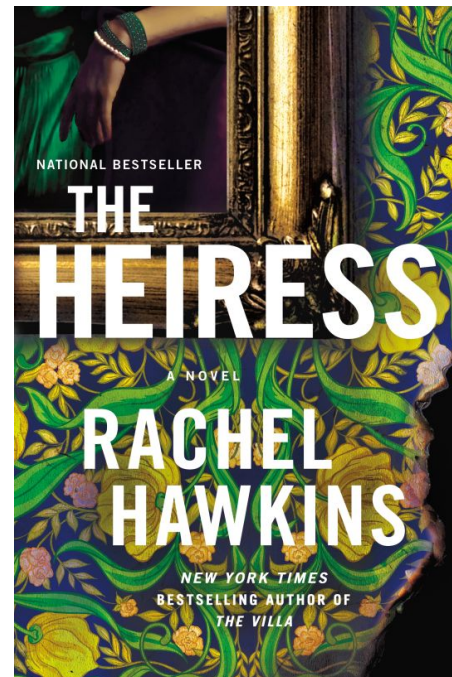
Here are some ideas you can use to help reduce your environmental impact using NetGalley:

- Use QR codes directing to NetGalley to bring your books to conferences, helping you save on packaging, tape, cardboard, shipping, and of course - paper!
- Share widgets with your contacts when you run out of (or to replace) printed ARCs
- Offer opt-in options to contacts who prefer digital versions

**Try me!**



The digital ARC of this Top Performing Book of 2023, downloaded over 15,000 times on NetGalley, saved 617 trees alone!\*



\*Source from [The Independent](#)

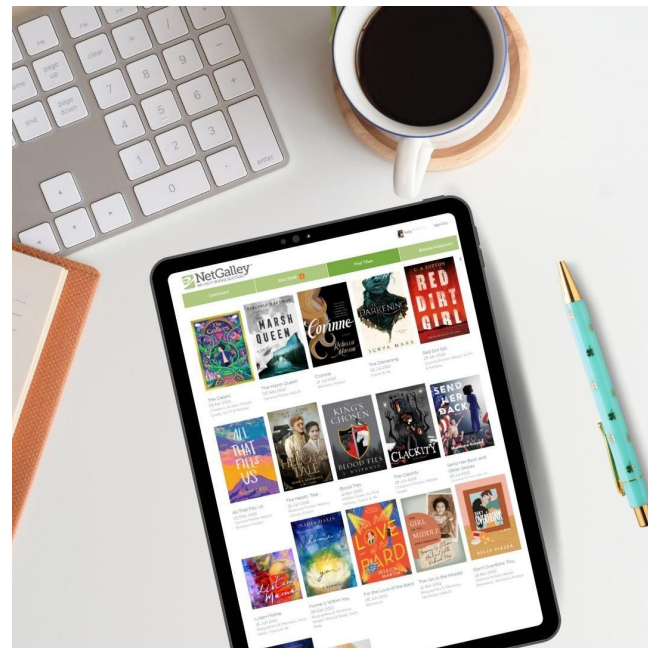
# Getting Started

## 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.





**NetGalley**<sup>TM</sup>  
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**Any Questions?**

[Reach out to us here!](#)

# firebrand GROUP

The Firebrand Group provides leading technology solutions for book publishers, from title management to digital distribution, marketing, title performance monitoring, and more! [firebrandtech.com](http://firebrandtech.com)



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.