

The Book Report Network's flagship website offers readers book reviews in a variety of genres, interviews with authors from debuts to bestsellers, polls, contests and more. Features include Bookreporter.com Bets On, New in Paperback, Books into Movies (featured films and DVD releases), featured author blogposts and spotlights in genres such as Mystery, Thriller, Romantic Suspense, Historical Fiction, One to Watch, Women's Fiction and Literary Fiction. Also offered is a robust Coming Soon feature where readers can view upcoming releases. Content is updated weekly, spotlighted in a weekly newsletter and shared on the Bookreporter.com Facebook fan page.

## BOOKREPORTER.COM PROMOTIONS OVERVIEW

Note: All promotions on Bookreporter.com are subject to title approval. We work solely with traditionally published authors; no self-published titles are accepted for review or promotions.

Be sure to book early. Space availability varies throughout the year.

| PROMOTION  | LENGTH  | NUMBER OF ARCS/PRICE |            |                             |
|--|---------|----------------------|------------|-----------------------------|
| <b><u>Author Spotlight Features</u></b>  |         |                      |            |                             |
| 8-week Author Spotlight  | 8 weeks | 20/\$4,500           | 50/\$4,800 | 100/\$5,200                 |
| 4-week Author Spotlight  | 4 weeks | 20/\$2,900           | 50/\$3,200 | 100/\$3,600                 |
| <b><u>Sneak Peek: An Early Look at an Upcoming Book</u></b>                            |         |                      |            |                             |
| Early Reader Focus Group   |         | 25/\$3,400           | 50/\$3,600 | 100/\$4,000                 |
| Early Reader Giveaway  |         | 25/\$2,200           | 50/\$2,400 | 100/\$2,600                 |
| <b><u>Bookreporter.com/ReadingGroupGuides.com Combination Packages</u></b>             |         |                      |            |                             |
| 4-Week Author Spotlight Feature/<br>RGG Registered Book Club Combo (regularly \$1,400) |         | 20/\$3,800           | 50/\$4,100 | 100/\$4,500<br>(save \$500) |
| 4-Week Author Spotlight Feature/<br>RGG On Page/Newsletter Combo (regularly \$1,250)   |         | 20/\$3,850           | 50/\$4,150 | 100/\$4,550<br>(save \$300) |
| 8-Week Author Spotlight Feature/<br>RGG Registered Book Club Combo (regularly \$1,400) |         | 20/\$5,400           | 50/\$5,700 | 100/\$6,100<br>(save \$500) |
| 8-Week Author Spotlight Feature/<br>RGG On Page/Newsletter Combo (regularly \$1,250)   |         | 20/\$5,450           | 50/\$5,750 | 100/\$6,150<br>(save \$300) |
| <b><u>Category Promotions</u></b>  |         |                      |            |                             |
| Valentine's Day  | 4 weeks |                      |            | \$750/title                 |
| Mother's Day   | 4 weeks |                      |            | \$750/title                 |
| Father's Day   | 4 weeks |                      |            | \$750/title                 |
| <b><u>Seasonal Promotions</u></b>  |         |                      |            |                             |
| Summer Promotion   |         | TBA                  |            | TBA                         |
| Holiday Cheer Promotion  | 8 weeks |                      |            | \$3,500/title               |
| What to Give/What to Get:  | 7 weeks |                      |            | \$200/title                 |
| Bookreporter.com's Annual Gift-Giving Guide  |         |                      |            |                             |

**For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com) or call 212-246-3100.**



## BOOKREPORTER.COM ADVERTISING

Note: All advertising on Bookreporter.com is subject to title approval. We work solely with traditionally published authors; no self-published titles are accepted for review or advertising. Be sure to book early. Space availability varies throughout the year.

### WEBSITE ADVERTISING

#### **New Size for 2010! Medium Rectangle Ad (300 x 250 pixels):**

**Positioning:** Top of Page

An ad in a premium spot on top of the homepage and select interior pages of Bookreporter.com offers publishers and authors a special opportunity to promote a title to an active audience of readers and book buyers. Feature a book jacket or other graphic and have it link to your website, an online retailer or another site of your choosing.

