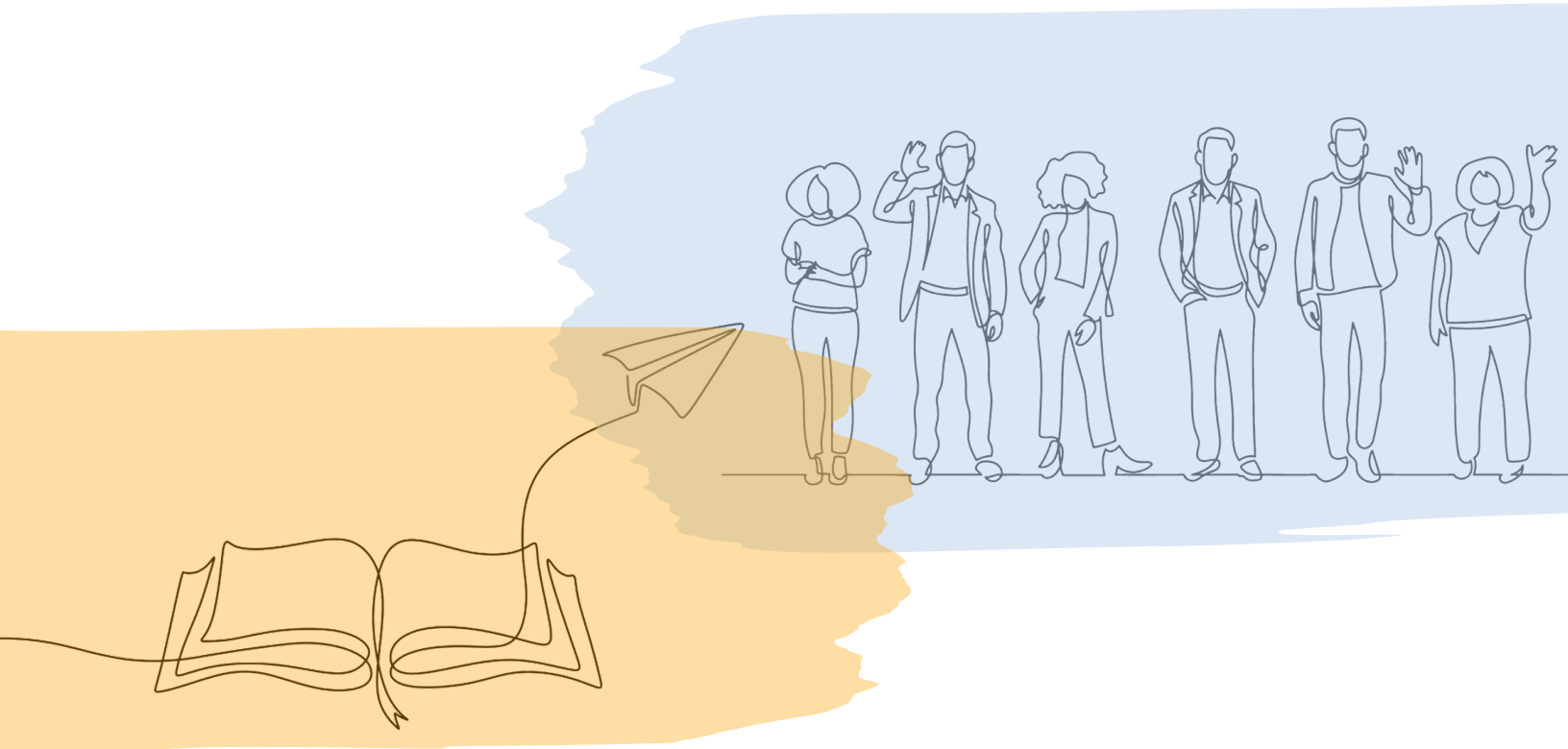




# Advertising Kit



*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](https://edelweissplus.com/for-marketers)

**Inquiries:**  
[marketing@abovethetreeline.com](mailto:marketing@abovethetreeline.com)

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

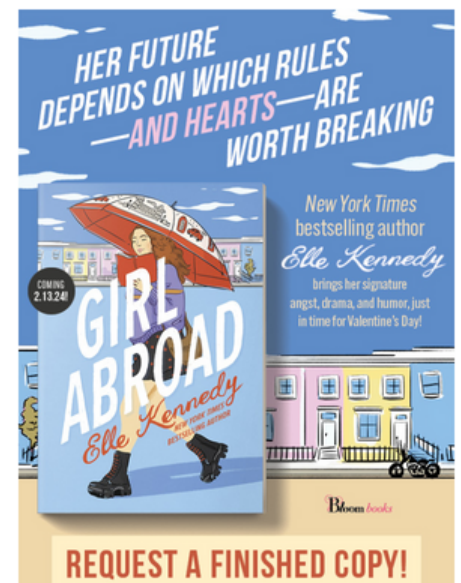
# Dedicated eBlasts

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



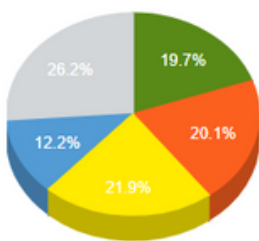
## Audiences

- 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)
<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

