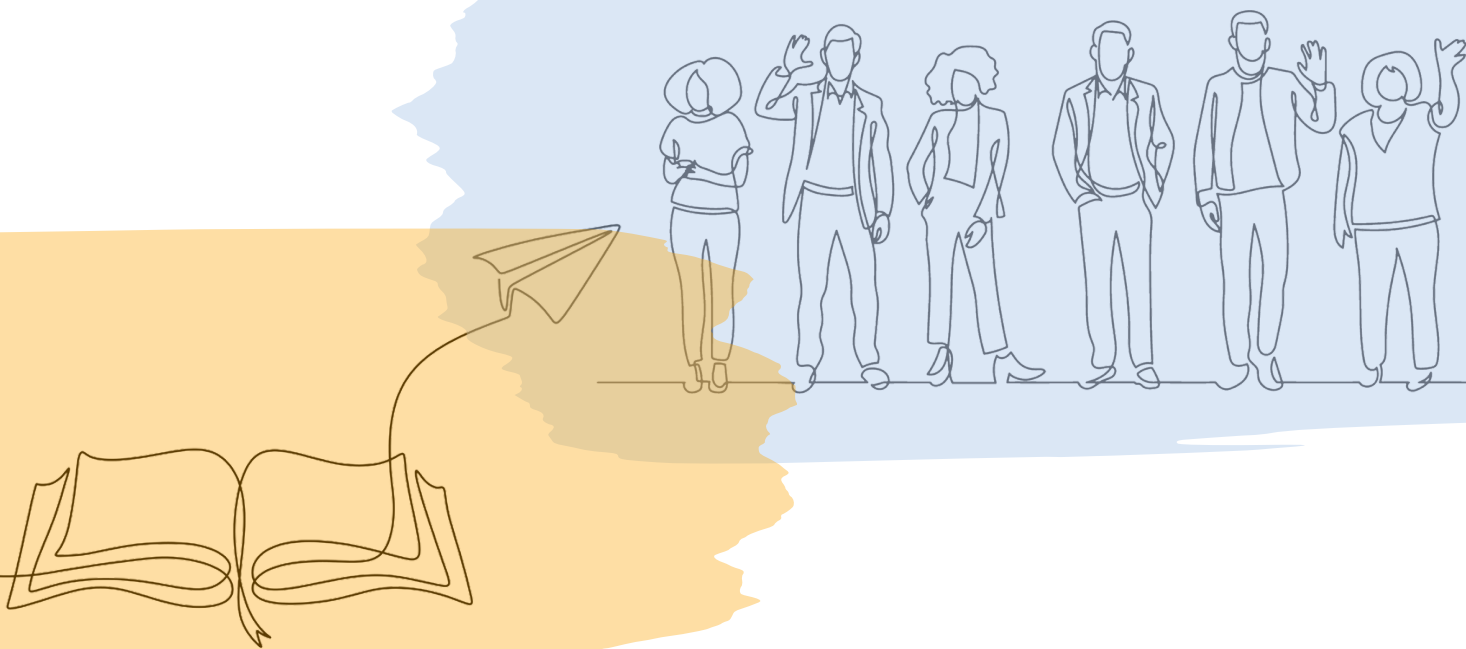




UK Promotions Kit



Edelweiss is the place professional book people come to make decisions

Advertise where people are buying.

Edelweiss is a unique digital catalog platform that publishers use to efficiently sell and market their books to the trade, both domestically and overseas. With a rapidly growing international user base, Edelweiss allows booksellers to efficiently create orders, stay on top of new titles, access review copies, and more.

"Time is so short running our little business, so it is great to have the one stop shop for book information. I can browse new titles, create my own lists for customers or my team, and I can send orders to participating Publishers... Overall, Edelweiss is easy to use. It's seldom that I come off using it without feeling energised and keener to sell more books."

- Patrick Neale, Jaffe & Neale Bookshop and Cafe

START LEVERAGING THE POWER OF EDELWEISS TO PROMOTE YOUR TITLES TO THE LARGEST AUDIENCE OF BOOK PROFESSIONALS TODAY.

edelweissplus.com/promotions-uk

Inquiries:
marketing@abovethetreeline.com

**Looking to advertise your titles in the US market?
View US promotional opportunities starting at \$220**

Weekly Greeting Newsletter

The UK Weekly Greeting reaches over 3,300 users interested in titles in the UK trade market. This newsletter showcases weekly updates on Adult Fiction, Adult Nonfiction, and Children's titles, informing booksellers about new releases they may want to stock. With an eye-catching design, this newsletter boasts an impressive average open rate of 32%!