**Impressions:** 300,000 guaranteed impressions

(Average total impressions on Bookreporter.com per month: 1.1 million)

**Creative Specs:** jpeg, animated gif and Flash all accepted. No transparent Flash files, please. File size no larger than 50K. Ad is to be delivered ready for insertion. We will design your ad for an additional cost.

**Cost:** \$3,000

#### **Column Ad (150 x 240 pixels):**

An ad on the homepage and select interior pages of Bookreporter.com offers publishers and authors a terrific opportunity to promote a title to an active audience of readers and book buyers. Feature a book jacket or other graphic and have it link to your website, an online retailer or another site of your choosing.

**Positioning:** Right-hand column on homepage and the right-hand or left-hand column of select highly trafficked interior pages of Bookreporter.com

**Duration:** 1 month

**Impressions:** 200,000 guaranteed impressions

**Cost:** \$1,300

**Space Reservation Deadline:** At least 1 week prior to insertion. Subject to availability.

**Materials Deadline:** 1 week prior to insertion

### NEWSLETTER ADVERTISING

Includes:

- Graphic of book jacket or author photo
- 50-75 words of text
- A link to a website, special feature or online retailer
- **Duration:** 1 insertion (Newsletter is archived with your ad.)
- Circulation: 23,000+ weekly newsletter subscribers plus 3,100 more who read the newsletter online each month
- **Cost:** \$750

**Space Reservation Deadline:** At least 1 week prior to insertion (newsletter is sent every Friday). Subject to availability.

**Materials Deadline:** 1 week prior to insertion

### COMBO COLUMN AD/NEWSLETTER PACKAGE

**\$1,800 (a \$2,050 value)**

**For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com) or call 212-246-3100.**

## CATEGORY PROMOTIONS

Our three category promotions --- Valentine's Day, Mother's Day and Father's Day --- provide the perfect opportunity to promote frontlist or backlist titles to an audience of avid book buyers. As part of a consumer contest, the books will be packaged with thematic items to spark readers' interest.

Each feature includes placement on Bookreporter.com, which has an average of 1.1 million monthly page views. Also included is a feature in the Bookreporter.com newsletter for at least two weeks. The newsletter reaches 23,000+ subscribers per week with an additional 3,100 reading the newsletter online each month.

(Titles are subject to approval by Bookreporter.com for quality and appeal to our audience.)

### VALENTINE'S DAY (February 14)

- Length of Promotion: January 22 – February 16
- Cost: \$750 per title
- Commitment Due: January 15
- Content Due: January 19
- Promotional Bonuses: Announcement in the January 2010 edition of the ReadingGroupGuides.com newsletter to registered book clubs (circ. 9,700), inclusion in the February 2010 edition of the ReadingGroupGuides.com newsletter (circ. 10,600) and inclusion in the January 2010 edition of the Kidsreads.com Newsletter for Parents (circ. 1,500). If we have five committed titles by January 15<sup>th</sup>, we will place an ad for the promotion on *Shelf Awareness*.



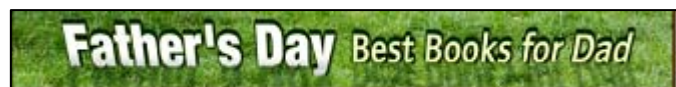
### MOTHER'S DAY (May 9)

- Length of Promotion: April 16 – May 10
- Cost: \$750 per title
- Commitment Due: April 2
- Content Due: April 12
- Promotional Bonuses: Announcement in the April 2010 edition of the ReadingGroupGuides.com newsletter to registered book clubs (circ. 9,700), inclusion in the May 2010 edition of the ReadingGroupGuides.com newsletter (circ. 10,600) and inclusion in the April 2010 edition of the Kidsreads.com Newsletter for Parents (circ. 1,500). If we have five committed titles by April 2<sup>nd</sup>, we will place an ad for the promotion on *Shelf Awareness*.



