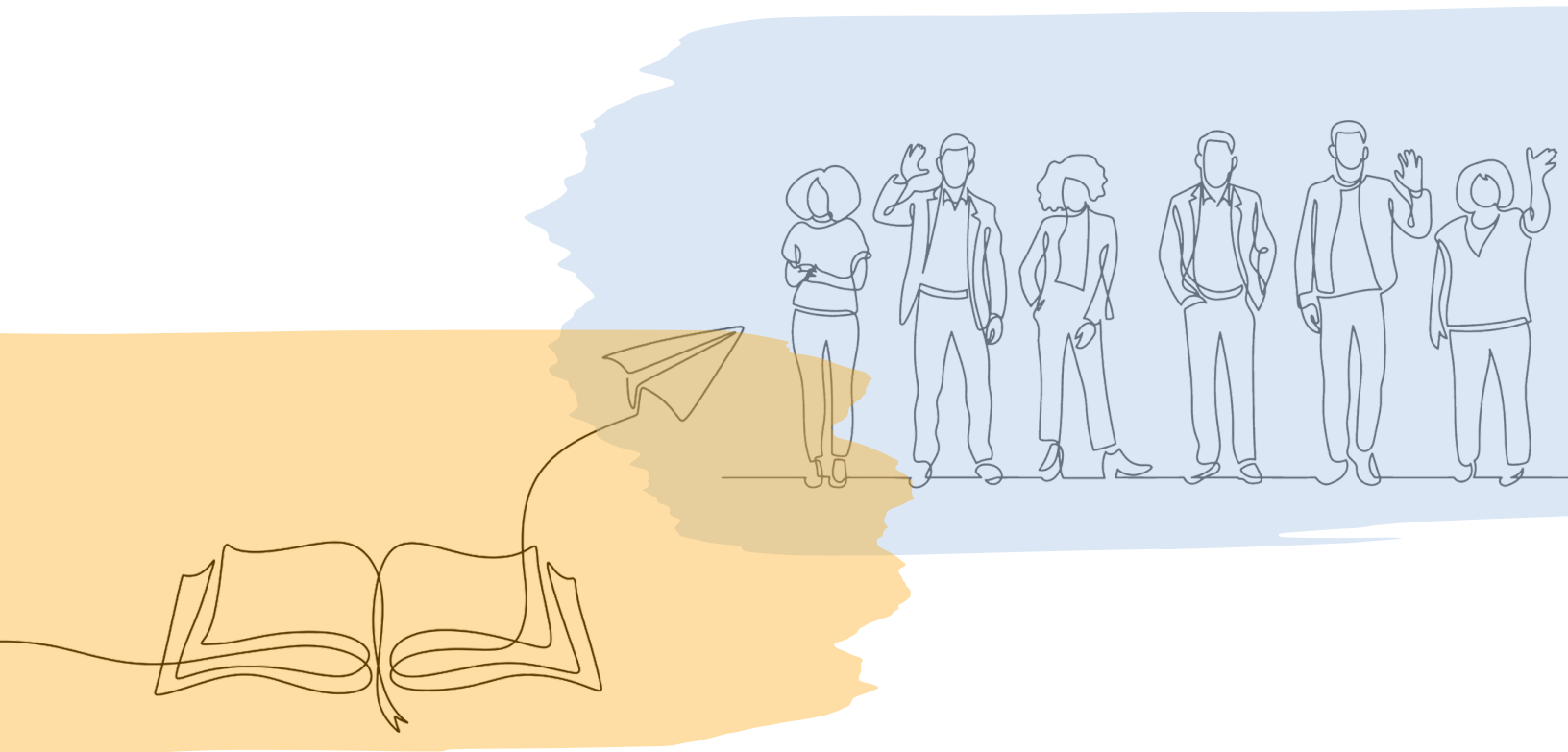




# Promotions Kit



*Edelweiss is the place professional book people come to make decisions*

# Advertise where people are buying.

Edelweiss is the place where over 180,000+ book professionals market, sell, discover, and order new book titles. It's used by all major publishers and hosts 95% of the US frontlist.

The Edelweiss platform has over 1,000,000 pageviews per day, between 150 - 250 users per minute during business hours, and between 5,500 - 7,500 users per day on business days.

Our newsletters boast exceptionally high open rates, higher than industry standards. Plus, we offer over 30 targeted niche lists so you can reach your ideal audience.

Our robust user data means better decision making and targeting when selecting between promotion options.

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

[Abovethetreeline.com/edelweiss-advertising](https://abovethetreeline.com/edelweiss-advertising)

**Inquiries:**  
marketing@abovethetreeline.com

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

# NEW

# Offerings

## Dedicated eBlast (our biggest list!)

Our list of 100,000+ book professionals is available for publishers to reserve. In this dedicated send, we collaborate with publishers to send out their message to our largest list. Edelweiss is the place professional book people come to make decisions and now you can reach those professionals!

