

As of December 2009, ReadingGroupGuides.com has more than 185,000 unique monthly visitors. It is the leading place for book clubs to find all the resources they need on the web, including:

- 10,000 registered book clubs, as of January 2010.
- More than 2,850 discussion guides in various genres
- Features with advice and ideas on starting and sustaining reading groups
- Monthly interviews with groups across the country
- Lists of reading selections, tip of the month, polls & monthly contests
- A listing of independent booksellers across the country
- Interviews with booksellers and librarians with tips for book clubs

REGISTERED BOOK CLUBS

ReadingGroupGuides.com now is registering book clubs (more than 10,000 were registered as of January 2010). Each registrant provides detailed information about his or her group including the genres of books that they read. Registered book clubs are eligible for a number of special offerings including advance reading copies of books, books for their entire group and the opportunity to liaise with authors.

NEW FOR 2010! READINGGROUPGUIDES.COM COMING SOON FEATURE

In 2009, ReadingGroupGuides.com conducted a reader survey that generated more than 7,700 responses giving us insight into the meeting habits and selection processes used by reading groups. Among the valuable information we learned was that nearly half (44%) of groups make their selections annually, quarterly or every six months with January, June and September among the most popular months for making selections. Based on this information, we will have a robust Coming Soon feature on ReadingGroupGuides.com beginning in February 2010 that will to help you better announce your titles well in advance, allowing readers access to this information for making their book group discussion choices.

This service is free of charge and allows you to announce titles, authors, release dates, format (hardcover, trade paperback and mass market) and a small blurb about the book. We're excited to offer this new tool, and know it will soon be among our most popular features for readers, booksellers and librarians.

- To see results of our 2009 Reader Survey: http://readinggroupguides.com/surveys/survey_results.asp
- To add your titles to the Coming Soon feature: <http://www.tbrnetwork.com/content/comingsoon.asp>

READINGGROUPGUIDES.COM SOCIAL MEDIA

- ReadingGroupGuides.com Blog: Updated several times a week, the blog shares postings from regular contributors --- including authors, librarians, book club facilitators, booksellers and experts in the publishing industry --- as well as special guests. Many of our readers are telling us that they are making this blog a daily destination. If you are interested in participating --- or know of any authors or colleagues that would like to participate --- **please contact Dana Barrett at Dana@bookreporter.com**.
- Facebook: ReadingGroupGuides.com's Facebook page has become an active forum for book discussions and suggestions among our fans. Much of our monthly content is displayed on the page.
- Goodreads.com: Each month our featured books and new guides are added to our Facebook page.

OVERVIEW OF ADVERTISING, PROMOTIONS & FEATURES

Opportunities	Duration	Price
Add a Guide (permanently archived by title, author and three genres)	Ongoing	\$150
<ul style="list-style-type: none"> All reading guides are promoted in the ReadingGroupGuides.com monthly newsletter as well as on the homepage throughout the month. Also, guides are listed on the Bookreporter.com homepage, added to the Bookreporter.com's virtual shelf on GoodReads.com. The new guides page is also linked through our ReadingGroupGuides.com Facebook page. 		
Discussion Guide Writing	One Time	\$700
Homepage Promotion	One Month	\$750
Newsletter Ad	One Insertion	\$700
Special Combo Rate for Homepage Promotion and Newsletter Ad	One Time	\$1,250
Reader Contest (must be done in conjunction with homepage promotion)	One Month	\$500
New for 2010! : Advertising – Medium Rectangle (300 x 250)	One Month	\$2,250
Advertising – Skyscraper ad (160 x 600)	One Month	\$2,000
Advertising – Column Ad (150 x 240)	One Month	\$1,050
Customized Promotions	Please Inquire	
Packages with Bookreporter.com's Author Spotlight Promotions	Please Inquire	
Promotions to Registered Book Clubs		
Chat with the Author	One Mailing	\$1,400
Advance Reading Copy Mailing	One Mailing	\$1,400
Book Giveaway Mailing	One Mailing	\$1,400

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

For more information, contact Stephen Bedford at Stephen@bookreporter.com or call 212-246-3100.

