



NetGalley Community Update

July 2023



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.

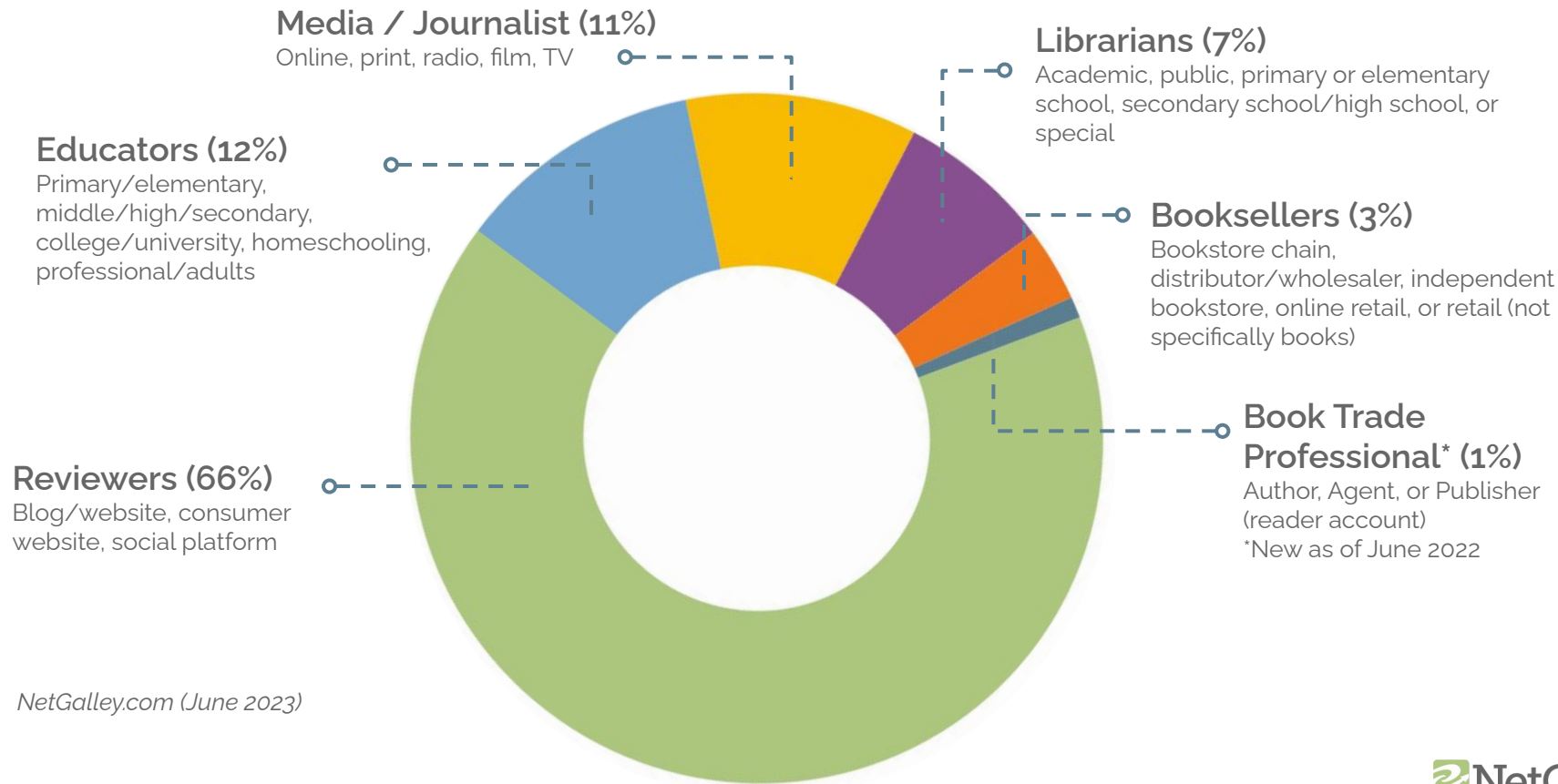
Publishers and authors worldwide trust NetGalley to drive frontlist marketing and pre-pub reviews, as well as promote backlist and direct sales—for both books and audiobooks.