### FATHER'S DAY (June 21)

- Length of Promotion: May 28 – June 21
- Cost: \$750 per title .
- Commitment Due: May 11
- Content Due: May 18
- Promotional Bonuses: Announcement in the May 2010 edition of the ReadingGroupGuides.com newsletter to registered book clubs (circ. 9,700), inclusion in the June 2010 edition of the ReadingGroupGuides.com newsletter (circ. 10,600) and inclusion in the May 2010 edition of the Kidsreads.com Newsletter for Parents (circ. 1,500). If we have five committed titles by May 11<sup>th</sup>, we will place an ad for the promotion on *Shelf Awareness*.



### WHAT'S INVOLVED?

- You supply 5 copies of each of your featured titles and selected content, and we'll take care of the rest.
- Promotion price includes creation of the prize packages with thematic items, as well as shipping charges.
- Editorial content to be supplied: About the book description, cover, author bio and author photo.

**For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com) or call 212-246-3100.**



## BOOKREPORTER.COM SPONSORED PROMOTIONS

Bookreporter.com's 4-week and 8-week sponsored promotions give us the opportunity to introduce and hand sell an author's works (both frontlist and backlist) to an audience of avid book buyers. Along with homepage promotion, each sponsored feature includes an advance copy or finished book giveaway, a review, an author interview, excerpts, and more. The following promotion opportunities are available:

### New for 2010!

- Select the number of advance copy or finished books you want to give away.
- Special Added Bonus: A 300x80 pixel ad promoting your title on the homepage and select interior pages of Bookreporter.com for a minimum of one week.



### Suspense/Thriller Author Spotlight

Since 2003 this feature has given us the opportunity to introduce and hand sell to avid book buyers the works (both frontlist and backlist) of selected authors in this genre.

Past participating authors include: Nevada Barr, Steve Berry, Jeffery Deaver, Linda Fairstein, Tess Gerritsen, Raymond Khoury, Christopher Reich, J. D. Robb (Nora Roberts), Lisa Scottoline and Stephen White.



### Debut Suspense/Thriller "One to Watch" Author Spotlight

Available to first-time authors in the suspense/thriller category. On a select basis, this promotion may also be used for a title that is the start of a new series.

Past participating authors include: Emily Benedek, Chelsea Cain, Robert Dugoni and Raymond Khoury.



### Romantic Suspense Author Spotlight

Authors who combine peril and passion will find an audience eager for their romantic suspense.

Past participating authors include: Beverly Barton, Lisa Jackson, Karen Robards and Mariah Stewart.



### Mystery Mayhem Author Spotlight

Readers searching for clue-filled page-turners regularly investigate our "Mystery/Mayhem Author Spotlight."

Past participating authors include: M. C. Beaton, Rita Mae Brown, Mary Jane Clark, Joanne Fluke, Tana French, Linda Greenlaw and William Kent Krueger.

For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com) or call 212-246-3100.

## one to watch

### **One to Watch Author Spotlight**

This feature highlights noteworthy authors whose work does not fall in a specific genre like suspense/thriller or mystery. Typically the books in this promotion are fiction, but if we find a nonfiction title we love we will feature it. Past participating authors include: Anita Amirrezvani, Sandra Dallas, Therese Fowler, Nancy Horan, Khaled Hosseini, Jonathan Tropper and Markus Zusak.

## LITERARY FICTION

### **Literary Fiction Author Spotlight**

Spotlighting authors who tell rich, deeply moving stories, this promotion brings the finest literary authors to our readers' attention. Be among the first to feature a literary fiction author.

## Women's Fiction

### **Women's Fiction Author Spotlight**

This feature spotlights novels that particularly appeal to women, including stories of friendship, love and family. Past participating authors include: Barbara Delinsky, Janice Y.K. Lee, Elizabeth Noble and Penny Vincenzi.

## Historical Fiction AUTHOR SPOTLIGHT

### **Historical Fiction Author Spotlight**

Developed in response to the overwhelming interest in this genre from our readers, this promotion brings the finest historical fiction authors to their attention.

