



NetGalley Promotions help your books succeed!

Use our effective promotions to directly reach consumers, book advocates, and trade professionals. Generate reviews, run giveaways, collect pre-orders, advertise around the pub date, and connect directly with your audience. We have advertising options for every budget, goal, and type of book.

Boost your consumer marketing efforts by activating our highly engaged community to generate both reviews *and* sales.

Because of the popularity of our programs, and our commitment to never over-mailing our reader community, dates are often booked months in advance for promotions. We encourage you to plan ahead! Access the booking forms anytime on your Publisher Dashboard in NetGalley.

Powerful Consumer Marketing

Launch Your Frontlist & Leverage Your Backlist

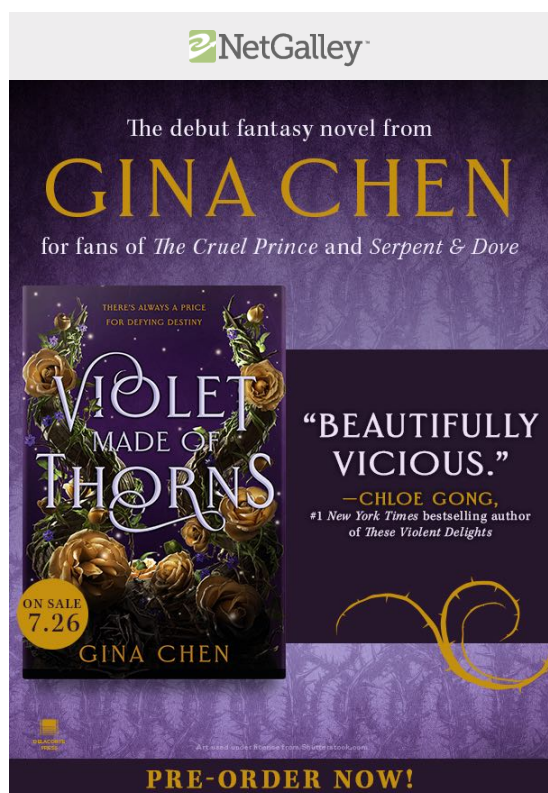
NetGalley helps *all* books succeed by connecting you with *all* types of audiences! Publishers worldwide trust NetGalley to drive frontlist marketing and pre-pub reviews, as well as promote backlist and direct sales—for books and audiobooks.

Reach Trade Audiences & Enthusiastic Readers

NetGalley is a unique, full-service platform to reach any kind of reader. We provide publishers and authors with flexible, easy-to-use tools to facilitate campaigns for all their goals—targeting key trade audiences and gaining valuable consumer insights. We help publishers market their priority books, boost opportunity books, and refine their data-informed strategies for all books.

NetGalley.com continues to average over 7 million pageviews each month, and our promotional programs are highly valued for their strong engagement rates.

Our popular programs continue to deliver outstanding results while remaining at a competitive price—even while NetGalley has sustained record-breaking traffic over the past three years.



With a 57% Open Rate and 6% CTR, this eBlast spurred Pre-Orders *and* a huge jump in impressions & requests on NetGalley!

Contact us for current community and engagement stats.

Programs Overview

On-Site Promotions

Category Spotlight

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

\$150-\$165 per title, per week, per category.

[Reserve](#)

Featured Carousel

Join our weekly Featured Titles to get extra exposure for books with distinct themes to target engagement.

\$150 per title, per week.
Sponsored Full Carousel: \$500 minimum

[Reserve](#)

Dashboard Spotlight

Reserve a week-long spotlight on member Dashboards to gain pre-orders, backlist buys, or requests.

\$800 per title, per week for all member types, or target a specific type for lower price.

[Reserve](#)

Recently Added Spotlight

This week-long promotion offers powerful visibility in one of the most popular areas of the site.

\$700 per book, per week (all member types), or target a specific type for lower price (NEW!)

\$200 per audiobook, per week (all member types)

[Reserve](#)

More Promotions

Sponsored Social Package (\$400-\$500)

[Reserve](#)

Homepage Titles & Cover Love (FREE)

[Nominate](#)

Book Club Kits (\$2,500)

[Reserve](#)

BookishFirst Raffles (\$1,500)

[Reserve](#)

All prices are USD

Programs Overview

Email Promotions

NetGalley Newsletters

Secure a spot in our successful email newsletters to generate requests, downloads, pre-orders, or sales.

Standard Edition:

\$800 Spotlight Placement

\$700 Regular Placement

Premium Edition:

\$1,000 Spotlight Placement

\$900 Regular Placement

Reserve

Newsletter Banner Ads

Standard Edition:

\$700 Top Ad

\$500 Middle Ad

\$1,000 Takeover

Premium Edition:

\$800 Top Ad

\$600 Middle Ad

\$1,200 Takeover

Reserve

Newsletter Bonus Section

Standard Edition: \$200 per cover

Premium Edition: \$250 per cover

Reserve

ABA Digital Box

Reach indie booksellers with our monthly newsletter to ABA members, to promote handselling and drive Indie Next List nominations.

\$700 Spotlight Placement

\$600 Regular Placement

Reserve

Dedicated eBlasts

Get outstanding results with a custom, highly targeted email campaign to meet your goals.

\$1,200 minimum price.

Reserve

We Are Bookish Newsletter Sponsor

Sponsor an edition of this newsletter to encourage loyal members to favorite your publisher page on NetGalley.

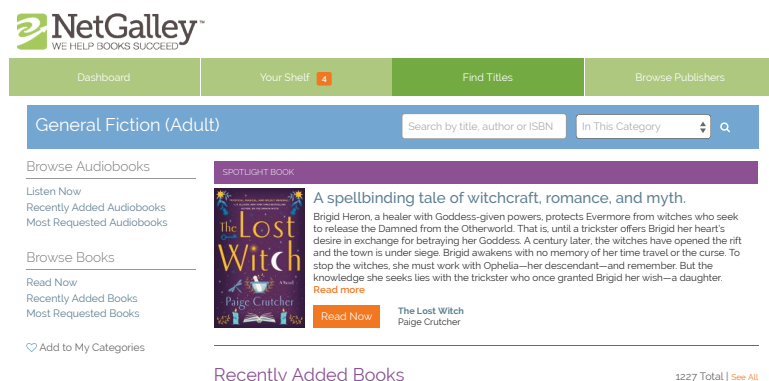
Sponsorship: \$500

Reserve

All prices are USD

Category Spotlight

Be the first to catch the eye of readers, before they browse! Reserve a week-long spotlight on a NetGalley.com category page—to drive the action you want most (requests, downloads, pre-orders, or backlist buys).



NetGalley
WE HELP BOOKS SUCCEED

Dashboard | Your Shelf 4 | Find Titles | Browse Publishers

General Fiction (Adult) | Search by title, author or ISBN | In This Category

SPOTLIGHT BOOK

The Lost Witch
A spellbinding tale of witchcraft, romance, and myth.
Brigid Heron, a healer with Goddess-given powers, protects Evermore from witches who seek to release the Damned from the Otherworld. That is, until a trickster offers Brigid her heart's desire in exchange for betraying her Goddess. A century later, the witches have opened the rift and the town is under siege. Brigid awakens with no memory of her time travel or the curse. To stop the witches, she must work with Ophelia—her descendant—and remember. But the knowledge she seeks lies with the trickster who once granted Brigid her wish—a daughter.
[Read more](#)

[Read Now](#) | **The Lost Witch**
Paige Crutcher

Recently Added Books | 1227 Total | [See All](#)



SPOTLIGHT BOOK

The Lost Witch
A spellbinding tale of witchcraft, romance, and myth.
Brigid Heron, a healer with Goddess-given powers, protects Evermore from witches who seek to release the Damned from the Otherworld. That is, until a trickster offers Brigid her heart's desire in exchange for betraying her Goddess. A century later, the witches have opened the rift and the town is under siege. Brigid awakens with no memory of her time travel or the curse. To stop the witches, she must work with Ophelia—her descendant—and remember. But the knowledge she seeks lies with the trickster who once granted Brigid her wish—a daughter.
[Read more](#)

[Read Now](#) | **The Lost Witch**
Paige Crutcher



Highest traffic goes to these 4 categories: Romance, Young Adult, Mystery & Thrillers, Sci Fi & Fantasy—and those bookings are highly competitive!