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

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

NetGalley Community Breakdown



NetGalley.com (June 2023)

How Community Members Engage on NetGalley



New or Returning Member

Members can come to NetGalley in various ways: Invitation from Publisher/Author, Word-of-Mouth, or it's part of their routine.



On-site Activities

Cover voting, review up-voting, favoriting publishers and categories, and many more to come!



Download & Read/Listen

Once approved, downloading the book or audiobook and reading/listening.



Submit & Share Feedback

Writing and submitting Opinions & Reviews to the publisher. Then amplifying by sharing on social media and retail sites.



Buzzing About Books

Talking about their NetGalley activities, Feedback Ratio, Badges, favorite books/audiobooks, publishers, authors, content on We are Bookish



Engage w/ Professional Orgs

Nominating books for monthly trade lists, validating accounts with membership IDs.

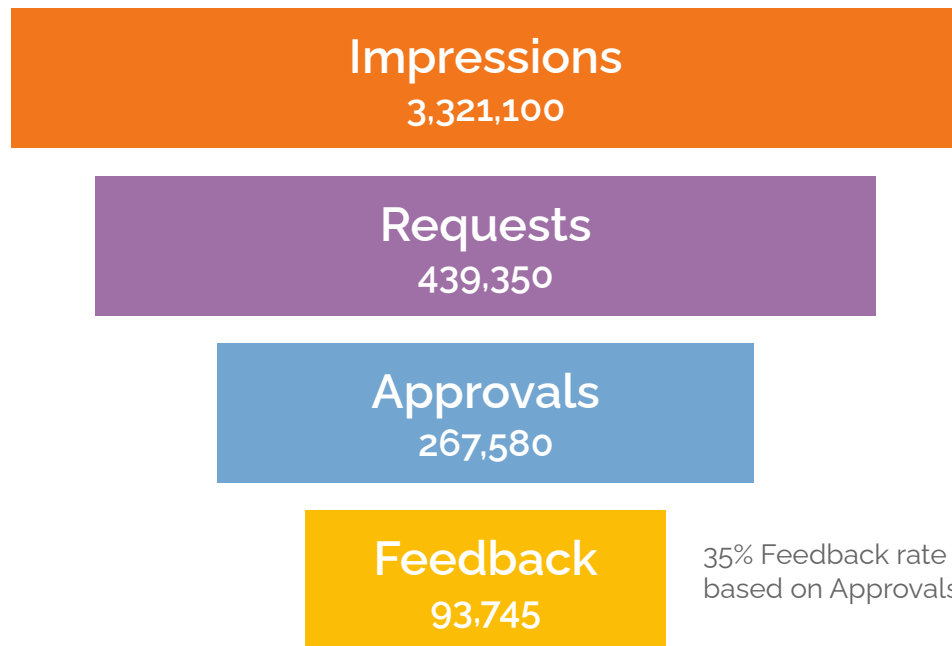
The NetGalley Activity Funnel

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**.

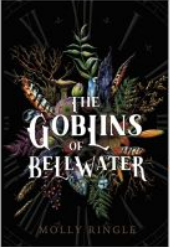
*Average monthly numbers for DRCs,
from June 2022 - June 2023 on NetGalley.com*



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 (Amazon, etc).

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


Click your social networks



Already shared with




NetGalley Member Profiles




Kelly Gallucci
Media/Journalist
Newspaper/Magazine/Online Publication
We Are Bookish / NetGalley
***@bookish.com | Contact information is visible in Reports
Member Since 2013

Feedback Ratio: 89%
Average Star Rating: 3.95
Last review on 12 May 2023
[See all reviews](#)

97% requests approved
(941 requests, site-wide)
5 Approved
0 Declined





Notes about this Member's Activity
Use this field for internal comments, visible only within your publisher account.