Past participating authors include: Sandra Brown, Louis Bayard and Jeff Shaara.

## Southern Writers Writers Who Write The Stories of the South

### **Southern Writers Author Spotlight**

This promotion was created by special request to showcase the works of Southern scribes.

Past participating authors include: James Villas and Paula Wall.

## FANTASY AUTHOR SPOTLIGHT

### **Fantasy Author Spotlight**

Whether established or debut, introduce fantasy authors to readers devoted to the genre.

Past participating authors include: Alan Campbell and Stephen R. Donaldson.

**For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com) or call 212-246-3100.**

## BOOKREPORTER.COM 8-WEEK PROMOTION

### THE PROMOTION INCLUDES

- 8 weeks of feature placement on Bookreporter.com homepage and multiple newsletter mentions
- Advance reading copy giveaway (20, 50 or 100 copies)
- Review of frontlist title the week of publication
- Author interview the week of publication
- Author bio
- Multiple excerpts (up to three) for frontlist title
- About the book for frontlist title
- Author bibliography
- Posting of advance reader comments
- Links to Amazon.com
- Link to author's website, podcasts and videos as available
- Mailbox will be set up for reader mail to the author

Our 8-week promotions typically begin in the weeks leading up to a book's release. We coordinate the campaign schedule so that the review and interview run on Bookreporter.com and in the Bookreporter.com newsletter on the Friday following the book's release date. The promotion stays on the Bookreporter.com homepage for an additional four weeks after the review and interview are posted.

The ARC giveaway, launched during the first week of the promotion, lasts for 14 days. In this time, we generally receive between 500 and 1,000 entries. Once we select the winners, we will send you their addresses so you can ship the books directly from your office or warehouse.

### WEBSITE PROMOTION

#### Weeks One/Two:

- Announcement of the title in the Bookreporter.com newsletter and on the website
- About the book
- About the author
- Mailbox for author opens
- Link to author website posted
- Author bibliography posted

#### Week Three:

- Advance reading copy giveaway winners announced
- Excerpt #1 runs

#### Week Four:

- Excerpt #2 runs

#### Week Five:

- Excerpt #3 runs

#### Week Six (timed for the Friday after publication date):

- Review of book
- Interview with Author

#### Week Seven:

- Advance reader comments posted

#### Week Eight:

- Author's responses to reader questions posted (as available)

## **NEWSLETTER PROMOTION**

Placement in the Bookreporter.com newsletter for at least four weeks during the promotion. Circ: 23,000+ per week with an additional 3,100 reading the newsletter online each month.

## **FOR AN AUTHOR TO QUALIFY**

Authors for this program must be approved by the staff of Bookreporter.com for appropriateness. Each author must have at least two backlist titles, as we want readers to be able to explore more than one work in this feature. Also, the publisher and/or author must be willing to provide excerpts and an interview.

## **ARCS/COST**

20/\$4,500    50/\$4,800    100/\$5,200

(Please note that publisher or author will handle mailing of all ARCs and review copies, or reimburse Bookreporter.com for these expenses.)

## **TERMS**

\$1,500 upon commitment to reserve slot / Remainder before launch of promotion.

## **New for 2010!**

Special Added Bonus: A 300x80 pixel ad promoting your title on the homepage and select interior pages of Bookreporter.com for a minimum of one week.

**For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com) or call 212-246-3100.**

## BOOKREPORTER.COM 4-WEEK PROMOTION

4-Week  
Promotion

### THE PROMOTION INCLUDES

- 4 weeks of feature placement on Bookreporter.com homepage and multiple newsletter mentions
- Advance reading copy giveaway (20, 50 or 100 copies)
- Review the week of publication
- Author interview the week of publication
- Author bio
- Multiple excerpts (up to three)
- Critical praise
- Link to author's website, podcasts and videos as available
- Link to Amazon.com

Our 4-week promotions typically begin in the weeks leading up to a book's release. We coordinate the campaign schedule so that the review and interview run on Bookreporter.com and in the Bookreporter.com newsletter on the Friday following the book's release date. The promotion stays on the Bookreporter.com homepage for an additional four weeks after the review and interview are posted.