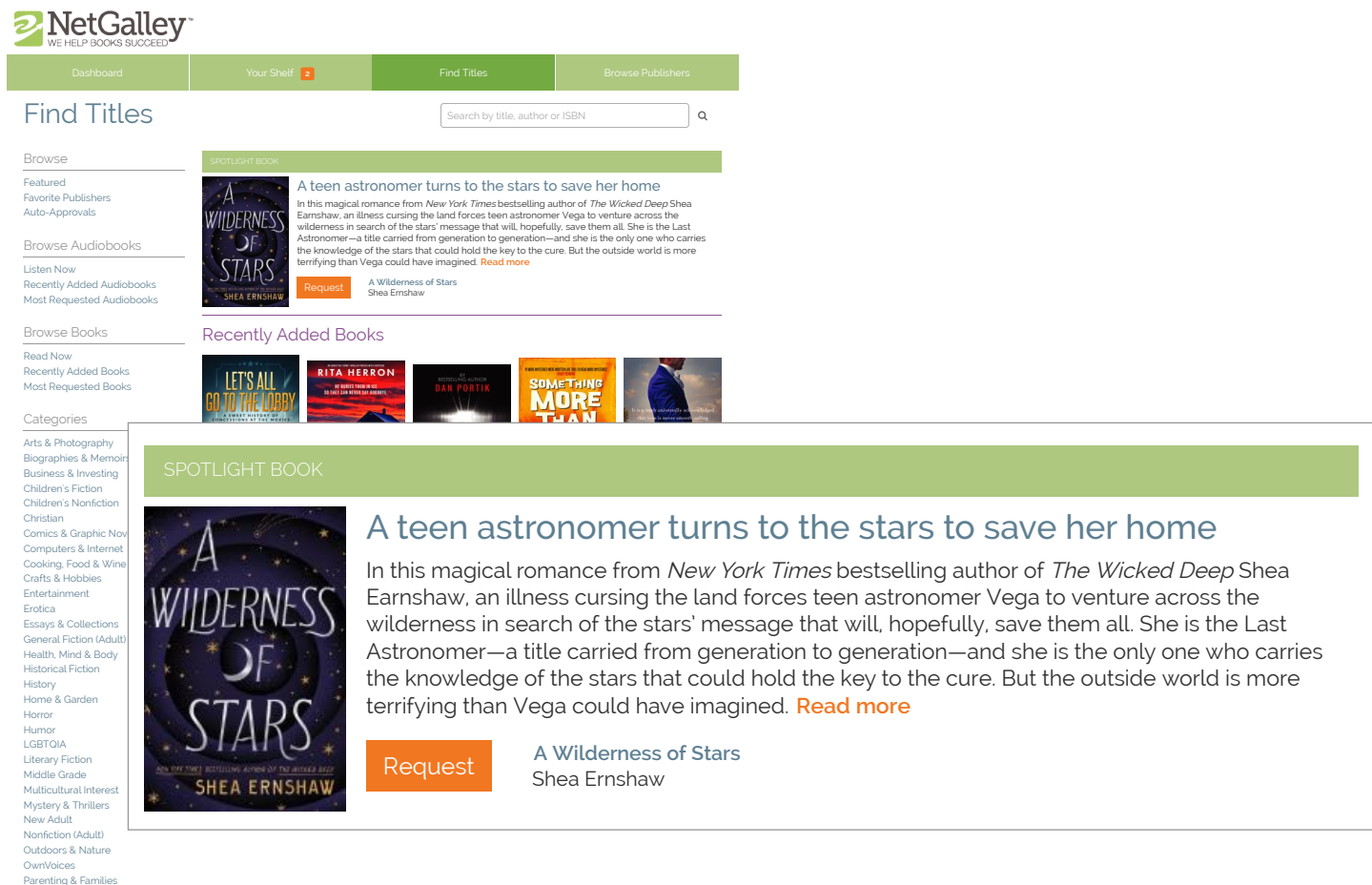
\$150-\$165 per title, per week, per category

[Reserve](#)

Price is slightly higher (\$165) for top 4 categories.

Recently Added Spotlight

Make sure NetGalley members see your book first when browsing the newest additions on NetGalley with a spotlight on the Recently Added Books section. This week-long promotion offers powerful visibility in one of the most popular areas of the site. Each Recently Added Spotlight will appear at the top of every page in that section for a full week!



NetGalley
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Dashboard | Your Shelf **2** | Find Titles | Browse Publishers

Find Titles

Search by title, author or ISBN

Browse

- Featured
- Favorite Publishers
- Auto-Approvals

Browse Audiobooks

- Listen Now
- Recently Added Audiobooks
- Most Requested Audiobooks

Browse Books

- Read Now
- Recently Added Books
- Most Requested Books

Categories

- Arts & Photography
- Biographies & Memoirs
- Business & Investing
- Children's Fiction
- Children's Nonfiction
- Christian
- Comics & Graphic Novels
- Computers & Internet
- Cooking, Food & Wine
- Crafts & Hobbies
- Entertainment
- Erotica
- Essays & Collections
- General Fiction (Adult)
- Health, Mind & Body
- Historical Fiction
- History
- Home & Garden
- Horror
- Humor
- LGBTQIA
- Literary Fiction
- Middle Grade
- Multicultural Interest
- Mystery & Thrillers
- New Adult
- Nonfiction (Adult)
- Outdoors & Nature
- OwnVoices
- Parenting & Families

SPOTLIGHT BOOK

A teen astronomer turns to the stars to save her home

In this magical romance from *New York Times* bestselling author of *The Wicked Deep* Shea Ernsshaw, an illness cursing the land forces teen astronomer Vega to venture across the wilderness in search of the stars' message that will, hopefully, save them all. She is the Last Astronomer—a title carried from generation to generation—and she is the only one who carries the knowledge of the stars that could hold the key to the cure. But the outside world is more terrifying than Vega could have imagined. [Read more](#)

[Request](#) **A Wilderness of Stars**
Shea Ernsshaw

Recently Added Books

LET'S ALL GO TO THE LOBBY
A MEMOIR BY THE AUTHOR OF THE WICKED DEEP

RITA HERRON
THE SILENT VOICE OF THE

DAN PORTIK
THE SILENT VOICE OF THE

SOMETHING MORE THAN
THE SILENT VOICE OF THE

SPOTLIGHT BOOK

A teen astronomer turns to the stars to save her home

In this magical romance from *New York Times* bestselling author of *The Wicked Deep* Shea Ernsshaw, an illness cursing the land forces teen astronomer Vega to venture across the wilderness in search of the stars' message that will, hopefully, save them all. She is the Last Astronomer—a title carried from generation to generation—and she is the only one who carries the knowledge of the stars that could hold the key to the cure. But the outside world is more terrifying than Vega could have imagined. [Read more](#)

[Request](#) **A Wilderness of Stars**
Shea Ernsshaw

\$700 per title, per week

Target a specific member type for lower price:

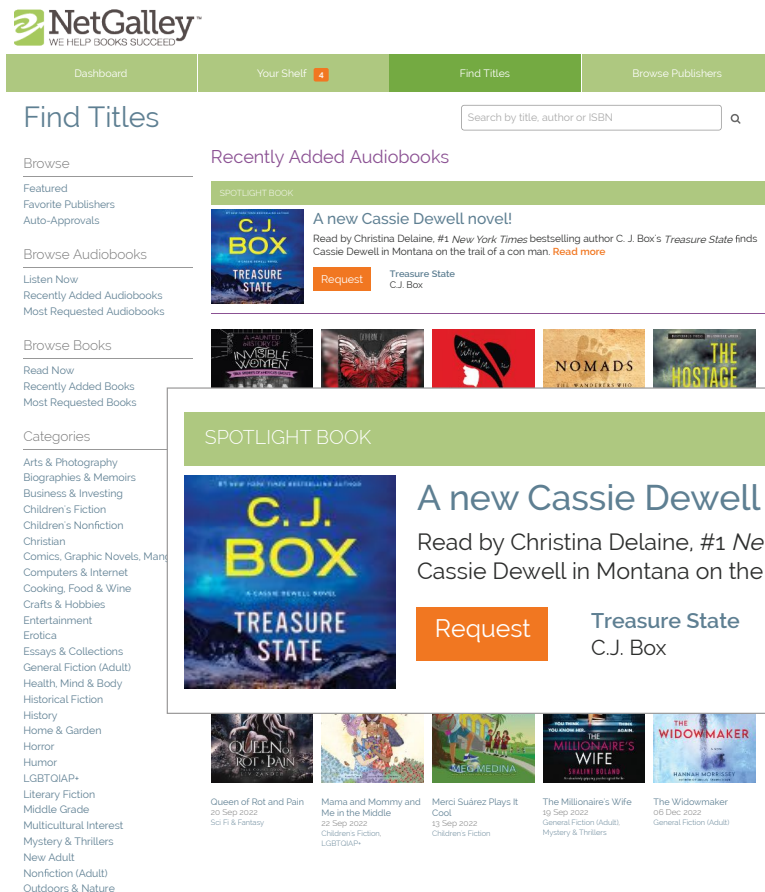
Reviewers = \$500 • Librarians, Booksellers, Educators, Media = \$125/ea

[Reserve](#)

Spotlights are finalized at the discretion of the NetGalley marketing team.

Recently Added Audiobook Spotlight

Make sure NetGalley members see your audiobook first when browsing the newest additions on NetGalley with a spotlight on the Recently Added Audiobooks section. This week-long promotion offers powerful visibility in one of the most popular areas of the site. Each Recently Added Spotlight will appear at the top of every page in that section for a full week!