☐ Positive Comment ☐ Neutral Comment ☐ Negative Comment

Notes about this Member's Activity

Cancel

Save

Bio

I'm the Executive Editor at We Are Bookish, an editorially independent division of NetGalley. Requested books are considered for editorial coverage (book recommendation roundups, author interviews, and more). Genres covered include Fiction, Mystery/Thriller, Romance, Science Fiction, Fantasy, and Young Adult.

I also occasionally access books from publishers through NetGalley to confirm dates, the spelling of names and locations, and other details included in our editorial coverage.

See member type and professional associations at a glance

See stats about a member's activity, past reviews, and activity from other publishers to inform your decision making







Sites and Badges can tell you more about a member's reading and reviewing habits

Consider their interests to decide if they're a potential fit for your books

Write notes about your history and previous interactions

Reach the right audiences for your books

Sites
Primary Audience: <https://bookish.netgalley.com/>
<https://www.instagram.com/bookish.kelly/>

Badges



Interests

- Teens & YA
- Romance
- Sci Fi & Fantasy
- General Fiction (Adult)
- Mystery & Thrillers
- Book Club
- Audiobooks

Librarians



Reach librarians in US & Canada (including validated ALA members) with our monthly Newsletter to generate requests, downloads, and LibraryReads nominations. Librarians rely on NetGalley for collection development!

Types of librarians who use NetGalley include public, school (primary and secondary), academic, and special librarians

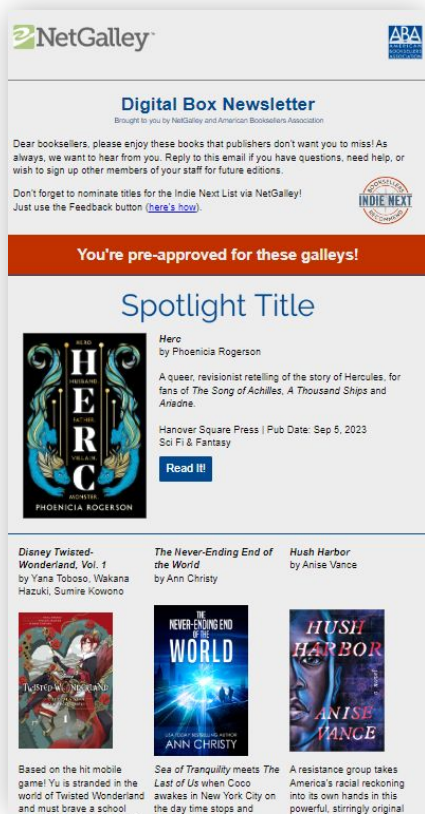


10,700+ verified ALA members use NetGalley to browse, request, and purchase books for their libraries



Librarians on NetGalley generate nearly 6,000 LibraryReads nominations monthly

Booksellers



Offer pre-approved access directly to validated ABA member booksellers with our monthly Digital Box Newsletter to generate downloads, handselling, and Indie Next List nominations!

Types of booksellers who use NetGalley include employees of bookstore chains, distributors/ wholesalers, independent bookstores, online retail, and special retail (not specifically books)



1,400+ verified ABA members use NetGalley to browse, request, and purchase books for their stores



Booksellers on NetGalley generate nearly 1,200 Indie Next Nominations monthly!

Media/Journalist

Easily identify which pending requests are from members of high-profile media outlets. Filter your requests by the Media/Journalist member type, then look for the gold Verified badge.

Types of media who use NetGalley include online, print, radio, film, TV

Pitch “long leads” using the widget



When managing requests look for the gold badge!

Some companies we verify*:

- Hearst
- Condé Nast
- The New York Times
- The Washington Post
- Los Angeles Times
- Wall Street Journal
- NPR
- The Huffington Post
- The New Yorker
- Vice
- Harper's Magazine
- Time Magazine
- USA Today
- ABC
- NBC
- CBS

**This list is not exhaustive. Remember, most media contacts are pitched using the widget, and may not appear in your list of requests.*

Educators

Use the Press Kit section to give Educators access to supplemental resources you've developed for the book

Press Kit

[Teacher's Guide](#)
[Word Search Handouts](#)
[Video Intro from Author](#)

Types of educators who use NetGalley include primary/elementary, middle/high/secondary, college/university, homeschooling, professional/adults

Opinions

[Booksellers \(1\)](#) | [Book Trade Professionals \(0\)](#) | [Educators \(34\)](#) | [Librarians \(33\)](#) | [Media/Journalists \(1\)](#) | [Reviewers \(32\)](#)

91% will adopt for a course, curriculum, or classroom.

