



## **NetGalley to represent Readers First in the UK**

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[Readers First](#), the giveaway service for UK readers to read and review new titles, will now be represented in the UK by NetGalley, the world's leading pre-publication publicity and marketing platform. Formerly managed by Bonnier Zaffre, Readers First will continue as a standalone website with over 4,000 members who have generated thousands of reviews on sites such as Amazon, Goodreads, Waterstones and WHSmith.

With Readers First, readers discover new books and authors, read pre-publication extracts, provide valuable blurbs and reviews, and share their love of books with the world.

Readers enter weekly raffles to win free books by writing a mini review ("First Impressions") based on publisher-provided extracts ("First Looks"). The raffle winners receive a finished copy of the book approximately two weeks before publication, then post full reviews to major book retail sites around publication day. Readers earn points for each review posted, which can be redeemed for a guaranteed win in a future raffle.

Publishers use the Readers First platform to announce their books prior to publication to an active, dedicated community. By participating in Readers First raffles, publishers expand discoverability, develop direct relationships with their audience, and generate reviews on retail channels around publication date. Already hugely successful for Bonnier Zaffre, the platform is now open for all publishers to list their titles.

"Readers First is a dynamic and highly effective tool for boosting the number of reader reviews, and in providing physical copies it is a perfect complement to NetGalley's digital offering," said Stuart Evers, Assistant Director, NetGalley UK. "We are excited to be giving all publishers the chance to generate more reviews for their titles in the UK."

Felice McKeown, Head of Digital Marketing for Bonnier Zaffre commented: "Readers First has been a fantastically successful platform for launching our key titles. To grow a community of engaged readers in such a short space of time has been a huge thrill and we're looking forward to working with NetGalley in this next phase of the site's development."

The technology behind the Readers First platform is already a proven concept in the US and Germany with a 97% review rate across both platforms.

For more information, please contact [stuart.evers@netgalley.com](mailto:stuart.evers@netgalley.com).

### **About Readers First**

Readers First ([www.readersfirst.co.uk](http://www.readersfirst.co.uk)) is a reading and reviewing community, launched by Bonnier Zaffre in the UK and Republic of Ireland in 2017. Community members have generated thousands of book reviews, distributed across Amazon, Goodreads, and book and retailer websites. The Readers First platform was developed in partnership with Bonnier Zaffre's sister company Ullstein Buchverlage and is based on Vorablesen, their 50,000-strong reviewing community in Germany.

### **About NetGalley**

NetGalley ([www.netgalley.com](http://www.netgalley.com)) is an industry-standard service to help readers of influence discover and recommend new books to their audiences. NetGalley delivers secure, digital galleys to professional readers on behalf of over 300 publishers in North America, Australia, UK, France, Germany and Japan, to help promote and market new books. NetGalley is part of Firebrand Technologies ([www.firebrandtech.com](http://www.firebrandtech.com)), which provides leading software and services to help publishers achieve success.