NetGalley™
WE HELP BOOKS SUCCEED

Dashboard | Your Shelf **4** | Find Titles | Browse Publishers

Find Titles

Search by title, author or ISBN

Browse

- Featured
- Favorite Publishers
- Auto-Approvals

Browse Audiobooks

- Listen Now
- Recently Added Audiobooks
- Most Requested Audiobooks

Browse Books

- Read Now
- Recently Added Books
- Most Requested Books

Categories

- Arts & Photography
- Biographies & Memoirs
- Business & Investing
- Children's Fiction
- Children's Nonfiction
- Christian
- Comics, Graphic Novels, Manga
- Computers & Internet
- Cooking, Food & Wine
- Crafts & Hobbies
- Entertainment
- Erotica
- Essays & Collections
- General Fiction (Adult)
- Health, Mind & Body
- Historical Fiction
- History
- Home & Garden
- Horror
- Humor
- LGBTQIA+
- Literary Fiction
- Middle Grade
- Multicultural Interest
- Mystery & Thrillers
- New Adult
- Nonfiction (Adult)
- Outdoors & Nature

Recently Added Audiobooks

SPOTLIGHT BOOK

C. J. BOX
TREASURE STATE

A new Cassie Dewell novel!

Read by Christina Delaine, #1 *New York Times* bestselling author C. J. Box's *Treasure State* finds Cassie Dewell in Montana on the trail of a con man. [Read more](#)

Request **Treasure State**
C.J. Box

SPOTLIGHT BOOK

C. J. BOX
TREASURE STATE

A new Cassie Dewell novel!

Read by Christina Delaine, #1 *New York Times* bestselling author C. J. Box's *Treasure State* finds Cassie Dewell in Montana on the trail of a con man. [Read more](#)

Request **Treasure State**
C.J. Box

QUEEN OF ROT AND PAIN
20 Sep 2022
Sci FI & Fantasy

Mama and Mommy and Me in the Middle
22 Sep 2022
Children's Fiction, LGBTQIA+

Merci Suárez Plays It Cool
13 Sep 2022
Children's Fiction

The Millionaire's Wife
19 Sep 2022
General Fiction (Adult), Mystery & Thrillers

THE WIDOWMAKER
06 Dec 2022
General Fiction (Adult)

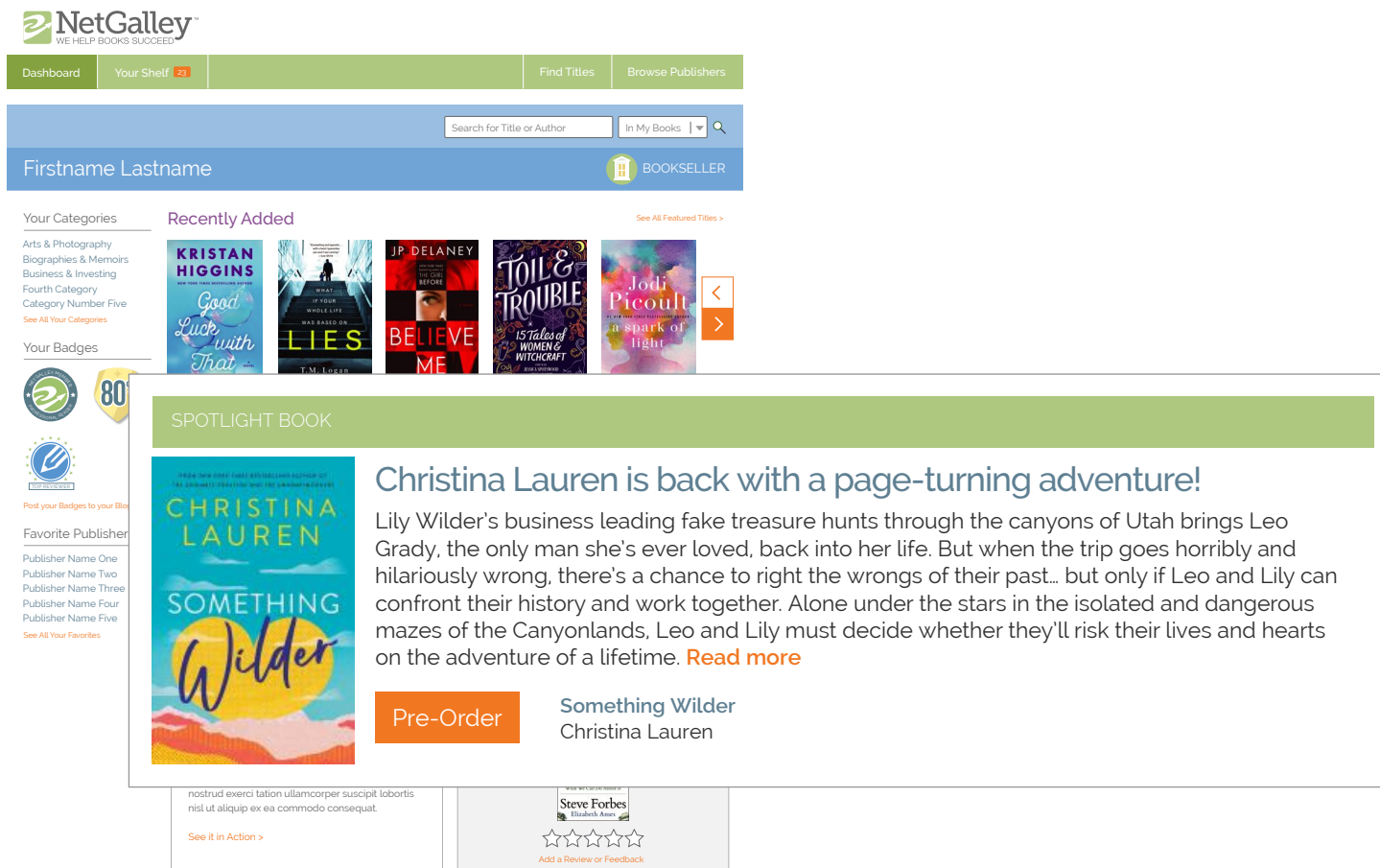
\$200 per audiobook, per week (all member types)

Reserve

Spotlights are finalized at the discretion of the NetGalley marketing team.

Dashboard Spotlight

Reserve a week-long spotlight on all NetGalley.com member Dashboards for extremely wide exposure, or target specific member types. Perfect for retail promotions to drive pre-orders or backlist buys, or gain tons of new requests!



The screenshot shows a NetGalley member dashboard. At the top, there's a navigation bar with 'Dashboard', 'Your Shelf' (23), 'Find Titles', and 'Browse Publishers'. Below this is a search bar and a 'BOOKSELLER' badge. The left sidebar contains 'Your Categories' (Arts & Photography, Biographies & Memoirs, Business & Investing, Fourth Category, Category Number Five) and 'Your Badges' (80% and a 'Post your Badges to your Blog' button). The main content area features a 'Recently Added' section with book covers for 'Good Luck with That' by Kristan Higgins, 'LIES' by T.M. Logan, 'BELIEVE ME' by J.P. Delaney, 'TOIL & TROUBLE' by Jodi Picoult, and 'A Spark of Light' by Jodi Picoult. Below this is a 'SPOTLIGHT BOOK' section for 'Something Wilder' by Christina Lauren. The spotlight includes a book cover, a description: 'Christina Lauren is back with a page-turning adventure! Lily Wilder's business leading fake treasure hunts through the canyons of Utah brings Leo Grady, the only man she's ever loved, back into her life. But when the trip goes horribly and hilariously wrong, there's a chance to right the wrongs of their past... but only if Leo and Lily can confront their history and work together. Alone under the stars in the isolated and dangerous mazes of the Canyonlands, Leo and Lily must decide whether they'll risk their lives and hearts on the adventure of a lifetime. [Read more](#)', a 'Pre-Order' button, and the text 'Something Wilder Christina Lauren'. At the bottom, there's a section for 'Add a Review or Feedback' with a star rating and the text 'Add a Review or Feedback'.

\$800 per title, per week for all member types

Or target a specific member type for lower price:

Reviewers = \$500 • Librarians, Booksellers, Educators, Media = \$125/ea

Reserve

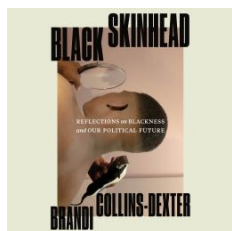
Spotlights are finalized at the discretion of the NetGalley marketing team.

Featured Carousel

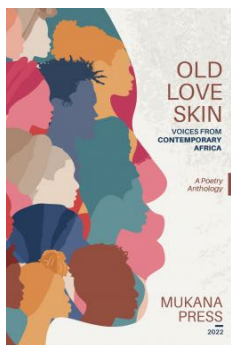
The "Featured on NetGalley" carousel appears prominently on the Find Titles landing page, which gets the most traffic of any page on NetGalley after the Homepage! Featured Titles see a boost in impressions and requests for a full week.

