

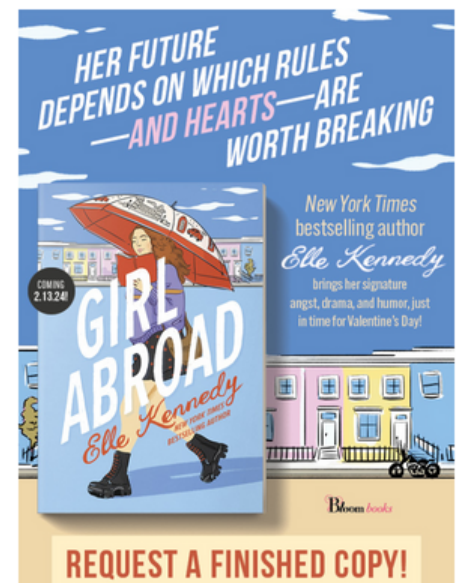
# Dedicated eBlasts

Reserve a dedicated newsletter and get your message out to the book world! Reach our **broad audience** of 100,000+ subscribers or select from our **30+ targeted lists** based on genre or professional groupings.



## Format:

- 600px wide by 800px tall graphic (can be PNG or GIF)
- 50-75 character subject line
- Redirect URL



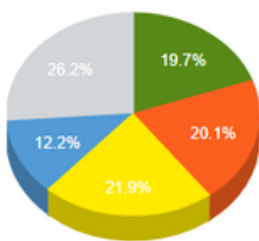
## Audiences

- Broad audience (100,000+) - \$5,975
- Large list (over 20k people) - \$4,500
- Medium list (just over 10k to just under 20k people) - \$3,500
- Small list (under 10k people) - \$2000

# Broad Audience

Edelweiss is the place for over 180,000 book professionals to market, sell, discover, and order new book titles. Reserve a dedicated eBlast to our largest list of highly engaged book professionals.

102,496 Users



As of April 2024

	Users	Downloads	Reviews	Shelves	Tags
● Bookseller	20,159 (20%)	505,458 (25.1)	82,513 (4.1)	136,605 (6.8)	506,002 (25.1)
● Librarian/Academic	20,590 (20%)	293,374 (14.2)	49,346 (2.4)	55,305 (2.7)	40,632 (2.0)
● Blogger/Reviewer	22,413 (22%)	116,376 (5.2)	33,694 (1.5)	30,162 (1.3)	35,315 (1.6)
● Industry	12,480 (12%)	28,956 (2.3)	5,474 (0.4)	6,108 (0.5)	89,090 (7.1)
● Individual	26,854 (26%)	9,654 (0.4)	2,860 (0.1)	3,597 (0.1)	3,719 (0.1)
<b>Total</b>	<b>102,496</b>	<b>953,818 (9.3)</b>	<b>173,887 (1.7)</b>	<b>231,777 (2.3)</b>	<b>674,758 (6.6)</b>



Average open rate



Average click-through rate

**Price: \$5,975**

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

Or reach a niche audience by selecting from one of our **30+ targeted lists**.

# Targeted 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

## 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

## ★ Specialty lists

\*Priced the same as large lists

ABA	8,257
LibraryReads	23,247
Barnes & Noble	3,139

## 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

\*CTRs vary by list

*If you are interested in an audience that isn't listed or would like a user breakdown of a list, 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

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