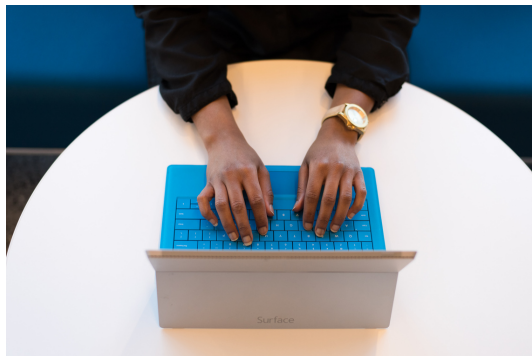
Weekly Greeting Advertising options:

- Top Banner: \$250
- Adult Fiction section banner: \$150
- Adult Nonfiction section banner: \$150
- Children's section banner: \$150

Reserve at advertising.edelweiss.plus

We provide open and click rates!

Email marketing@abovethetreeline.com to request stats.

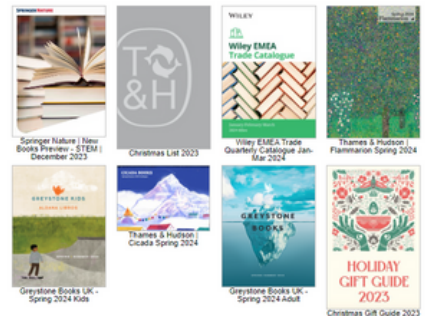


EDELWEISS  **The Weekly Greeting**
UK Edition
Tuesday, November 21, 2023

Hello! This week's Greeting provides links to:

- **603 new titles** releasing this week across Adult Fiction, Adult Nonfiction and Children's
- **16 new Digital Review Copies** added to Edelweiss last week across the same genres
- **20 new catalogues**

20 New Catalogues



Note: Clicking the link above will take you to the catalogues page in Edelweiss. Click "Newly Added" to see the new catalogues if you're directed to a different view based on your previous browsing.

Adult Fiction



94 New Digital Review Copies



Reviews available only when requesting a purchase rights.

Adult Nonfiction



Want to promote your titles in the US market? Check out options in the [US Weekly Greeting](#)

Bookseller Newsletter Banners

Our monthly bookseller newsletter includes relevant product updates, training tips, upcoming events, and new publishers and catalogues in Edelweiss. This newsletter goes out to over 900 UK bookshops and has an average open rate of 33%!

Advertising Options Available:

- Top Banner: \$250
- Middle Banner: \$150
- Other options may be accommodated. Ask us!



Format:

- Image files must be 600px wide and 150px high (or scale proportionally down to that size with a 4:1 aspect ratio).
- Files should not exceed 500KB.

We provide open and click rates!

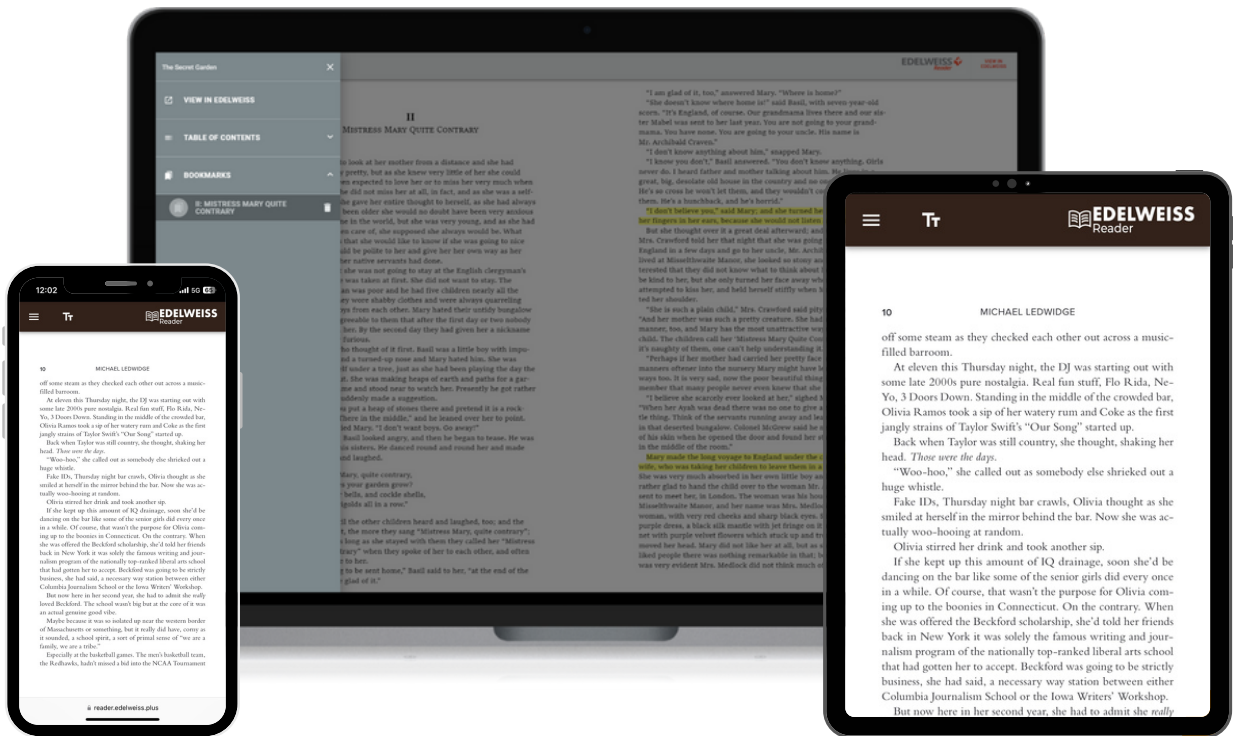
Email marketing@abovethetreeline.com for stats.



