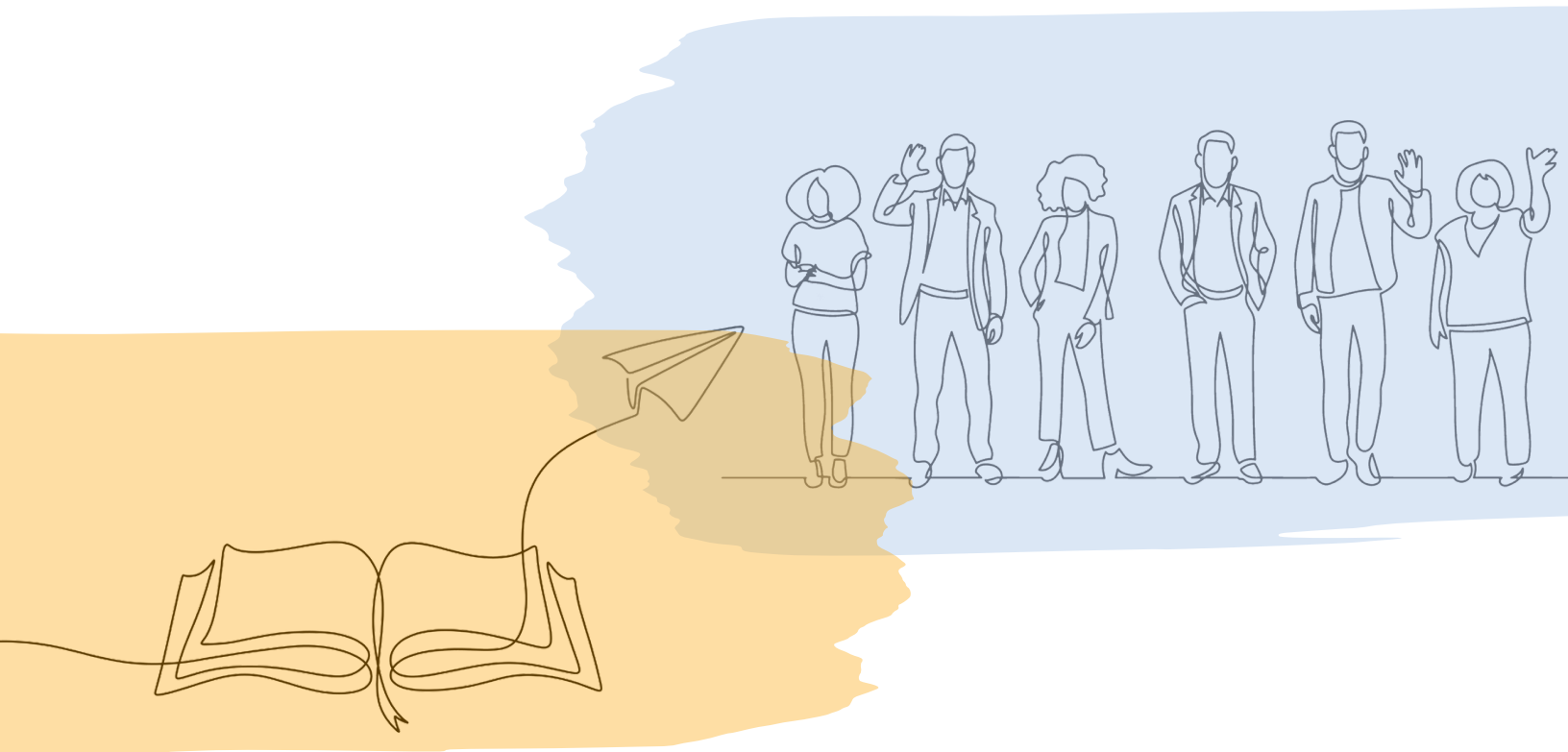




Advertising Kit



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.