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

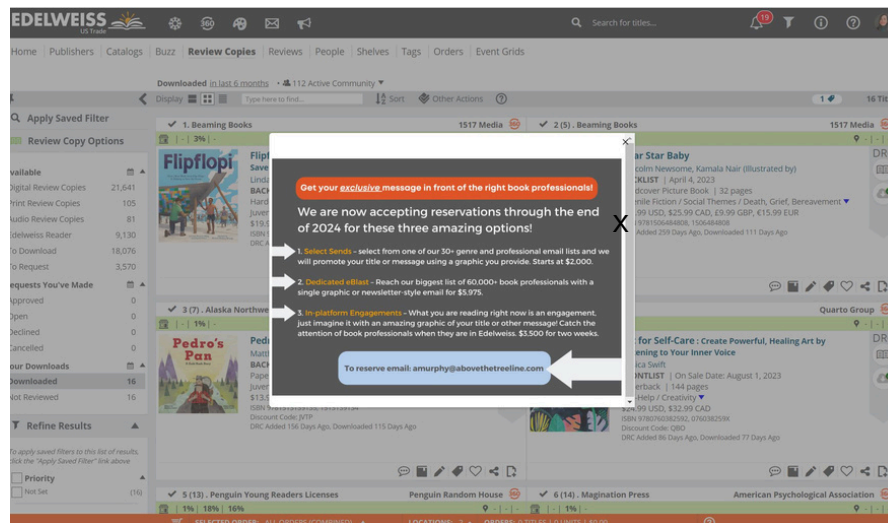
# In-Platform Engagements

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

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

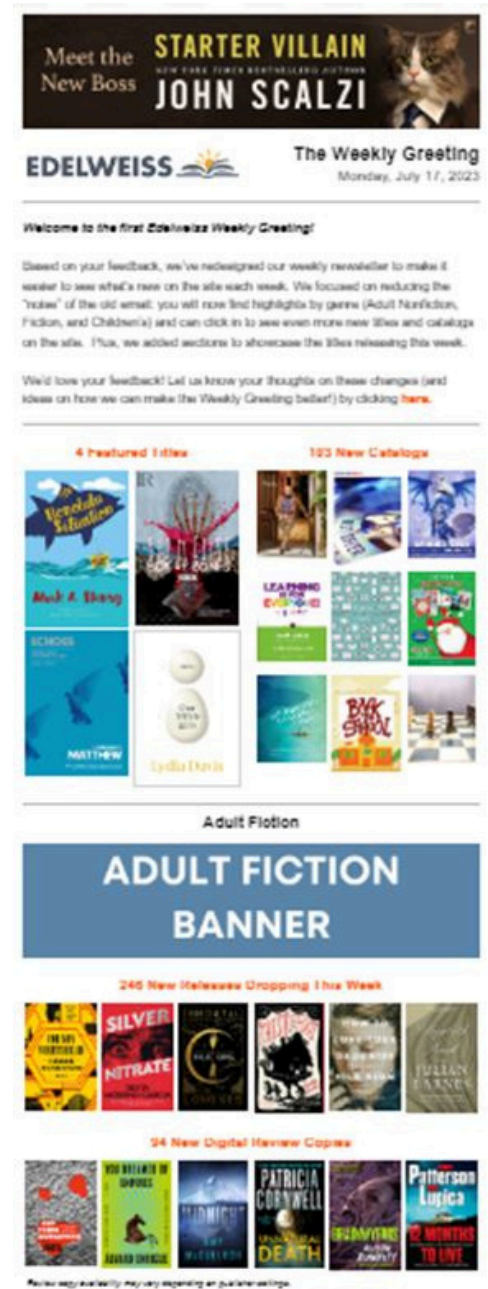
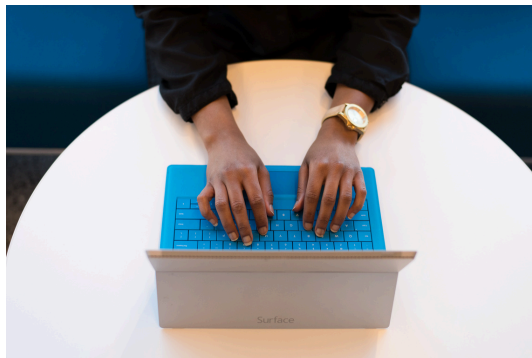
Reserve [here](#)

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](mailto: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 screenshots of the Edelweiss website. The top screenshot is the 'The Weekly Greeting' for U.S. Trade Edition, dated Tuesday, December 5, 2023. It includes a greeting, statistics on new releases (1,400), digital review copies (297), and catalogs (113), and a link to learn more about promotional opportunities.