FEATURED ON NETGALLEY

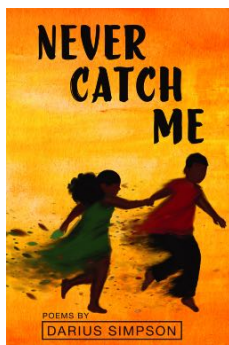
Diverse Reads



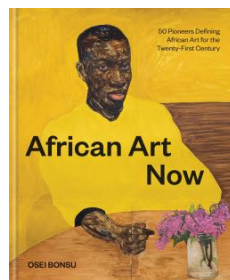
Black Skinhead
20 Sep 2022
Politics



Old Love Skin: Voices
From Contemporary
Africa
05 Sep 2022



Never Catch Me
25 Oct 2022
Biographies & Memoirs,
OwnVoices, Poetry



African Art Now
18 Oct 2022
Arts & Photography



Daughters of the New
Year
11 Oct 2022
General Fiction (Adult)



The first 5 visible covers in the carousel are randomized, and the display order changes periodically when the page is refreshed.

Increased inventory for 2023! Take advantage of our popular themes to target engagement (see next page), or sponsor your own books carousel with the headline/theme of your choosing! The Sponsored Full Carousel appears just above the Most Requested Books Carousel on the Find Titles landing page, and can be filled with a minimum of 5 titles.

Featured Titles:

\$150 per title, per week

[Reserve](#)

Sponsored Full Carousel:

**\$500 minimum, or include up to 20 titles
for \$100/ea (maximum \$2,000)**

[Reserve](#)

Books must be available for Request or Read Now at the time of the promotion to be eligible.

2023 Weekly Themes for Featured Titles

JAN

02: LGBTQIAP+
 09: Fiction coming this Spring/Summer
 16: Nonfiction & Bio/Memoir
 23: Children's & Middle Grade
 30: Debut Authors

FEB

06: Diverse Reads
 13: Romance
 20: Young Adult
 27: Comics, Graphic Novels, & Manga

MAR

06: Books to Celebrate Women's History Month
(Fiction & Nonfiction)
 13: Picks for Book Clubs *(Fiction)*
 20: Practical Nonfiction
(Home & Garden, Self-Help, Cooking, Crafts, Business)
 27: Debut Authors

APR

03: National Poetry Month
 10: Mystery & Thrillers
 17: Reads for Earth Day
(Science, Environment, Outdoors & Nature)
 24: Diverse Reads

MAY

01: Sci-Fi & Fantasy
 08: Beach Reads *(Fiction)*
 15: Children's & Middle Grade
 22: Romance
 29: Nonfiction

JUN

05: Pride Month *(LGBTQIAP+)*
 12: Fiction coming this Fall/Winter
 19: Young Adult
 26: Mystery & Thrillers

JUL

03: Books in a Series
 10: Indie Reads
 17: Historical Fiction
 24: Sci-Fi & Fantasy
 31: Newsworthy Nonfiction
(Current Events, History, & Politics)

AUG

07: Debut Authors
 14: Science & Nature *(Nonfiction)*
 21: Picks for Book Clubs *(Fiction)*
 28: Mystery & Thrillers

SEP

04: Children's & Middle Grade
 11: Diverse Reads
 18: Sci-Fi & Fantasy
 25: Women's Fiction

OCT

02: True Stories
(Bio/Memoirs, History, True Crime)
 09: Young Adult
 16: Start Planning "New Year, New You"
(Health/Self-Help)
 23: Books in a Series
 30: Halloween Reads
(Thrillers, Horror, & Paranormal)

NOV

06: Romance
 13: Indie Reads
 20: Books perfect for gifting
 27: General Fiction

DEC

04: Mystery & Thrillers
 11: Cookbooks
 18: Sci-Fi & Fantasy
 25: The first books to read in 2024

This Calendar was published September 2022 and is subject to change.

NetGalley Newsletters

Secure a spot in our successful email newsletters to gain more requests, downloads, pre-orders, or backlist buys.



NetGalley Newsletters are highly targeted to members who have interacted with similar books and promotions, yielding strong engagement rates.

Placements in each Newsletter for every budget:

- Spotlight Placement
- Regular Placement
- Banner Ads
- Bonus Section

\$800 Spotlight Placement

\$700 Regular Placement

Reserve

Each Newsletter contains one Spotlight.

Take advantage of the Bonus Section for books with smaller budgets!

\$200 per cover

Reserve

Contact us for current newsletter engagement stats



Historical Fiction Newsletter

Thanks for indicating your interest in books like these! We hope you'll enjoy this selection. Don't forget to submit your Review & Feedback once you finish reading.

Spotlight Title



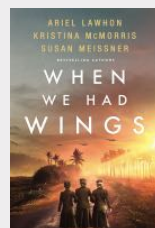
Angels of the Resistance
by Noelle Salazar

Two sisters join the Dutch resistance when the Nazis invade the Netherlands, but in wartime, emotional attachments are a liability. A deeply personal mission jeopardizes everything they hold dear.

MIRA | Pub Date: Nov 29, 2022

Request

When We Had Wings
by Ariel Lawhon,
Kristina McMorris,
Susan Meissner



Based on real history and alternating between three perspectives, this is an amazingly moving story of heroic service.

Request

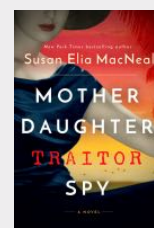
Within These Gilded Halls
by Abigail Wilson



Hidden treasures and betrayal mingle with unexpected love in Abigail Wilson's latest Regency romance!

Request

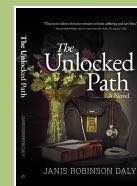
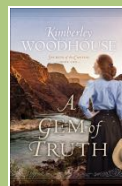
Mother Daughter Traitor Spy
by Susan Elia MacNeal



A mother and daughter find the courage to go undercover after stumbling upon a Nazi cell in Los Angeles during the early days of World War II.

Request

Even more Historical Fiction available on NetGalley



Representational image; newsletter format varies in length.

Premium Edition Newsletters

NEW! Premium Edition Newsletters offer the biggest reach!

Occurring just a few times throughout the year, these newsletters are sent to our largest lists of U.S. members interested in our top categories.

- Jan 11: Spring/Summer 2023 Fiction
- Jan 19: Mystery & Thrillers
- Feb 8: Sci-Fi & Fantasy
- Feb 14: Romance for Valentine's Day
- Feb 22: Young Adult
- Jun 14: Fall/Winter 2023 Fiction
- Nov 2: New Books coming in 2024



On average, Premium Editions will reach **75,000 members**—**200% more** than our targeted Standard Editions!

Premium Edition

\$1,000 Spotlight Placement
\$900 Regular Placement

[Reserve](#)

Take advantage of the Bonus Section for books with smaller budgets!

Premium Edition: \$250 per cover

[Reserve](#)

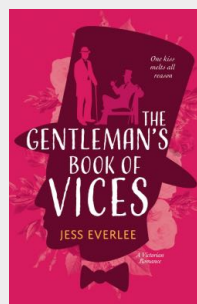
Each Newsletter contains one Spotlight.



Romance Newsletter

Thanks for indicating your interest in books like these! We hope you'll enjoy this selection. Don't forget to submit your Review & Feedback once you finish reading.

Spotlight Title



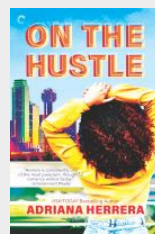
The Gentleman's Book of Vices
by Jess Everlee

Perfect for fans of *Bridgerton* and *Our Flag Means Death*! A steamy, heartfelt Victorian M/M romance where a collector of illicit erotica embarks on a scorching affair with his favorite author.

Carina Adores | Pub Date: Nov 29, 2022

[Request](#)

On the Hustle
by Adriana Herrera



An opposites-attract romance perfect for fans of Talia Hibbert & Tessa Bailey! Sparks fly when Alba reunites with her sexy and suddenly flirtatious former boss for a home improvement reality TV show.

[Request](#)

The Second You're Single
by Cara Tanamachi



A cheerfully irreverent, biting funny romance about navigating the most romantic month of the year, and how love always seems to arrive when you least expect it.

Read Now for 48 hours!

[Read Now](#)

Not That Kind of Ever After
by Luci Adams

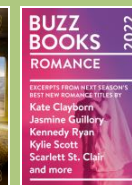
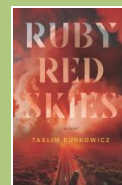


Fairytale meets feminism in this frothy adventure of one woman's journey to claim happily ever after in times of serial dating, swiping right, and the quest to find your soulmate.

Read Now for 72 hours!

[Read Now](#)

Even more Romance available on NetGalley



Representational image; newsletter format varies in length.