edelweissplus.com/for-marketers

Inquiries:
marketing@abovethetreeline.com

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

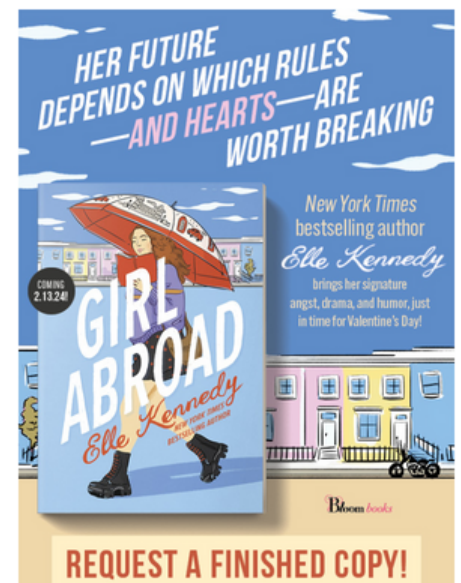
Dedicated eBlasts

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



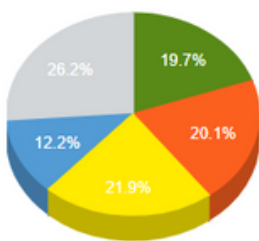
Audiences

- 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)
Total	102,496	953,818 (9.3)	173,887 (1.7)	231,777 (2.3)	674,758 (6.6)



Average open rate



Average click-through rate

Price: \$5,975

Contact 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	22,400+
Historical Fiction	23,500+
YA Romance	26,000+
Romance	30,900+
Fantasy	31,800+
Ya Sci Fi / Fantasy	34,000+
Mystery / Thriller	33,500+
Young Adult	42,600+
Fiction	48,200+

Small sized lists

Crafts / Hobbies	2,100+
Christian	2,400+
Religion / Spirituality	3,300+
Sports	3,400+
Gardening	4,600+
Health / Fitness	5,800+
Political Science	6,600+
Art / Architecture	6,900+
Travel	6,800+
Horror	8,200+
Nature	7,600+
Nonfiction	8,700+
Science	8,400+
Cooking	9,800+
Poetry	10,300+

Specialty lists

*Priced the same as large lists

ABA	9,400+
LibraryReads	24,700+
Barnes & Noble	3,100+

Medium lists

Juvenile Nonfiction	10,800+
Humor	11,700+
History	15,200+
Comics / Graphic Novels	19,000+
Biography / Memoir	19,700+
Juvenile	19,300+
Juvenile Fiction	20,800+

*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.

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 to reserve.

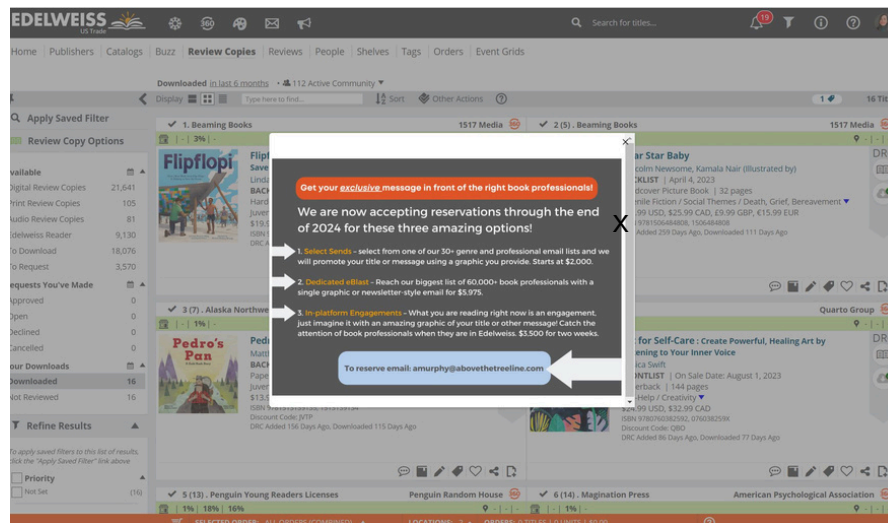
In-Platform Engagements

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!