PROMOTIONS & FEATURES

Want to connect book club members with your titles? These promotions will help make that happen. During the month of a promotion, a featured title receives an average of 125,000 home page views and 900,000 total impressions. The individual discussion guide for the promoted title receives more than 1,000 page views.

ADD A GUIDE

Add a guide to the searchable database in the title and author sections and by genre in up to three categories.

Cost: \$150 • Complimentary if any one of the following promotions is purchased.

(Visit http://www.readinggroupguides.com/authors/add_guide.asp for further info about adding a guide.)

DISCUSSION GUIDE WRITING

Discussion guide includes a 250-word introduction, 10 discussion questions and 10 author interview questions.

Cost: \$650 • Includes a complimentary listing of the guide in the ReadingGroupGuides.com database.

HOME PAGE PROMOTION

Showcase a guide to book club readers on the home page of ReadingGroupGuides.com. This includes a graphic of the cover, 75 words of text and a link to the guide on ReadingGroupGuides.com.

Length of Promotion: One month • **Cost:** \$750

AD IN READINGGROUPGUIDES.COM NEWSLETTER

Showcase a guide to book club readers in the ReadingGroupGuides.com newsletter. The ad includes a graphic of the cover, 75 words of text and a link to the guide on ReadingGroupGuides.com.

Length of Promotion: One newsletter insertion • **Circ:** 10,700 via email/1,850 online readers • **Cost:** \$700

BEST VALUE! SPECIAL COMBO RATE FOR HOME PAGE PROMOTION & NEWSLETTER AD

Reach readers both on the website and in the newsletter as outlined above.

Length of Promotion: One month on homepage; one newsletter insertion; guide added to database

Special Combo Promotion Rate: \$1,250 (a \$1,450 value)

READER CONTEST

Build buzz by sponsoring the monthly contest. In the past, publishers have given away anywhere from 10 to 200 galleys or finished copies of a book to entire groups or individual winners. We usually receive 500-1,000 entries per contest. We find that this is a great way to get book clubs talking about a title. Please note that we will supply you with the name/address of the contest winners to mail the books.

Length of Promotion: One month; includes home page graphic & newsletter mention • **Cost:** \$500

Promotional Bonus: If space is available, we will announce the contest in our newsletter to Registered Book Clubs, which included over 10,000 book clubs as of December 2009.

Note: This must be purchased in conjunction with one of the home page promotions listed above and run the same month. Publisher will be supplied with the name/address of contest winner to mail the books.

CUSTOMIZED PROMOTIONS/PACKAGES WITH BOOKREPORTER.COM'S AUTHOR SPOTLIGHT PROMOTIONS

Looking for something more? Want to reach our readers on Bookreporter.com as well as ReadingGroupGuides.com? We'll work with you to develop a customized campaign.

In addition to the ReadingGroupGuides.com newsletter, we have a second newsletter for book club members who have registered their group with us. Read on for details.



For more information, contact Stephen Bedford at Stephen@bookreporter.com or call 212-246-3100.

WEBSITE ADVERTISING

New 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 ReadingGroupGuides.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: 225,000 guaranteed impressions (Note: Total impressions on ReadingGroupGuides.com in an average month: 900,000)

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

Cost: \$2,250

Skyscraper (160 x 600 pixels) or Column Ad (150 x 250 pixels):

An ad on the home page and select interior pages of ReadingGroupGuides.com offers publishers and authors a terrific opportunity to promote a title to an audience of avid readers and book buyers. Feature a cover or other graphic and have it link to your website, an online retailer or another place of your choosing.

Positioning: Right-hand column on home page and the right-hand or left-hand column of select highly-trafficked interior pages of ReadingGroupGuides.com

Duration: 1 month

Impressions: 125,000 guaranteed impressions

Skyscraper Ad Cost: \$2,000

Column Ad Cost: \$1,050 (Note: If we need to create a landing page, there will be an additional cost.)