The bottom screenshot is the 'Review Copies' tab in Edelweiss. It features a search bar, navigation links, and a list of 'Weekly Featured Titles'. The first featured title is 'Fay's Men' by Perle Besserman, with details on its frontlist status, on-sale date (April 1, 2024), ISBN (9781955062947), price (\$19.99 USD, \$26.99 CAD), discount code (SPT), and genre (Fiction / Women). It also shows the title's dimensions (8.5 in H | 5.5 in W | 0.7 in T | 0.8 lb Wt) and status (Forthcoming).












**EDDELWEISS**  **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\*

**EDDELWEISS**      **Review Copies**      

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](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 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](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.

# 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**

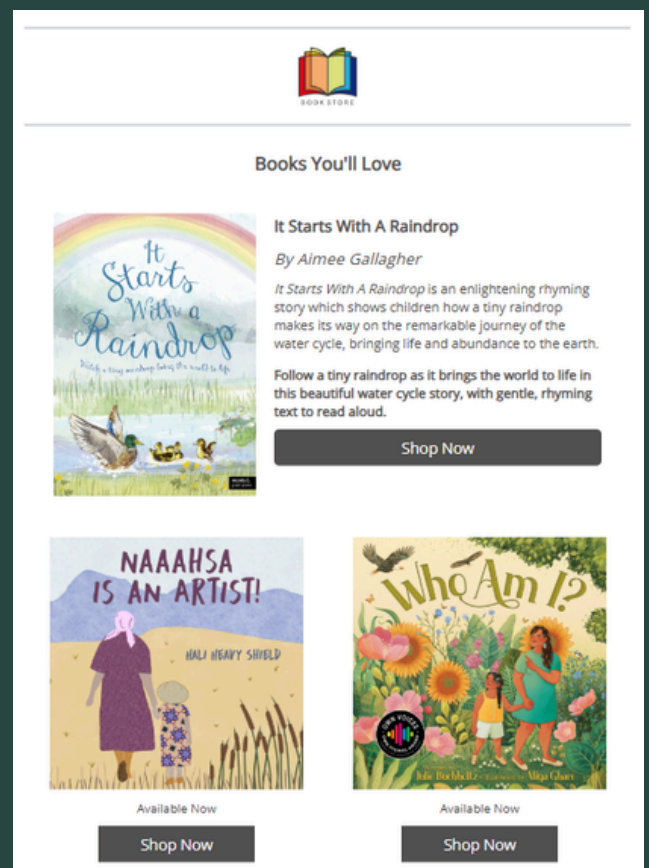
- **6K+** titles promoted by publishers in Q3 & Q4
- **47%** average open rate across all stores' sends
- **4M+** emails sent per quarter by **120+** participating US Bookstores

## **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.



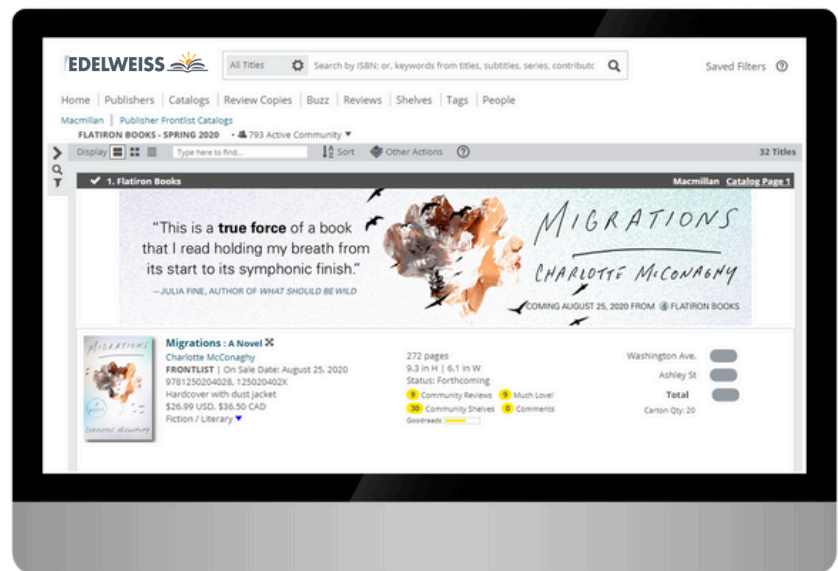
# Title Banner Inserts

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.