The ARC giveaway, launched during the first week of the promotion, lasts for seven days. In this time, we generally receive between 300 and 500 entries. Once we select the winners, we will send you their addresses so you can ship the books directly from your office or warehouse.

### WEBSITE PROMOTION

#### Week One:

- Announcement of the title in the Bookreporter.com newsletter & on the website
- Advance reading copy giveaway (20, 50 or 100 copies)
- About the book
- Excerpt #1 runs
- Author bio
- Author bibliography posted

#### Week Two:

- Excerpt #2 runs

#### Week Three:

- Excerpt #3 runs

#### Week Four (timed to run the Friday after publication):

- Review of book
- Interview with author
- Advance reader comments posted

**NEWSLETTER PLACEMENT:** Placement in the Bookreporter.com newsletter for at least four weeks during the promotion. Circ: 23,000+ per week with an additional 3,100 reading the newsletter online each month.

**FOR AN AUTHOR TO QUALIFY:** Authors for this program must be approved by the staff of Bookreporter.com for appropriateness. The publisher and/or author must be willing to provide excerpts and an interview.

**ARCS/COST:** 20/\$2,900    50/\$3,200    100/\$3,600

(Please note that publisher or author will handle mailing of all ARCs and review copies or reimburse Bookreporter.com for these expenses.)

**TERMS:** \$1,000 upon commitment to reserve slot / Remainder on launch of promotion.

**New for 2010!** Special Added Bonus: A 300x80 pixel ad promoting your title on the homepage and select interior pages of Bookreporter.com for a minimum of one week.

**For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com) or call 212-246-3100.**



## **Bookreporter.com's Sneak Peek: An Early Look at an Upcoming Book**

At Bookreporter.com, we have the opportunity to read many great books well in advance of their release dates. Now, with our Sneak Peek Feature/Contest, we are offering our readers the chance to preview select early picks --- and share feedback on them. We know that readers champion books that they love, and we want you to be part of the excitement of upcoming releases as early as possible.

### **OPTION 1: Early Reader Focus Group**

#### **Phase One:**

In a special contest, 25-100 readers will be eligible to win a bound manuscript of your title in exchange for their giving us feedback for the book. To enter, readers will be asked to provide their name, address and certain demographic information, which will be customized for each title. Entries will be collected in a two-week period. We will hand-select the winners at the close of the contest period and send you mailing labels with their names/information to ship the manuscripts.

To promote the contest, we will run a 150 x 280 side-of-page advertisement on Bookreporter.com. The ad, which will appear on the homepage and select interior pages, will direct readers to the book's contest page and entry form, which we will build. The ad would receive at least 200,000 impressions.

The contest will also be advertised in one of the weekly editions of the Bookreporter.com newsletter, which is sent out every Friday. Additional newsletter insertions are \$700 apiece.

#### **Phase Two:**

After the prize copies have been shipped, we will contact our winners and ask them to send us their feedback about the book. Our team will develop specific questions for these readers. We will send these questions to you for your feedback and suggestions before sending them.

We will give the readers several weeks to read the book and set a reasonable deadline for their comments. Once all responses have been collated, we will send them to your team. After you have thoroughly reviewed all feedback, you will have the opportunity to post the responses on Bookreporter.com or keep them for your own use.

#### **Promotional Details:**

This promotion includes a Homepage/Newsletter Ad combination on Bookreporter.com, a bound manuscript giveaway, as well as a feature in which we will compile and possibly post comments from our advance readers.

#### **Promotional Bonus:**

We would link to the contest from the opening articles of ReadingGroupGuides.com's newsletter mailings (one is sent to our general readership while the other is sent exclusively to our registered book clubs), space availability permitting.