**Available for only \$5,975.**

## Select Send (you pick the list!)

With Select Sends, you select one of our 30+ email lists based on genre and/or professional groupings and we will promote your title or message using a graphic you provide. With Edelweiss, we offer robust data so you can be assured you are targeting your desired group. These start at just \$2,000 for a list of 10k and under, and increase based on list size.

## In-Platform Engagement

We are offering a select amount of in-platform "engagements." These are advertisements within our site that appear to our active users. Find out more later in this kit! Only two are available per month, **\$3,500.**

## Weekly Greeting Banners

Our Weekly Newsletter is now called the Weekly Greeting! With over 100k subscribers, this high engagement, beautifully designed newsletter now offers Adult Nonfiction, Adult Fiction, Children's, and Young Adult section banner ads in addition to top banner ads. **The Weekly Greeting section banner ads are \$495.** Top banners are \$1,265.

**To reserve, contact [marketing@abovethetreeline.com](mailto:marketing@abovethetreeline.com)**

# What is the difference between a Dedicated eBlast and a Select Send?

A **Dedicated eBlast** is great a way to get your message to our biggest list of over 100,000+ book professionals! You can provide a graphic or a combination of graphics and written content that reads more like a newsletter, your choice! The single graphic option can be animated or still. The size for this choice should be 600px wide by 800px tall. The cost for our most comprehensive list of book professionals is just \$5,975.

The **Select Send email** is a single graphic newsletter option. Select one of our 30+ email lists based on genre and/or professional groupings and we will promote your title or message using a graphic you provide. The size of the graphic should be 600px wide by 800px tall. With Edelweiss, we offer robust data so you can be assured you are targeting your desired group.

- Small list (under 10k people) - \$2000
- Medium list (just over 10k to just under 20k people) - \$3,500
- Large list (over 20k people) - \$4,500

Contact [marketing@abovethetreeline.com](mailto:marketing@abovethetreeline.com)  
to reserve.



*We provide open and click rates!  
Email [marketing@abovethetreeline.com](mailto:marketing@abovethetreeline.com) to request stats.*

# Select Send email lists available

with number of people on each list



## Large lists

Science Fiction	20,468
Historical Fiction	21,775
YA Romance	23,319
Romance	26,541
Fantasy	27,799
YA Sci Fi / Fantasy	30,030
Mystery / Thriller	30,234
Young Adult	38,837
Fiction	44,123

## ★ Specialty lists

\*Priced the same as large lists

ABA	8,257
LibraryReads	23,247
Barnes & Noble	5,280

## Medium lists

Juvenile Nonfiction	10,043
Humor	10,795
History	14,168
Comics / Graphic Novels	17,638
Biography / Memoir	18,283
Juvenile	18,300
Juvenile Fiction	19,689

## Small sized lists

Crafts / Hobbies	1,410
Christian	2,003
Religion / Spirituality	2,737
Sports	3,067
Gardening	4,202
Health / Fitness	5,371
Political Science	6,150
Art / Architecture	6,229
Travel	6,310
Horror	6,639
Nature	6,977
Nonfiction	7,106
Science	7,752
Cooking	9,114
Poetry	9,375

*If you are interested in an audience that isn't listed, please reach out to [marketing@abovethetreeline.com](mailto:marketing@abovethetreeline.com).*

## Pricing

- Small list (under 10k people) - \$2000
- Medium list (just over 10k to just under 20k people) - \$3,500
- Large list (over 20k people) - \$4,500

Contact [marketing@abovethetreeline.com](mailto:marketing@abovethetreeline.com) to reserve.

# What can you do in our Weekly Greeting Newsletter?

The Weekly Greeting goes out to our largest list of over 100,000+ users interested in titles in the U.S. trade market. This visually stunning newsletter boasts open rates of ~30%!

## Weekly Greeting options:

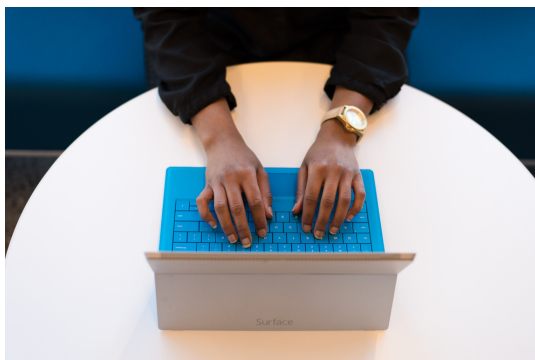
- Top Banner \$1265
- Adult Fiction section banner: \$495
- Adult Nonfiction section banner: \$495
- Children's section banner: \$495
- YA section banner: \$495

Or reserve one of 9 featured titles available each week: \$412

Learn about our UK Weekly Greeting!