Reserve at advertising.edelweiss.plus

DIGITAL REVIEW COPIES

Edelweiss Digital Review Copies (DRCs) help you reach thousands of buyers and influencers easily and economically, and are a proven tactic for generating pre-publication interest. Hosting your digital proofs in Edelweiss means you manage them and your catalogues in the same spot, and your customers are using a single platform for new title reviewing, selection, and buying.



10 MICHAEL LEDWIDGE

off some steam as they checked each other out across a music-filled barroom.

As eleven this Thursday night, the DJ was starting out with some late 2000s pure nostalgia. Real fun stuff, Flo Rida, Ne-Yo, 3 Doors Down. Standing in the middle of the crowded bar, Olivia Ramos took a sip of her watery rum and Coke as the first jangly strains of Taylor Swift's "Our Song" started up.

Back when Taylor was still country, she thought, shaking her head. *Then she did it.*

"Olivia-hoo," she called out as somebody else decided on a huge whoop.

Fake IDs. Thursday night bar crawls. Olivia thought as she smiled at herself in the mirror behind the bar. Now she was actually woo-hoing at random.

Olivia stirred her drink and took another sip.

If she kept up this summer of R2 Storage, soon she'd be dancing on the bar like some of the senior girls did every once in a while. Of course, that wasn't the purpose of Olivia coming up to the bar to see the national writing and journalism program of the nationally top-ranked liberal arts school that had gotten her to accept Beckford via spring and summer business, she had said, a necessary way station between other Columbia Journalism School or the Iowa Writers' Workshop.

But now here in her second year, she had to admit the really liberal Beckford. The school wasn't big but as the son of a man an actual genuine good job.

Maybe because it was so solidly up on the ocean border of Massachusetts or something, but it really did have, come to think of it, a school spirit, a sort of primal sense of "we are a family, we are a tribe."

Especially at the basketball games. The men's basketball team, the Redhawks, hadn't missed a bid into the NCAA Tournament

10 MICHAEL LEDWIDGE

off some steam as they checked each other out across a music-filled barroom.

At eleven this Thursday night, the DJ was starting out with some late 2000s pure nostalgia. Real fun stuff, Flo Rida, Ne-Yo, 3 Doors Down. Standing in the middle of the crowded bar, Olivia Ramos took a sip of her watery rum and Coke as the first jangly strains of Taylor Swift's "Our Song" started up.

Back when Taylor was still country, she thought, shaking her head. *Then she did it.*

"Woo-hoo," she called out as somebody else shrieked out a huge whoop.

Fake IDs, Thursday night bar crawls, Olivia thought as she smiled at herself in the mirror behind the bar. Now she was actually woo-hoing at random.

Olivia stirred her drink and took another sip.

If she kept up this amount of IQ drainage, soon she'd be dancing on the bar like some of the senior girls did every once in a while. Of course, that wasn't the purpose for Olivia coming up to the boozies in Connecticut. On the contrary. When she was offered the Beckford scholarship, she'd told her friends back in New York it was solely the famous writing and journalism program of the nationally top-ranked liberal arts school that had gotten her to accept. Beckford was going to be strictly business, she had said, a necessary way station between either Columbia Journalism School or the Iowa Writers' Workshop.