#### **Cost:**

-25 ARC Giveaway: \$3,400

-50 ARC Giveaway: \$3,600

-100 ARC Giveaway: \$4,000

**For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com) or call 212-246-3100.**



## **OPTION 2: Early Reader Giveaway**

Similarly to the Early Reader Focus Group, an Early Reader Giveaway would give you the opportunity to gauge our readers' interest and response to your title on Bookreporter.com. However unlike the Early Reader Focus Group, winners will be randomly selected and sent a standard set of questions.

### **Phase One:**

In a special contest, 25-100 readers will be eligible to win a bound manuscript of your title in exchange for their giving us feedback for the book. To enter, readers will be asked to provide their name and address. Entries would be collected in a two-week period. We will randomly select the winners at the close of the contest period and send you their names/information in a spreadsheet to ship the manuscripts.

To promote the contest, we will run a 150 x 280 side-of-page advertisement on Bookreporter.com. The ad, which will appear on the homepage and select interior pages, would direct readers to the book's contest page and entry form, which we will build. The ad will receive at least 200,000 impressions.

The contest will also be advertised in one of the weekly editions of the Bookreporter.com newsletter, which is sent out every Friday. Additional newsletter insertions are \$700 apiece.

### **Phase Two:**

After the prize copies have been shipped, we will contact our winners and ask them to send us their feedback about the book. The Early Reader Giveaway promotion includes a standard set of questions that ask readers about other authors they read, their familiarity with the featured author and their thoughts on the book.

We will give the readers several weeks to read the book and set a reasonable deadline for their comments. Once all responses have been collated, we will send them to your team. After you have thoroughly reviewed all feedback, you will have the opportunity to post the responses on Bookreporter.com or keep them for your own use.

### **Promotional Details:**

This promotion includes a Homepage/Newsletter Ad combination on Bookreporter.com, a bound manuscript giveaway, as well as a feature in which we will compile and possibly post comments from our advance readers.

### **Promotional Bonus:**

We would link to the contest from the opening articles of ReadingGroupGuides.com's newsletter mailings (one is sent to our general readership while the other is sent exclusively to our registered book clubs), space availability permitting.

### **Cost:**

-25 ARC Giveaway: \$2,200

-50 ARC Giveaway: \$2,400

-100 ARC Giveaway: \$2,600

**For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com) or call 212-246-3100.**



**GET READERS TO DIVE INTO YOUR BOOKS THIS SUMMER  
WITH THIS SIZZLING FEATURE ...AND CONTEST!**

To celebrate summer, we're running our Bookreporter.com 6th Annual Beach Bag of Books promotion. The goal:  
Get readers packing their beach bags with plenty of great books.

Every week from May 21 to August 27, 2010, we'll spotlight a different title or collection of titles.  
Readers enter to win a beach bag that includes a copy of the book(s) and other summertime essentials  
(5 winners per week; 5 additional winners receive a copy of the book(s)).

**NEW THIS YEAR!**

Noting that budgets are tight we have developed THREE different ways to include your titles:

- 1) Single Featured Title: One title gets all the excitement this week as it is spotlighted on its own.
- 2) A Collection of Titles from One House: Pull together a collection of titles from your house (this can include various imprints from one parent house) to create buzz for up to four titles.
- 3) A Themed Collection of Books from Various Houses: Bookreporter.com will pull together groups of themed titles --- thrillers, women's fiction, romantic suspense, etc. You tell us what you would like to promote and we will do the rest!

**RESERVE NOW!**

(Note: Titles are subject to approval by Bookreporter.com for quality and appeal to our audience.)

**PROMOTION DETAILS**

- Length of Promotion: 15 weeks plus two bonus weeks.
- Includes placement on the Bookreporter.com homepage, which has an average of 85,000 monthly page views.
- Also includes a feature in the Bookreporter.com newsletter, which reaches 23,000+ subscribers per week with an additional 3,100 reading the newsletter online each month.

**COST**

- \$3,750 for Single-Title Feature
- \$4,750 for a Collection of up to Four Titles From One House
- \$1,200 for One Title included in a Themed Collection

**PROMOTION BONUS!**

- A press release will be sent to the trade and consumer press.
- Advertising in the trade publication *Shelf Awareness* for the duration of the promotion (ads change weekly).