100% recommend students read or purchase.

*See our [Media Kit](#) for more information on Book Club Kits



80% of Educators said they'd adopt this Book Club Kit* for their curriculum

Reviewers

Foster relationships with powerful book advocates. From social media reviewers, to book bloggers, consumer reviewers and everything in between - leverage reviewer book buzz to help your books succeed!

Reviewers share on their blog/website, consumer website, social platform

Member Links

[https://
https://www.goodreads.com/review/
https://](https://www.goodreads.com/review/)

Opinions

Yes

Are you interested in connecting with this author (interviews, events, etc)?




Yes

Would you purchase this book for yourself or a friend?

Yes

Will you recommend this book/author to your audience?


Sites



Primary Audience:


<http://instagram.com/netgalley>
<http://instagram.com/bookishfirst>

Average rating from 235 members




[See all member reviews >](#)


Featured Reviews



I haven't stopped thinking about We Deserve Monuments since I tearfully read the last page. This book has some of the most beautiful writing that I've read in a long time and Jas Hammonds creates a vivid world for their characters. This YA debut is part mystery, part romance, and part coming-of-age story that will make you cry and feel a whole lot of feelings. I can't recommend We Deserve Monuments enough!

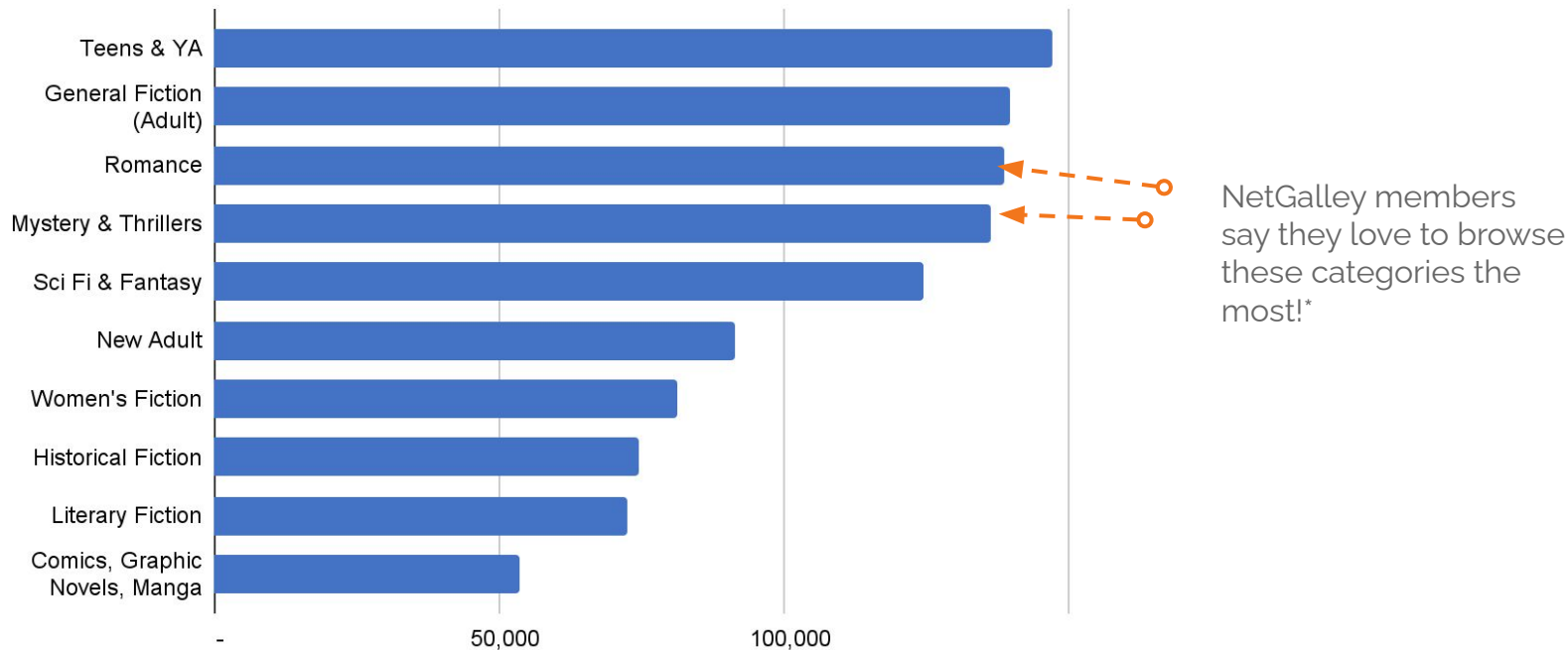


Was this review helpful?





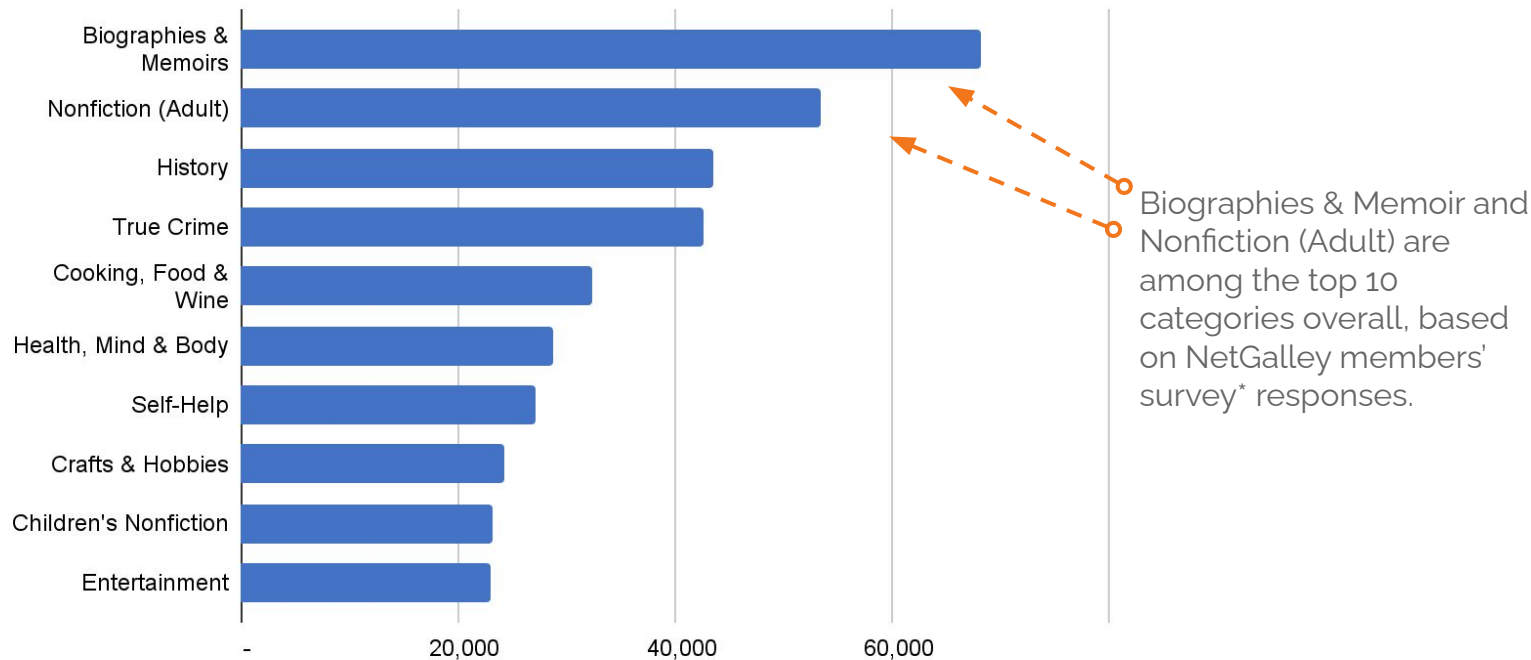
Most Popular Fiction Categories



Data includes NetGalley.com members who have opted-in to promotions in these categories, as of June 2023.