*We provide open and click rates!*

*Email [marketing@abovethetree.com](mailto:marketing@abovethetree.com) to request stats.*

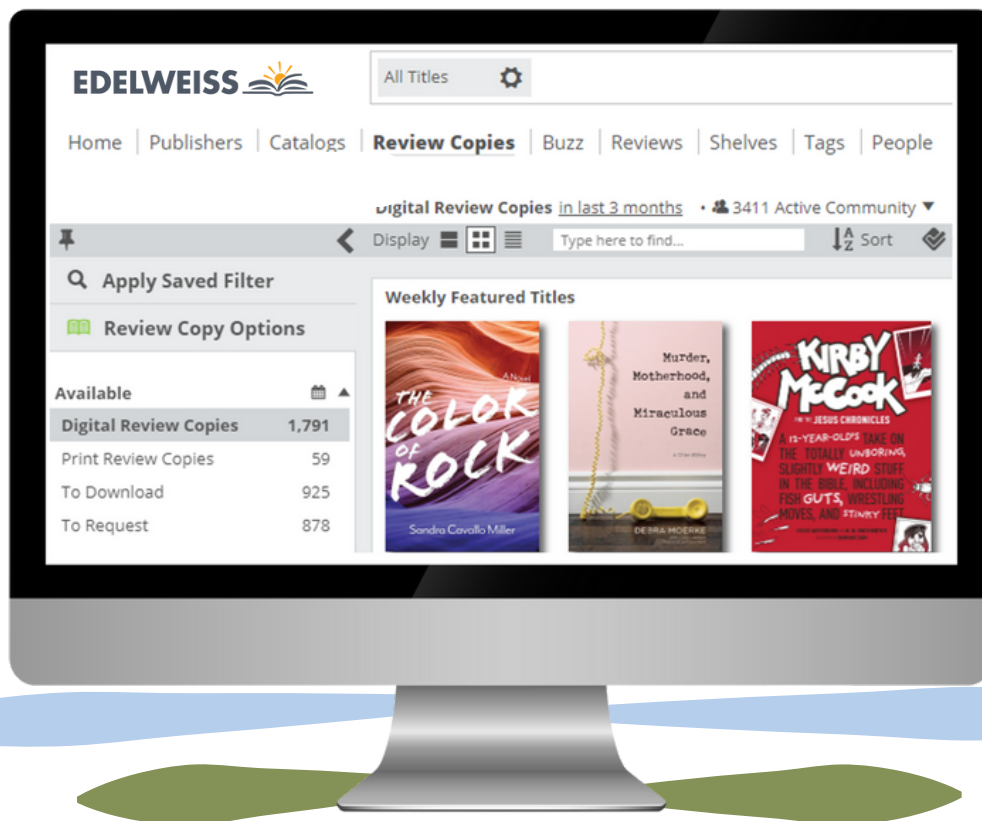


# FEATURED TITLES

Featured Titles are highlighted at the top of the Weekly Greeting AND at the top of the Review Copy tab in Edelweiss during the week of reservation. They drive traffic to your title in Edelweiss!

Only nine spots are available each week. No artwork is required. Featured Titles can be reserved by clicking the "promote" button (bullhorn icon) below a title within Edelweiss.

The price is \$412.



Here is how Featured Titles appear within Edelweiss.

*We provide a lift report for your title! Email [marketing@abovethetree.com](mailto:marketing@abovethetree.com) for stats.*

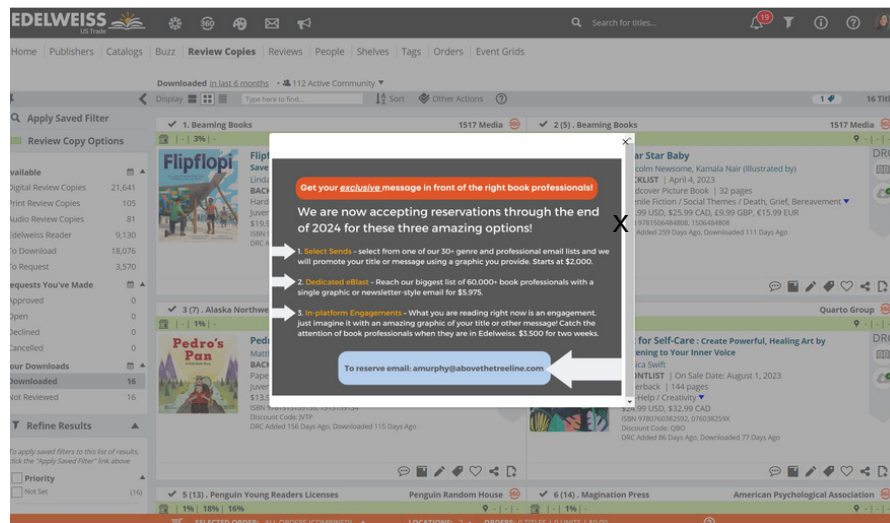
# In-Platform Engagements

Imagine a bookseller or librarian 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 \$3,500.