### WHAT'S INVOLVED?

- You supply 10 copies of each title and selected content, and we'll take care of the rest!
- The promotion price includes the beach bags with the summertime items, as well as shipping charges.

### DEADLINES

- Title submissions are due to Stephen Bedford ([Stephen@bookreporter.com](mailto:Stephen@bookreporter.com)) by Friday, May 7th. Please specify the on-sale date for each title.
- Final selection and schedule from Bookreporter.com by Wednesday, May 12th.
- Content due Friday May 14th. About the book description, cover, excerpt, bio, author photo, and an author interview or essay (we will conduct an interview for an additional fee).
- Two copies of each title are due to Bookreporter.com by Friday, May 21st. (Please note that if you have late July or August pub dates, books can follow at a later date. Please confirm with Stephen.)
- Promotion goes live Friday, May 21st.

### RESULTS OF 2009 PROMOTION

- The feature received more than 130,000 page views.
- Each featured title or collection received an average of 7,730 page views (a 47% increase from 2008).
- Each weekly contest received an average of 2,280 entries per week.
- Featured titles continued to pull after the promotion ended.



**For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com) or call 212-246-3100.**

## HOLIDAY CHEER 2010



### **THIS FESTIVE CONSUMER CONTEST IS BACK FOR ITS SIXTH YEAR!**

Every week from November 13 – January 3 a different title or collection of titles will be featured, and readers can enter to win a basket that includes a copy, or copies, of a featured title or titles, wrapping paper and a bow, and holiday-themed items such as Ghirardelli hot chocolate mix, gourmet vanilla marshmallows, and more!

There will be 5 winners per week.

Reserve early! The promotion is limited to 6 titles or collections.  
(Titles are subject to approval by Bookreporter.com for quality and appeal to our audience).

### **PROMOTION DETAILS**

- Length of Promotion: 6 weeks plus two bonus weeks.
- Includes placement on the Bookreporter.com, which has an average of 1.1 million page views per month
- Also includes a feature in the Bookreporter.com newsletter, which reaches 23,000+ subscribers per week with an additional 3,100 reading the newsletter online each month.
- Cost: \$3,500 per single title, \$4,500 for a collection of up to 4 titles.

### **PROMOTION BONUS!**

- A press release will be sent to the trade and consumer press.
- Web advertising: Bookreporter.com will buy advertising on third-party websites covering books, women's interest and entertainment topics.
- Advertising in the trade publication *Shelf Awareness* for the duration of the promotion (ads change weekly).

### **WHAT'S INVOLVED?**

- You supply copies of each featured title and selected content, and we'll take care of the rest!
- The promotion price includes the baskets with the holiday-themed items, as well as shipping charges.

### **DEADLINES**

- Title submissions are due to Bookreporter.com by October 15. Please specify the on-sale date for each title. Please include "Holiday Cheer Promotion" on the outside of your package.
- Final selection and schedule from Bookreporter.com by October 22.
- Content due to Bookreporter.com by November 1: About the book, cover, excerpt, bio, author photo and an author interview or essay (we will conduct an interview for an additional fee).
- Books are due to Bookreporter.com by November 1.
- Promotion goes live November 13!

### **RESULTS OF 2009 PROMOTION**

- The 2009 feature received nearly 50,000 page views during November and December.
- Each featured title received an average of 2,600 page views.
- Each contest had an average of 2,400 entries per week.
- Featured titles continued to pull after the promotion ended.



*Featured basket in past promotion*

**For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com), or call 212-246-3100.**



## WHAT TO GIVE, WHAT TO GET HOLIDAY GIFT GUIDE

A BOOKREPORTER.COM PROMOTION

**RING IN THE HOLIDAYS WITH OUR ANNUAL GIFT-GIVING GUIDE!**

Every year readers ask us for gift-giving suggestions that will please everyone from kids to co-workers. Get a jump on holiday sales by promoting titles in a host of popular categories such as cookbooks, humor, sports, games, stocking stuffers, fiction, mysteries and more (see complete category list below).