Price starting at \$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
to reserve.**

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

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

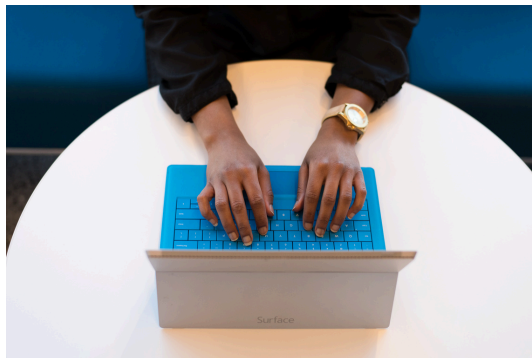
Reserve [here](#)

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@abovethetreeline.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.

The image shows two overlapping screenshots of the Edelweiss website. The top screenshot is 'The Weekly Greeting' newsletter for Tuesday, December 5, 2023. It features the Edelweiss logo and a list of statistics: 1,400 new releases, 297 new Digital Review Copies, and 113 new catalogs. The bottom screenshot is the 'Review Copies' interface, showing a sidebar with 'Review Copy Options' and a main area with 'Weekly Featured Titles'. The featured titles include 'Belinda', 'LOST BOOK', 'DISCOVER THE MATRIX', 'BLOOD DOORS', 'ONE WRONG MOVE', and 'THE MEMORY OF LAVENDER'. The first featured title, 'Fay's Men', is highlighted with a bullhorn icon. Below it, the book details are shown: 'Fay's Men' by Perle Besserman, Frontlist, On Sale Date: April 1, 2024, 9781955062947, 1955062943, Trade Paperback, \$19.99 USD, \$26.99 CAD, Discount Code: SPT, Fiction / Women, DRC Added 28 Minutes Ago, 312 pages, 8.5 in H | 5.5 in W | 0.7 in T | 0.8 lb Wt, Status: Forthcoming, Sales Rights: View.


EDELWEISS  **The Weekly Greeting**
U.S. Trade Edition
Tuesday, December 5, 2023

Hello! This week's Greeting provides links to:

- **1,400 new releases** this week across Adult Fiction, Adult Nonfiction, Children's and Young Adult genres
- **297 new Digital Review Copies** added to Edelweiss last week across the same genres
- **113 new catalogs**

The Weekly Greeting goes out to over 100,000 wonderful book professionals and enthusiasts such as yourself! To learn about promotional opportunities in this newsletter, click here.

3 Featured Titles 113 New Catalogs*

EDELWEISS  **Review Copies** Search for titles...

Home | Publishers | Catalogs | Buzz | **Review Copies** | Reviews | People | Shelves | Tags | Orders | Event Grids

Digital Review Copies in last 6 months • 6370 Active Community


Apply Saved Filter

Review Copy Options

Available	
Digital Review Copies	6,549
Print Review Copies	99
Audio Review Copies	26
Edelweiss Reader	5,881
To Download	6,021
To Request	528
Requests You've Made	
Approved	0
Open	0
Declined	0
Cancelled	0
Your Downloads	
Downloaded	6
Not Reviewed	6

Weekly Featured Titles

1. **Running Wild Press**

Fay's Men 

Perle Besserman
FRONTLIST | On Sale Date: April 1, 2024
9781955062947, 1955062943
Trade Paperback
\$19.99 USD, \$26.99 CAD
Discount Code: SPT
Fiction / Women
DRC Added 28 Minutes Ago

312 pages
8.5 in H | 5.5 in W | 0.7 in T | 0.8 lb Wt
Status: Forthcoming
Sales Rights: [View](#)

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 for stats.



Reserve at 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 vary in list size, have an average open rate of 35-40%, and have multiple promotional options.

All Lists:

- Author Spotlight: \$440
- Featured Review: \$770

ABA and B&N Banners:

- Top Banner, \$800
- Middle Banner, \$560
- Footer Banner, \$300

LibraryReads Banners:

- Top Banner, \$1100
- Middle Banner, \$770
- Footer Banner, \$440

View the schedule and reserve at:
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.

Collaborative Consumer Marketing (CCM)

Sponsor title placements in store-crafted D2C email campaigns!