- 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.

## Example



**Contact [marketing@abovethetreeline.com](mailto:marketing@abovethetreeline.com)  
to reserve.**

*We provide number of impressions! Email [marketing@abovethetreeline.com](mailto:marketing@abovethetreeline.com) for stats.*



# User Newsletter Banners

Our user newsletters include relevant product updates, training tips, upcoming events, and other news specific to user type. These newsletters average open rates of 30-40%!

- **Monthly Bookseller Newsletter**
- **Monthly Librarian Newsletter**
- **Monthly Publisher Newsletter**
- **Quarterly Reviewer Newsletter**

March, June, September, December



## Price:

- \$770 top banner
- \$495 middle content banner
- \$350 bottom banner (Monthly Bookseller Newsletter only)
- 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.

Learn about our [UK Booksellers Newsletter!](#)

*We provide open and click rates!*

*Email [marketing@abovethetreeline.com](mailto:marketing@abovethetreeline.com) for stats.*



Reserve at [advertising.edelweiss.plus](https://advertising.edelweiss.plus)



# Edelweiss Community Newsletters

Promote your titles to ABA members, LibraryReads members, or Barnes & Noble employees in Edelweiss Community newsletters. These newsletters engage readers by highlighting new titles, conversations, collaborative lists, and events happening within the Edelweiss community.

These newsletters have an average open rate of 35-40% and have multiple promotional options:

- Top banner (\$1100)
- Middle banner (\$770)
- Footer banner (\$440)
- Author spotlight (\$440)
- Featured review (\$770)

*We provide open and click rates!*  
*Email [marketing@abovethetree.com](mailto:marketing@abovethetree.com) to request stats.*

View the schedule and reserve at:  
[advertising.edelweiss.plus](http://advertising.edelweiss.plus)



## Titles to Be Published Within 3 Months



## Spotlight on Alice Rothchild



Alice Rothchild loves storytelling that pushes boundaries and engages us in unexpected conversations. She is the author of a young adult novel, *Finding Melody Sullivan*, and the forthcoming juvenile novel *Old Enough to Know*. She has written and lectured widely on Israel/Palestine, and directed a documentary film, *Voices Across the Divide*. She is a mentor for *We Are Not Numbers*, a program that supports young writers in Gaza. Alice, a retired OB/GYN, received Boston Magazine's Best of Boston's Women Doctors Award, was named in *Feminists Who Changed America 1963-1975*, and was named a Peace Pioneer by the American Jewish Peace Archive. When she is not making good trouble, she loves hiking in the Pacific Northwest, playing with her grandchildren, tending to her boisterous garden, and stretching the boundaries of her cooking.



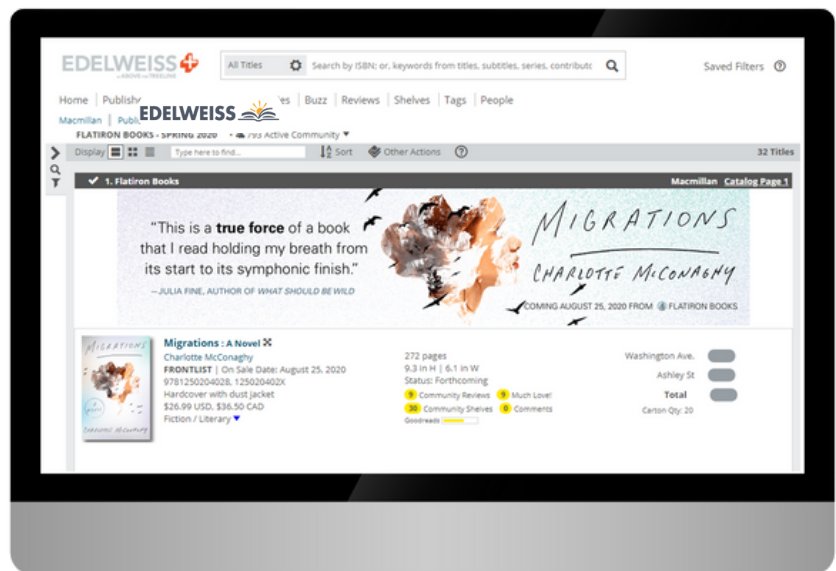
# TITLE BANNER INSERTS

Title banner inserts are ads that appear above titles throughout Edelweiss to draw the attention of buyers and influencers.

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.