2023 Calendar for NetGalley Newsletters

JAN

- 11: **Spring/Summer 2023 Fiction** (*Premium Edition*)
- 12: Librarian Newsletter (*all genres*)
- 12: ABA Digital Box (*all genres*)
- 18: Nonfiction & Bio/Memoir
- 19: **Mystery & Thrillers** (*Premium Edition*)
- 25: Children's & Middle Grade
- 26: Debut Authors
- 27: Bookseller Seasonal Preview
(*Spring/Summer 2023*) - *NEW!*

FEB

- 01: Black History Month
(*Nonfiction & Multicultural Interest*)
- 02: Audiobooks (*all genres*)
- 08: **Sci-Fi & Fantasy** (*Premium Edition*)
- 09: Librarian Newsletter (*all genres*)
- 09: ABA Digital Box (*all genres*)
- 14: **Romance for Valentine's Day** (*Premium Edition*)
- 16: #ThrowbackThursday
(*backlist to Buy Now*) - *NEW!*
- 22: **Young Adult** (*Premium Edition*)
- 23: Read Now Fiction* - *NEW!*

MAR

- 01: Books to Celebrate Women's History Month
(*Fiction & Nonfiction*)
- 02: Comics & Graphic Novels, Manga
- 08: Books in a Series
- 09: Librarian Newsletter (*all genres*)
- 09: ABA Digital Box (*all genres*)
- 15: Literary Fiction
- 16: School & Library Newsletter (*K-12*)
- 22: Religious (*Fiction & Nonfiction*)
- 29: General Fiction

APR

- 05: Historical Fiction
- 06: Librarian Newsletter (*all genres*)
- 06: ABA Digital Box (*all genres*)
- 12: Psychological Thrillers
- 13: Short Stories, Essays, & Poetry - *NEW!*
- 19: Biography & Memoir
- 26: Diverse Reads

MAY

- 04: Sci-Fi & Fantasy
- 10: Beach Reads (*lighthearted fiction*) - *NEW!*
- 11: Librarian Newsletter (*all genres*)
- 11: ABA Digital Box (*all genres*)
- 17: Children's & Middle Grade
- 18: Literary Fiction
- 24: Romance
- 25: Bookseller Seasonal Preview
(*Fall/Winter 2023*) - *NEW!*
- 31: Nonfiction

JUN

- 01: Pride Month (*LGBTQIA+*)
- 07: Audiobooks (*all genres*) - *Audiobook Month!*
- 08: Librarian Newsletter (*all genres*)
- 08: ABA Digital Box (*all genres*)
- 14: **Fall/Winter 2023 Fiction** (*Premium Edition*)
- 15: Read Now Nonfiction* - *NEW!*
- 21: Young Adult
- 28: Mystery & Thrillers

*book Availability must be Read Now on send date

This Calendar was published September 2022 and is subject to change.

2023 Calendar for NetGalley Newsletters

JUL

05: Book Club Picks (*Fiction*)
 06: Librarian Newsletter (*all genres*)
 06: ABA Digital Box (*all genres*)
 13: #ThrowbackThursday
 (*backlist to Buy Now*) - **NEW!**
 19: Historical Fiction
 20: School & Library Newsletter (*K-12*)
 26: Sci-Fi & Fantasy

AUG

02: Newsworthy Nonfiction
 (*Current Events, History, & Politics*) - **NEW!**
 09: Debut Authors
 10: Librarian Newsletter (*all genres*)
 10: ABA Digital Box (*all genres*)
 16: Romance
 17: Biography & Memoir
 23: Young Adult
 30: Psychological Thrillers

SEP

06: Children's & Middle Grade
 07: Librarian Newsletter (*all genres*)
 07: ABA Digital Box (*all genres*)
 13: Diverse Reads
 20: Sci-Fi & Fantasy
 21: Holiday-Themed Books
 27: Nonfiction

OCT

04: Young Adult
 05: Librarian Newsletter (*all genres*)
 05: ABA Digital Box (*all genres*)
 11: Women's Fiction
 12: Audiobooks (*all genres*)
 18: Short Fiction** - **NEW!**
 26: #ThrowbackThursday
 (*backlist to Buy Now*) - **NEW!**
 31: Halloween Reads
 (*Thrillers, Horror, & Paranormal*)

NOV

01: General Fiction
 02: **New Books coming in 2024**
 (*Premium Edition*) - **NEW!**
 08: LGBTQIAP+
 09: Librarian Newsletter (*all genres*)
 09: ABA Digital Box (*all genres*)
 15: Romance
 16: Gift / Coffee Table Books (*Arts & Photography, Crafts & Hobbies, Home & Garden*)

DEC

06: Literary Fiction
 07: Librarian Newsletter (*all genres*)
 07: ABA Digital Box (*all genres*)
 13: Cooking, Food & Wine
 14: Religious (*Fiction & Nonfiction*)

**adult fiction, under 200 pages

This Calendar was published September 2022 and is subject to change.

Newsletter Banner Ads

Promote any book with Newsletter Banner Ads! Advertise within our popular email newsletters even if the book is not active in NetGalley. Banner Ads click-through to a URL you provide, which could lead to the book on NetGalley or to another website (such as a pre-order/purchasing page on retailer or publisher website).

Each NetGalley Newsletter can contain 2 Ads: one Top Banner and one Middle Banner. The Top Banner is located directly below the Spotlight Title—a perfect alternative if the Spotlight Title is already reserved.



NEW! Secure both Banner Ad placements in a particular newsletter for a special Takeover price!

Standard Edition Newsletter


**\$700 Top Ad; \$500 Middle Ad
\$1,000 Takeover**

Premium Edition Newsletter

**\$800 Top Ad; \$600 Middle Ad
\$1,200 Takeover**

[Reserve](#)

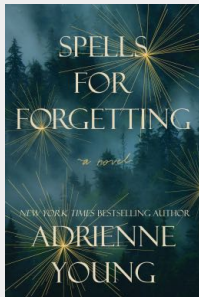
Banner Ad placements are finalized at the discretion of the NetGalley marketing team.



Summer Reads Newsletter

Thanks for indicating your interest in books like these! We hope you'll enjoy this selection. Don't forget to submit your Review & Feedback once you finish reading.

Spotlight Title



Spells for Forgetting
by Adrienne Young

A rural island community steeped in the mystical superstitions of its founders and haunted by an unsolved murder is upended by the return of the suspected killer in this deeply atmospheric novel.


Delacorte Press | Pub Date: Sep 27, 2022
Sci Fi & Fantasy

[Request](#)

Are you ready for....
SOMETHING Wilder?

[REQUEST](#)


After the Hurricane
by Leah Franqui



An engrossing, deeply personal novel with a mystery at its heart as a daughter returns to Puerto Rico to search for her troubled father, who has gone missing after Hurricane Maria.

[Read Now](#)


Carrie Soto Is Back
by Taylor Jenkins Reid



In this powerful novel about the cost of greatness, a legendary athlete attempts a comeback when the world considers her past her prime—from the *New York Times* bestselling author of *Malibu Rising*.


[Request](#)

The Undead Truth of Us
by Britney S. Lewis



A speculative YA debut about a Black dancer whose life changes forever after she witnesses her mom's sudden zombification and subsequent death.

[Request](#)



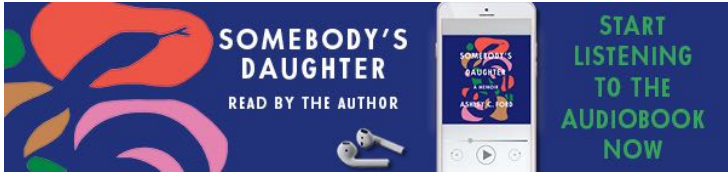
Pre-order today!

Representational image; newsletter format varies in length.

Audiobook Email Promotions


Audiobooks can be promoted to all types of members in any NetGalley Newsletter!

- Regular or Spotlight Placement
- Banner Ads




We also offer seasonal Audiobook Newsletters, targeted specifically to members who indicated an interest in audiobooks.

Promote several audiobooks at once with a Dedicated eBlast!




Escape the Ordinary with Podium's Epic Fantasy Picks



Underland
by Maxime J. Durand aka Vold Herald
Narrated by Tim Campbell

In a world of magical power, merciless evil, and eternal darkness, the only light worth fighting for is the light you can never let die. In Underland, hope has nearly been extinguished. All things living and undead exist under the dominion of the Dark Lords, whose power is all but unlimited and whose evil is all but eternal. Sorcerer Valdemar Verney is not one of them. His latest attempt to uncover the way to Earth is thwarted when the cunning Dark Lord Och captures him—not to imprison him, but to nurture Valdemar's untrained yet formidable talents for his own ends. Listen to the first volume of the hit dark-fantasy series with more than 900,000 views on Royal Road now!


Buy Now




The Maiden Voyage
by Marcus Alexander Hart
Narrated by TJ Clark

Humanity needed a hero. It got a karaoke DJ. Leo MacGavin is not the brightest specimen of humanity, but when he inadvertently rescues a filthy alien heiress, he's promoted from second-rate lounge entertainer to captain of the galaxy's most sophisticated cruise ship. Before he can flee in terror, a human-hating executive gives Leo an ultimatum: complete the vessel's maiden voyage or mankind's last colony will be turned into a sewage dump. *The Maiden Voyage* is a hilarious sci-fi comedy adventure and includes a bonus story, *Language Barrier*.

Buy Now






Audiobook Newsletter

Thanks for indicating your interest in audiobooks! We hope you'll enjoy this selection. Don't forget to submit your Review & Feedback once you finish listening.