*Based on member category survey conducted February 2023.

Most Popular Nonfiction Categories

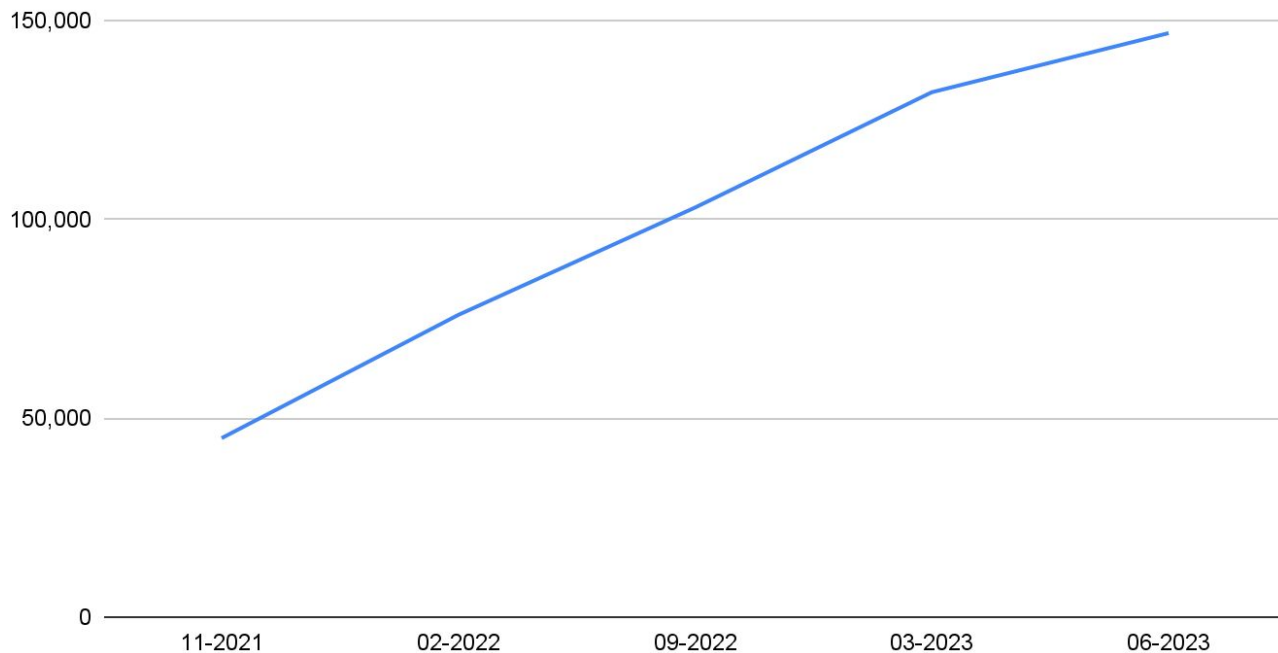


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*Based on member category survey conducted February 2023.



Audiobook Community Growth



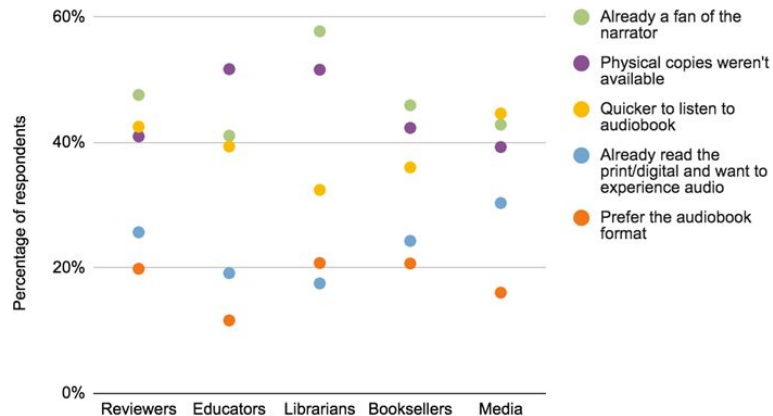
NetGalley.com (June 2023)

NetGalley Members Love Audio!