### PROMOTION DETAILS

- Length of Promotion: November 13 – January 3
- Includes placement on the Bookreporter.com homepage, which has an average of 750,000 visitors
- Also includes a feature in the Bookreporter.com newsletter, which reaches 23,000+ subscribers per week with an additional 3,100 reading the newsletter online each month
- Cost: \$200 per title
- Commitment Due: October 29
- Content Due: October 30
- Content Needed: A graphic of the book cover, 25 words of text and a link to your website

### CATEGORIES

**Eat, Drink & Be Merry:** Cookbooks, Entertaining Guides & Culinary Tales

**Faces & Places:** Biography, Memoir and History

**Graphic Novels**

**Great Choices for Booklovers:** Fiction and Nonfiction Highlights

**Great Tools for Readers and Writers:** Accessories for book lovers

**Healthy, Wealthy & Wise:** Advice and How-To

**Holiday Spirit:** Perfect Selections for Holiday Reading

**Inspirational:** Christian Fiction and Nonfiction Highlights

**Just for Fun:** Humor Books

**Let the Games Begin:** Trivia & Games

**Mystery Madness & Thrilling Reads:** Mysteries, Thrillers and Suspense

**News, Events & Popular Culture:** Current Events and Pop Culture

**Picture Perfect:** Picture Books

**Slam Dunks:** Sports Titles

**Splendid Series:** Series Books for Kids

**Stocking Stuffers:** Books Small Enough to Put in Stockings or Buy in Quantity

**Teens' Choice:** For Teens

**True Story:** Nonfiction for Kids

For more information, contact Stephen Bedford at [Stephen@bookreporter.com](mailto:Stephen@bookreporter.com) or call 212-246-3100.

## 2010 PROMOTION CALENDAR

### EVERY MONTH

Author Spotlight Features: Suspense/Thriller, Debut Suspense/Thriller, Romantic Suspense, One to Watch, Literary Fiction, Mystery Mayhem, Historical Fiction, Women's Fiction, Southern Fiction and Fantasy

Requests should be made a minimum of two months before the featured title's on sale date (schedule to be developed). Authors for this program must be approved by the staff of Bookreporter.com for quality and appeal to our audience.

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|---------------------|--|
| <b>JANUARY</b>      | Valentine's Day Category Promotion • Commitment Due: January 15<br>Valentine's Day Category Promotion begins January 22  |
| <b>FEBRUARY</b>     | Valentine's Day Category Promotion runs thru February 16   |
| <b>MARCH</b>        | Mother's Day Category Promotion • Commitment Due: April 2  |
| <b>APRIL</b>        | Mother's Day Category Promotion begins April 16<br>Summer Promotion • Title Submissions Due: TBA   |
| <b>MAY</b>          | Father's Day Category Promotion • Commitment Due: May 11<br>Mother's Day Category Promotion runs thru May 10<br>Summer Promotion begins TBA<br>Father's Day Category Promotion begins May 28 |
| <b>JUNE</b>         | Father's Day Category Promotion runs thru June 21<br>Summer Promotion runs   |
| <b>JULY</b>         | Summer Promotion runs  |
| <b>AUGUST</b>       | Summer Promotion runs  |
| <b>SEPTEMBER</b>    | Summer Promotion runs thru September 6   |
| <b>OCTOBER</b>      | Holiday Cheer Promotion • Title Submissions Due: October 22<br>What to Give/What to Get Gift Guide • Commitment Due: October 15  |
| <b>NOVEMBER</b>     | Holiday Cheer Promotion begins November 13<br>What to Give/What to Get Gift Guide begins November 13   |
| <b>DECEMBER</b>     | Holiday Cheer Promotion runs<br>What to Give/What to Get Gift Guide runs   |
| <b>JANUARY 2011</b> | Holiday Cheer Promotion runs thru January 3<br>What to Give/What to Get Gift Guide runs thru January 3   |