Have you heard: the [NetGalley Shelf app](#) is our recommended way to read, and the *exclusive* way to listen to audiobooks made available on NetGalley! Download for free on both iOS and Android devices.

Spotlight Title




The Bodyguard
by Katherine Center
Narrated by Patti Murin

New York Times bestselling author Katherine Center's *The Bodyguard* is unabashedly romantic, laugh-out-loud funny, and the perfect summer read.

Macmillan Audio | Pub Date: Jul 19, 2022
Women's Fiction

Request


An intimate, fresh telling of the Black, immigrant woman experience in the United States.



Send Her Back
by Munisha Kaseke

Mukana

Listen Now




The Hidden One
by Linda Castillo
Narrated by Kathleen McInerney

The discovery of an Amish bishop's remains leads chief of police Kate Burkholder to unearth a chilling secret in *The Hidden One*, a new thriller from bestselling author Linda Castillo.

Macmillan Audio | Pub Date: Jul 5, 2022
Mystery & Thrillers

Request



Wake: The Hidden History of Women-Led Slave Revolts
by Rebecca Hall
Narrated by full cast

Wake reveals the history of women-led slave revolts and chronicles scholar Rebecca Hall's efforts to uncover the truth about these women warriors who have been left out of the historical record.

Podium Audio | Pub Date: Jun 17, 2022
History

Pre-Order

Representational images; newsletter format varies in length.

Reach Enthusiastic 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!



Librarians on NetGalley generate nearly 6,000 LibraryReads nominations monthly.

\$800 Spotlight Placement
\$700 Regular Placement

[Reserve](#)

Each Newsletter contains one Spotlight.

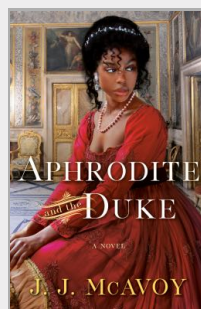


Librarian Newsletter

Librarians, this newsletter has books especially for you. Don't forget to submit your Feedback on NetGalley, including answering the yes/no questions and nominating your favorites for LibraryReads.



Spotlight Title



Aphrodite and the Duke
by J.J. McAvoy

When Aphrodite's mother summons her to London, she is determined to ignore the Duke of Everely, who jilted her years ago. Yet why does her heart still flutter at the sight of him? For *Bridgerton* fans!

Dell | Pub Date: Aug 23, 2022 | Historical Fiction

[Request](#)



[Buy Now](#)

A Biography of Our Urban Planet

Carl H. Nightingale



Widowland
by C. J. Carey



What if the Nazis won the war and overpowered the UK? This alternative history, feminist, dystopian novel. literary twist blends elements of *The Handmaid's Tale* and *The Man in the High Castle*.

[Request](#)

Cora's Kitchen
by Kimberly Garrett Brown



A BIPOC author's novel about a Harlem librarian writing to Langston Hughes about becoming an author. this epistolary novel addresses issues of race, gender, the role of artists, and more.

[Request](#)

The Newlywed's Window
by Mukana Press



Who are Africa's most promising emerging short story writers? Mukana Press sought to answer that question. the continent for largely undiscovered talent. The result? This collection.

[Read Now](#)

Representational image; newsletter format varies in length.

Engage Key Buyers and Bookstore Staff

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!



Booksellers on NetGalley generate over 1,200 Indie Next List nominations monthly.

\$700 Spotlight Placement
\$600 Regular Placement

Reserve

Each ABA Digital Box contains one Spotlight.



Digital Box Newsletter

Brought to you by NetGalley and American Booksellers Association

Dear booksellers, please enjoy these books that publishers don't want you to miss! As always, we want to hear from you. Reply to this email if you have questions, need help, or wish to sign up other members of your staff for future editions.

Don't forget to nominate titles for the Indie Next List via NetGalley! Just use the Feedback button ([here's how](#)).



You're pre-approved for these galleys!

Spotlight Title



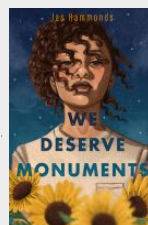
How We Heal
by Alexandra Elle

Beloved wellness author and teacher Alexandra Elle shares this practical and empowering guide to self-healing.

Chronicle Books | Pub Date: Nov 8, 2022 | Self-Help

Read It!

We Deserve Monuments
by Jas Hammonds



Family secrets, a swoon-worthy romance, and a slow-burn mystery collide in *We Deserve Monuments*, a YA debut from Jas Hammonds that explores how racial violence can ripple down through generations.

Read It!

Roaring Brook Press
Pub Date: Nov 29, 2022
Mystery & Thrillers

Malice House
by Megan Shepherd

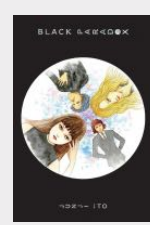


New York Times bestselling author Megan Shepherd weaves a complex tale of dark magic and family secrets when a woman attempts to settle the estate of her father, an acclaimed horror novelist.

Read It!

Hyperion Avenue
Pub Date: Oct 4, 2022
Horror

Black Paradox
by Junji Ito



Four people intent on killing themselves meet through the suicide website *Black Paradox*. Together, they wander in search of the perfect death, opening a door that leads them to a bizarre destiny.

Read It!

VIZ Media
Pub Date: Oct 25, 2022
Horror

Representational image; newsletter format varies in length.

Canada Email Promotions

NEW! Reach all opted-in NetGalley members in Canada with seasonal newsletters for a special price. Newsletters will feature all genres—frontlist or backlist, books or audiobooks!

2023 NetGalley Newsletters - Canada

- Jan 31
- May 3
- Oct 24

\$600 Spotlight Placement
\$500 Regular Placement

[Reserve](#)

Prices are in USD

Promote one book or several with a Dedicated eBlast to all members in Canada, or target just the right audience for your campaign!

\$1,500
to reach all members in Canada

\$800
to reach up to 10,000 members targeted by category/genre

[Reserve](#)

Prices are in USD



NetGalley

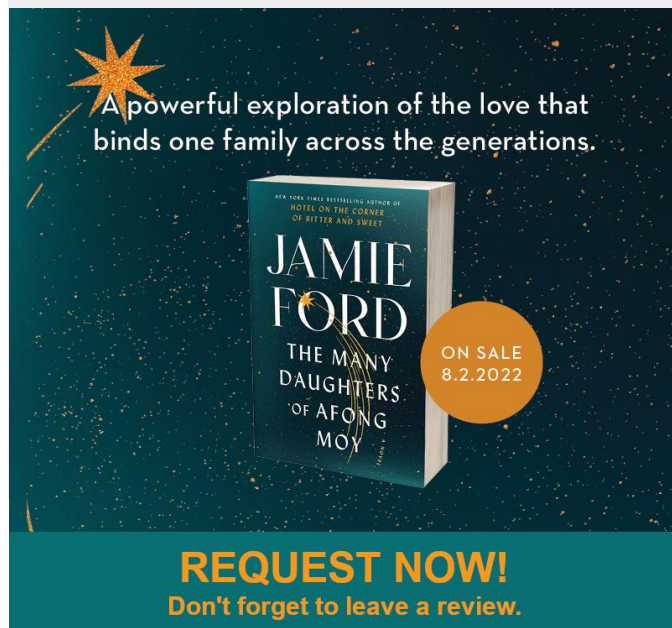
A family of estranged Vietnamese women—cursed to never know love or happiness—reunites when a psychic makes a startling prediction.

THE FORTUNES OF JADE WOMEN
CAROLYN HUYNH

ON SALE 9.6.2022

REQUEST NOW!
Don't forget to leave a review.

SIGNATURE SCHLUSTER CANADA



A powerful exploration of the love that binds one family across the generations.