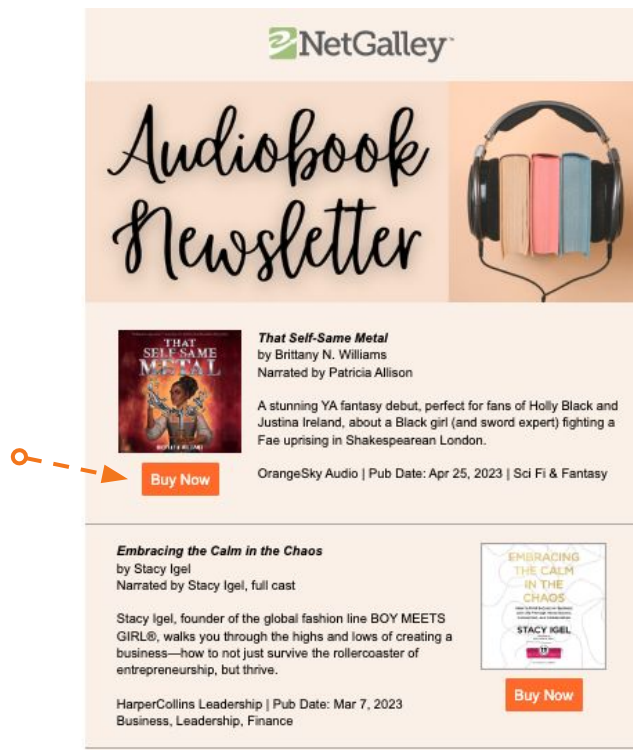
In 2021 we surveyed nearly 10,000 NetGalley Members about their reading habits.

- [Read the full audio survey here!](#)
- Librarians, Educators, and Reviewers are the biggest listeners of Audiobooks on NetGalley
- Over 20% of members surveyed indicated they listened to 10-19 Audiobooks in the past year!
- 58% of respondents explicitly said they choose audiobooks because they are already a fan of the narrator
- Audiobooks on NetGalley currently generate a higher rate of return for Feedback when compared to Digital Review copies. The Feedback rate for Audiobooks averages around 55%!

Why members choose Audio over Print/Digital




Audiobook Promotions



NetGalley

Audiobook Newsletter



That Self-Same Metal
by Brittany N. Williams
Narrated by Patricia Allison

A stunning YA fantasy debut, perfect for fans of Holly Black and Justina Ireland, about a Black girl (and sword expert) fighting a Fae uprising in Shakespearean London.

OrangeSky Audio | Pub Date: Apr 25, 2023 | Sci Fi & Fantasy

Buy Now

Embracing the Calm in the Chaos
by Stacy Igel
Narrated by Stacy Igel, full cast

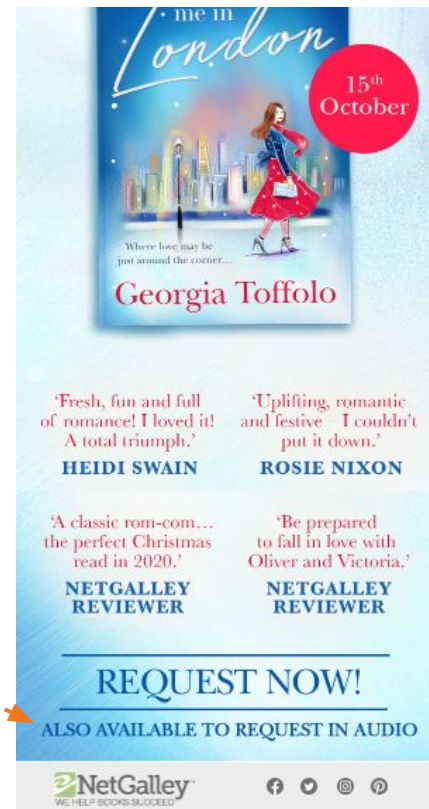
Stacy Igel, founder of the global fashion line BOY MEETS GIRL®, walks you through the highs and lows of creating a business—how to not just survive the rollercoaster of entrepreneurship, but thrive.