But now here in her second year, she had to admit she *really*

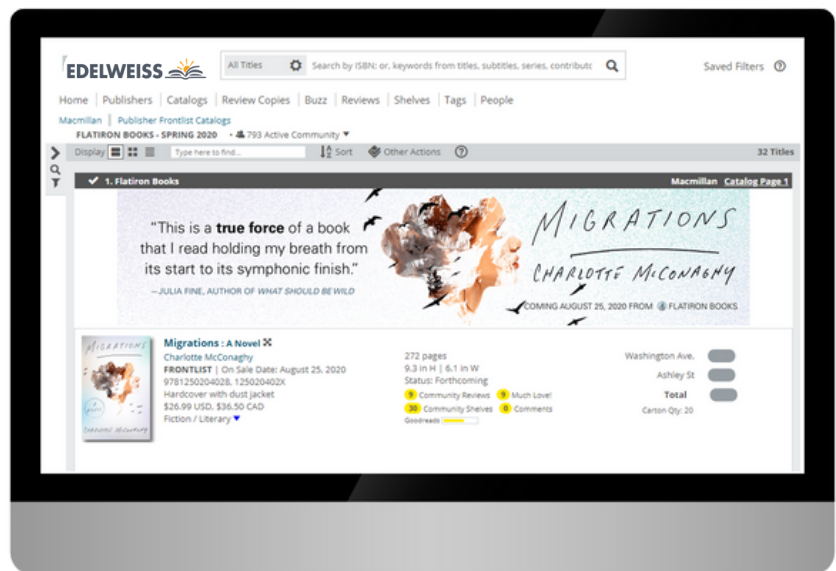
TITLE BANNER INSERTS

Title banner inserts are ads that appear above titles throughout Edelweiss to draw the attention of buyers and influencers. These will appear in whichever market your books appears in.

The image remains in Edelweiss for as long as the title is listed. It may be updated or replaced at any time for no additional charge.

Price: \$220

Title banner inserts can be added within Edelweiss. Click on the "promote" icon, which looks like a bullhorn, beneath the title you want to select.



Format:

- Files should be no more than 200px in height with no required fixed width (although 900px fits a typical screen size).
- Files must be PNG or GIF format, with a maximum size of 300KB.

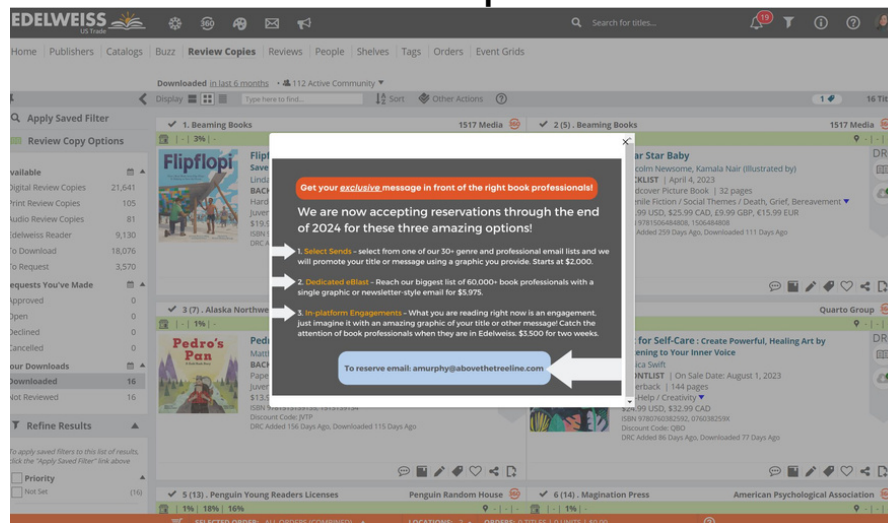
In-Platform Engagements

Imagine a bookseller logs into Edelweiss and the first thing they see is your message on the main screen. This is called an engagement. Engagements are a way to catch the attention of book professionals when they are in Edelweiss doing their work!

For two weeks the price is \$500.

- Only one promoted engagement runs at a time
- Visitors to Edelweiss will only see your message appear on-screen once during the two-week period.
- Your message will appear only to users in the UK market.

Example



**Contact marketing@abovethetreeline.com
to reserve.**

We provide number of impressions! Email marketing@abovethetreeline.com for stats.