JAMIE FORD
THE MANY DAUGHTERS OF AFONG MOY

ON SALE 8.2.2022

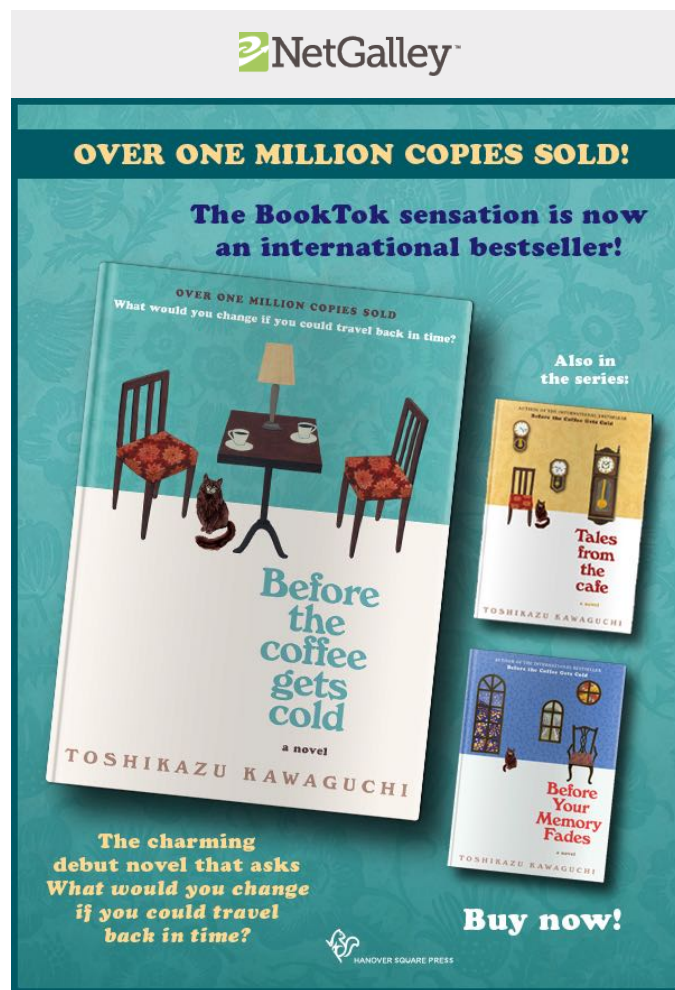
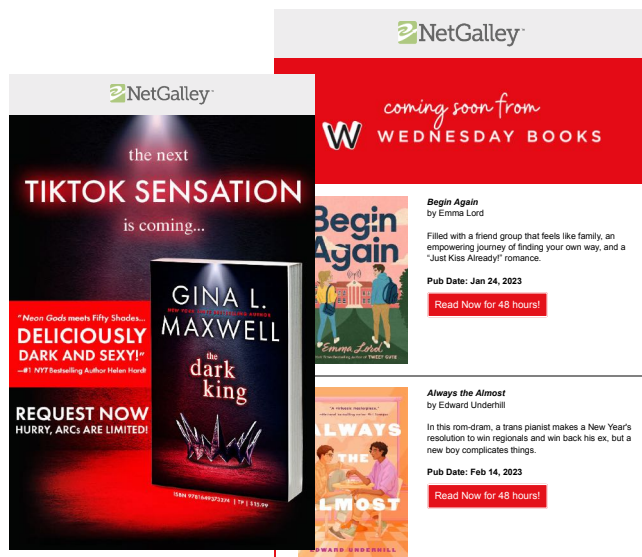
REQUEST NOW!
Don't forget to leave a review.

Contact us for current newsletter engagement stats

Dedicated, Custom eBlasts

NetGalley eBlasts are extraordinarily successful and our most popular marketing program. Great way to run a special promotion (limited-time access, Wish campaign, Read Now sampler, etc.) or jumpstart requests, reviews, pre-orders, and word-of-mouth.

- ▶ Target who you most want to reach (by genre interest, member type, comp title activity, country, and more).
- ▶ Promote one or several books; design in-house or we'll use our template.
- ▶ Drive any action: limited-time Read Now, widget access, Wishes, pre-orders, requests, etc.



\$1,200 minimum price

to reach up to 15,000 highly engaged U.S. members.

[Reserve](#)

Price increases dependent on size of target list. We work closely with you to confirm the best recipient list to match your goals for the particular campaign.

Clients in Canada and Australia, contact us for special pricing.

eBlast Deadlines & Policies

Deadlines

Please note the deadlines when your eBlast is confirmed. As our schedule fills up quickly, it's important we receive necessary assets on time. We encourage you to set calendar reminders!

Materials due 5 business days prior to eBlast send date.

Materials due include:

- eBlast design (see specs on next page)
- Subject Line (50 characters or less, including spaces)
- Active title record on NetGalley (including book cover and files)

Rescheduling

If assets are not received 5 business days prior to send date, your eBlast will need to be rescheduled to a later date (subject to availability).

If you need to reschedule for any reason, notify us at least 5 business days prior to the send date (there is no penalty for rescheduling within that time frame, but dates are subject to availability). Otherwise, last-minute cancellations will be subject to rescheduling fee of \$300 USD.

Cancellation Policy

Cancellations must be made at least 5 business days before the confirmed eBlast send date, or before the eBlast is drafted (whichever comes first), otherwise will be subject to a last-minute cancellation fee of \$500 USD.

eBlast Design & Specs

Whether you would like us to create the eBlast using our template, or you are designing the creative in-house, please closely follow our Guidelines & Specs listed below.

If you would like NetGalley to create within template:

We can design the eBlast using our template, simply provide book description and headline copy.

The eBlast can also include banner/header images (but are not required).

- **Banner specs:** JPG or PNG format, 600px wide and no longer than 240px, 5 MB size limit.
- If you have design assets for other ads/promos or author's website, we can re-purpose to match the eBlast to the overall branding.

If you will handle eBlast design in-house:

If you are designing in-house, you must follow these guidelines or we will be unable to use your creative:

- **eBlast Specs:** Single image in JPG or PNG format, exactly 600px wide and no longer than 1600px, 5 MB size limit.

If eBlast includes multiple links/CTAs, or promotes more than one book, also follow these guidelines:

- Book covers and any CTAs must be stacked (i.e. cannot be side-by-side)
- Creative must be provided in separate 600px wide sections, one for each book/CTA
- Banners/Footers must also be provided separately in 600px wide sections
- Total length of combined images must be less than 1600px

eBlast CTA

Consider your goals for this promotion. Please ensure the CTA (Call-to-Action) in your eBlast follows our standard language so members know what to expect, and matches the book's Availability in NetGalley at the time of eBlast send.

Book Availability	CTA
Available for Requests in NetGalley	Request or Request Now
Available to Read Now in NetGalley	Read Now or Download
Read Now availability is limited	Read Now for a Limited Time (needs to be specified if less than 2 weeks) or Read Now for 100 Members (quantity can be customized)
eBlast contains a Widget link	You're Pre-Approved!
Private in NetGalley & available for Wishes	Wish for it! 50 Wishes will be Granted (quantity can be customized) or Wishes will be Granted this week (time can be customized)
eBlast leads to an external retail link	Pre-Order or Buy Now!

eBlast Tips & Best Practices

eBlast Design

- Call-to-action (CTA) should be clear and concise (see our standard CTAs on previous page), and should be **above the fold** (before scrolling). If the creative is on the longer side, include the CTA again towards the middle/bottom for improved visibility/engagement.
- Elements you can include in your creative: book cover, publication date, publisher/imprint, book description, editorial quotes, author photo/bio, LibraryReads/Indie Next nomination deadlines, etc.
- Avoid having too much blank space.

Subject Lines

- Be clear and concise: The subject line should be 50 characters or less, including spaces. This helps ensure that the subject line won't get accidentally cut off on specific browsers or mobile devices.
- Consider using a pre-header, which is the preview text that follows the subject line in the inbox display. This can be just as important as the subject line! Make the pre-header a CTA or use it as a short summary of the email content (35 characters or less, including spaces): Read Now for 48 hours on NetGalley!
- Stand out: Inboxes are cluttered! Be sure your subject line catches a reader's eye with an emoji (or two) or first name personalization. Please note that emojis can display/render differently across devices and email providers.
- Avoid using ALL-CAPS text and extreme/repetitive punctuation.
- Avoid words and phrases that could get blocked by spam filters (e.g. "free", "click", "order now", profanity, etc.)



5 Top Performing Subject Lines

Paige, pre-order your copy of Sally Rooney's new novel

MAAME — Read Now for 72 hours!

★ New Jasmine Guillory for your TBR ★

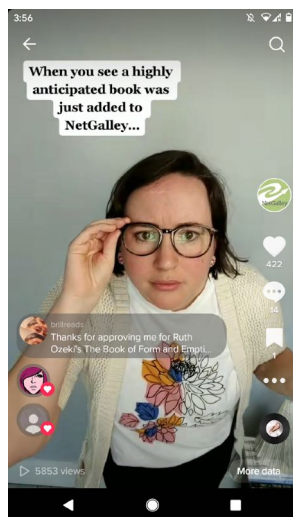
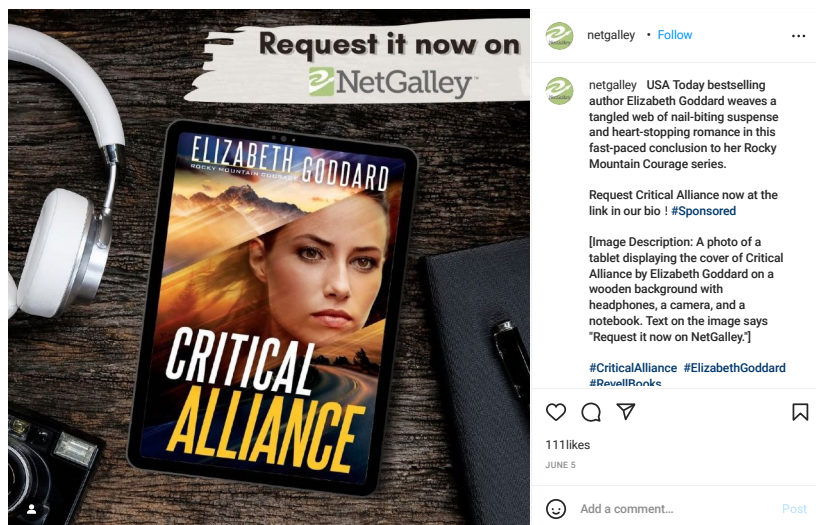
A Personal Note from Don Winslow to Readers

They said she fell. DON'T BELIEVE THEM.