HarperCollins Leadership | Pub Date: Mar 7, 2023
Business, Leadership, Finance

Buy Now

Publishers have a wide range of goals when using NetGalley:

- Drive sales with a Pre-Order CTA
- Feature both Audio and eBook formats to help members find their preferred format
- Fulfill a digital giveaway
- Audio helps booksellers & librarians to get through their TBR list more quickly



me in London

15th October

Where love may be just around the corner...

Georgia Toffolo

'Fresh, fun and full of romance! I loved it! A total triumph.'
HEIDI SWAIN

'Uplifting, romantic and festive – I couldn't put it down.'
ROSIE NIXON


'A classic rom-com... the perfect Christmas read in 2020.'
NETGALLEY REVIEWER

'Be prepared to fall in love with Oliver and Victoria.'
NETGALLEY REVIEWER

REQUEST NOW!

ALSO AVAILABLE TO REQUEST IN AUDIO

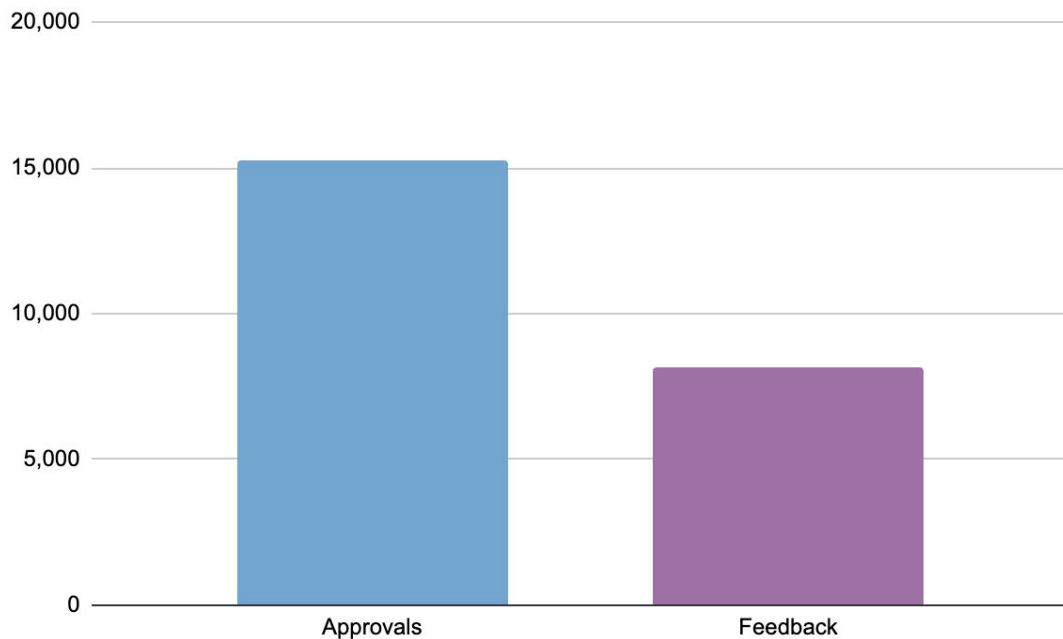
NetGalley
WE HELP BOOKS SUCCEED



Audiobook Feedback Rate

Audiobook listeners
are even more likely to
submit Feedback!

53% Feedback rate,
based on Approvals



NetGalley.com (June 2023)



Any Questions?

*Reach out to us at
concierge@netgalley.com*

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



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.