Get your titles in front of engaged indie bookstore patrons while supporting the indies using our Indie360 newsletter service.

Price: Titles and amounts per title flexible and completely up to the publisher

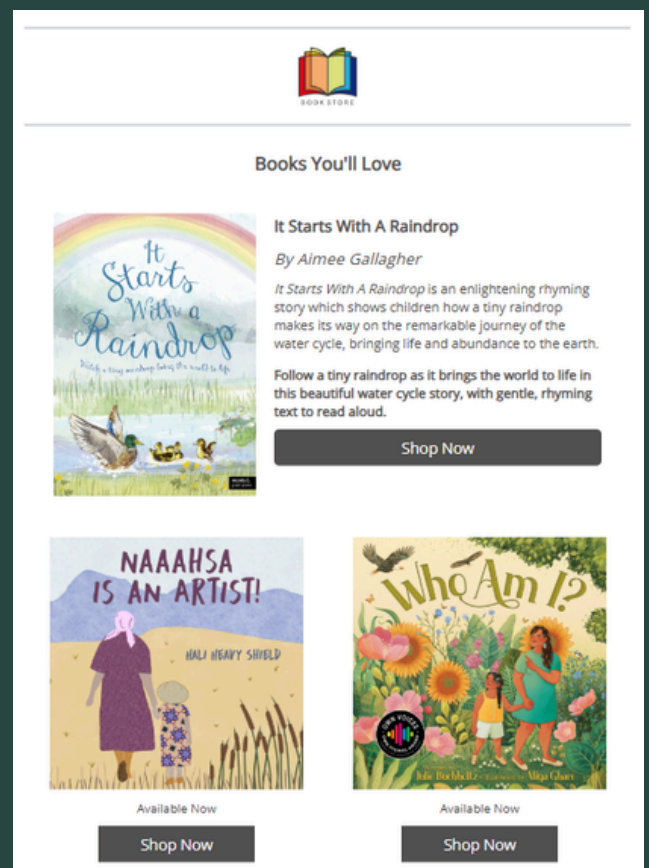
- **6K+** titles promoted by publishers in Q3 & Q4
- **47%** average open rate across all stores' sends
- **4M+** emails sent per quarter by **120+** participating US Bookstores

Includes:

Sponsored and incentivized titles are prominently identified when booksellers are creating campaigns.

Automatic CPM adjustment for each title placement, based on number of sends, relevance, etc.

Detailed ROAS reporting on campaigns, including click rates and sales tracking.



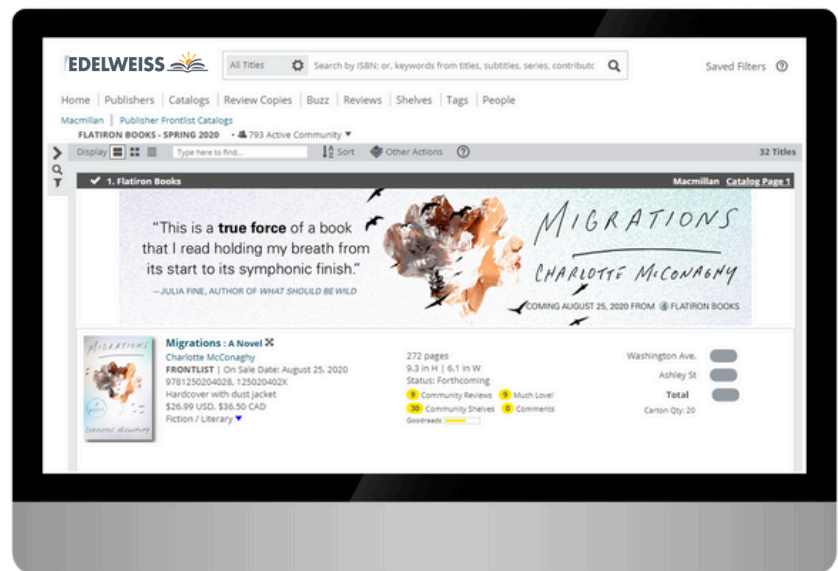
Title Banner Inserts

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.