Sponsored Social Package

Reach NetGalley's engaged social audience with sponsored posts! Take advantage of NetGalley's influence in the book world to promote your book in a relevant, valuable way to our loyal following of book advocates.




With shareable content across platforms, the Sponsored Social Package provides immediate engagement and interaction with the NetGalley community.



NEW! Add-on a sponsored TikTok video to your package for just \$100 for increased exposure! @NetGalley will create the video using a trending sound that fits the book, and text announcing the book is available for purchase (or request).

NEW! Reserve a Sponsored Social Package to run on a Thursday to take advantage of #ThrowbackThursday—perfect for promoting backlist books with a Buy Now CTA!

\$400 Sponsored Social Package (all platforms)

 1 Instagram post + story  1 Facebook post  1 Twitter post  1 Pinterest pin

 Add-on TikTok: \$100

[Reserve](#)

Limit one package per week. Posts will include visible #sponsored disclosure, and will tag publisher and/or author as relevant.

Contact us for current follower and engagement stats.

Newsletter Sponsorship



We Are Bookish is the editorial blog for NetGalley members, presenting an independent voice to highlight books and a bookish lifestyle.


NEW! Sponsor an edition of the monthly We Are Bookish Newsletter to encourage loyal NetGalley members to follow and favorite your publisher page on NetGalley. Sponsorship includes a Banner utilizing our template, featuring your company/imprint logo and two book covers to drive requests on NetGalley. Banner will link to your publisher page on NetGalley, where members click to Add to Favorites.


\$500 Newsletter Sponsorship

Reserve

1 per newsletter, monthly


Contact us for current newsletter engagement stats


We Are Bookish
 Presented by NetGalley




Request

This month's newsletter is sponsored by




Simon & Schuster

♥ Add to favorites



Request





Hey NetGalley members,

One of my goals with We Are Bookish has been to offer members a place where they can find helpful resources about sharing book reviews on social media.



I've mentioned tagging in a few articles, but we get so many questions about it that I wanted to dedicate an entire article to the topic! [Check out the guide here of who to tag in your social media book reviews](#)

And remember if there's a topic you want to be covered on We Are Bookish about using NetGalley or working as a book advocate, let me know! This site is entirely dedicated to you and I want to make sure it's always offering all of the tools you need to succeed.

— Kelly

 **NetGalley Tips** 

Reviewer writer's block is the bane of my existence, and I bet it's yours too! [Here are tips on what to do when it strikes](#)


 **That Book Club Life** 

If you've been involved in multiple clubs, you'll start to notice a few similarities among members. [Here I've rounded up the seven people you'll find in every book club.](#) Share which one you are in the comments! I might be the conversation controller. 🤖

Exclusive Interviews



Historical fiction readers loved Martha Hall Kelly's *Lilac Girls*, and they won't want to miss [this cover reveal and interview](#) with the author on her next book: *The Golden Doves*.

After Eva Leigh revealed the cover of *A Rogue's Rules for Seduction*, she sat down with [We Are Bookish](#) to talk about the design and what comes next in this sizzling historical romance series.






COVER LOVE

Here is the top voted cover by NetGalley members - plus our favorites this month!

TOP VOTED

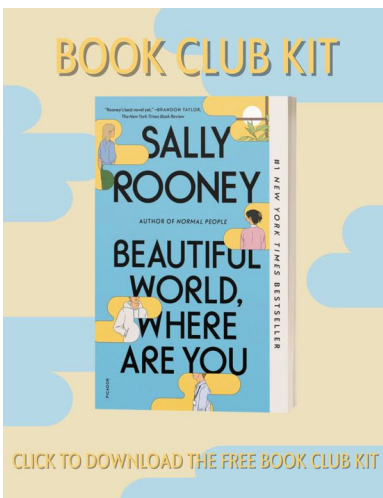
Representational image; newsletter format varies in length.

Book Club Kits

Engage a book club audience with a custom Book Club Kit, created especially for your book by our editorial team.

Book Club Kits are promoted directly to NetGalley members via:

- ▶ Dedicated eBlast to members who have indicated book club interest
- ▶ Read Now access directly on NetGalley
- ▶ Book Club Kits landing page on We Are Bookish
- ▶ Highlighted in monthly We Are Bookish Newsletter
- ▶ NetGalley social channels



Our editorial team will read the book, and then lovingly apply their expertise and care into the custom features—each kit is unique and fitting for the particular book. Publishers, authors, and readers have raved about past kits!

Consider for backlist titles that have book club potential! Great chance to promote a paperback release, movie tie-in editions, etc.

The most popular kits are Romance, Young Adult, or General Fiction books.

These bespoke creations include a minimum of 4 features:

- Author Interview
- Discussion Guide
- Readalikes ("What to Read/Watch After")
- Printables (such as bookmarks, decorations, etc.)

Possible additional features (dependent on the book) include: recipes for food/drink, playlist of music related to book, interactive element (quiz or game inspired by book), etc. Kits can also include publisher-created content (if you already have a reading guide, for instance).

\$2,500 for custom kit and promotion

Reserve

Frequency is limited. Final selection not guaranteed.

Consumer Reviewer Giveaways

The BookishFirst giveaway platform allows you to reach consumer reviewers directly to start early buzz, boost reviews on pub date, and learn more about your audience.



Readers are highly incentivized with points to submit full reviews—and share on retail sites like Amazon!

We provide a full-service campaign, including all administration and promotion of the raffle. The publisher just supplies the book cover, excerpt, and promise to mail the full book to the raffle winners. We handle everything else!



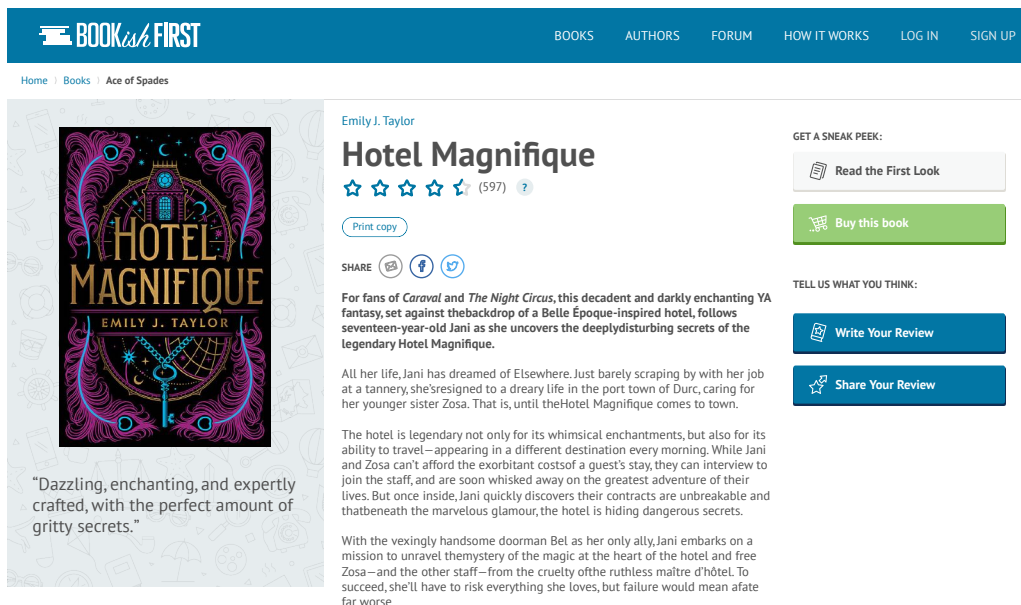
Readers enter a raffle to win 1 of 100 books, galleys, ebooks, or audiobooks by writing blurbs based on excerpts.



Up to one month before publication, winners get a free copy for review.



On pub day, winners post full reviews to book retail sites. Publishers receive in-depth reporting including demographic info, and all review text & links.



The screenshot shows the BookishFirst website interface. At the top is a navigation bar with links: HOME, BOOKS, AUTHORS, FORUM, HOW IT WORKS, LOG IN, and SIGN UP. Below the navigation bar is a breadcrumb trail: Home > Books > Ace of Spades. The main content area features the book cover for 'Hotel Magnifique' by Emily J. Taylor. The cover is dark with a colorful, ornate design. To the right of the cover, the book title 'Hotel Magnifique' is displayed, followed by the author's name 'Emily J. Taylor'. Below the title are five stars and the text '(597)'. There are buttons for 'Print copy', 'Read the First Look', 'Buy this book', 'Write Your Review', and 'Share Your Review'. A quote from the book is visible at the bottom left of the cover: 'Dazzling, enchanting, and expertly crafted, with the perfect amount of gritty secrets.'

Ready to try BookishFirst? Get \$500 off your first raffle - just \$1,000!

Regular price: \$1,500 per raffle - includes email & social promotion to BookishFirst audience.
See discount levels for booking several at once!

Reserve