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 then archived on the site)

Circulation: Circ: 10,700 via email/1,850 additional online readers

Cost: \$700

Space Reservation Deadline: At least 1 week prior to insertion (newsletter is sent monthly).

Subject to availability.

Materials Deadline: 1 week prior to insertion

In addition to the ReadingGroupGuides.com newsletter, we have a second newsletter for book club members who have registered their group with us. Read on for details.



For more information, contact Stephen Bedford at Stephen@bookreporter.com or call 212-246-3100.

PROMOTIONS TO REGISTERED BOOK CLUBS

As of December 2009 we have more than 10,000 book clubs registered with ReadingGroupGuides.com. With an average of 12 members in each group, that's more than 116,000 committed readers --- enough to launch a book. Below is a menu of offerings that we share with these groups on a monthly basis. Please note that no more than five special offers will be made to our Registered Readers mailing list in a given month, without prior notice, with the exception of the month of November when additional offers are allowed.

With commitment TWO months before the promotion, we will alert all ReadingGroupGuides.com newsletter subscribers about your special offer. This gives them the chance to register their group in time to participate in the promotion --- and gives your offer twice the visibility. Promoted guides receive an average of more than 1,000 page views.

Chat with the Author – A Registered Book Club Promotion

Registered book clubs are offered an opportunity to chat by phone with an author. The promotion is announced in a special newsletter mailed to our registered groups the month prior to the chat. They have until the third week of the month before the chat to sign up and are chosen at random. The winning groups (your choice of how many) will be invited to participate, with each having its own exclusive phone chat with the author.

Cost: \$1,400

Advance Reading Mailing – A Registered Book Club Promotion

One of the best ways to "make a book" is via early word-of-mouth with book clubs. Reach our registered book club groups and offer them advance reading copies of your title. This pitch is sent out in a special newsletter mailed to our registered groups up to three months before the book is published. They then have two weeks to enter the drawing and are chosen at random. The winning groups (your choice of how many) will be invited to participate, with each receiving up to 15 copies of the book. Note: Publisher will be supplied with the names/addresses of the winning groups to mail the books and handle the cost of shipping.

Cost: \$1,400

Book Giveaway Mailing – A Registered Book Club Promotion

Reach our registered book clubs and offer them free copies of your title, making them advocates for the book. They have two weeks to enter the drawing. The winning groups (your choice of how many) each receive up to 15 copies of the book. Note: Publisher will be supplied with the names/addresses of the winning groups to mail the books and handle the cost of shipping.

Cost: \$1,400

Each Registered Book Club Title Gets:

- Promotion in the ReadingGroupGuides.com and the Registered Book Club Newsletters the month of the promotion, which includes a graphic of the book cover, descriptive text and a link to the discussion guide on ReadingGroupGuides.com, as well as details about the offer.
- Price includes adding the guide to the ReadingGroupGuides.com database and archiving it by title, author and in up to three genres.

2010 PROMOTION CALENDAR

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

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

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Reservations are due the 15th of the month preceding the promotion.
Content is due by the 20th of the month preceding the promotion.

MONTHLY SCHEDULE

Please note: Dates are not approximate and subject to change

JANUARY	Reading Group Guides Newsletter Mailing: January 15 Registered Book Club Mailing: January 25
FEBRUARY	Reading Group Guides Newsletter Mailing: February 8 Registered Book Club Mailing: February 19
MARCH	Reading Group Guides Newsletter Mailing: March 8 Registered Book Club Mailing: March 19
APRIL	Reading Group Guides Newsletter Mailing: April 12 Registered Book Club Mailing: April 23
MAY	Reading Group Guides Newsletter Mailing: May 10 Registered Book Club Mailing: May 21
JUNE	Reading Group Guides Newsletter Mailing: June 7 Registered Book Club Mailing: June 18
JULY	Reading Group Guides Newsletter Mailing: July 12 Registered Book Club Mailing: July 23
AUGUST	Reading Group Guides Newsletter Mailing: August 9 Registered Book Club Mailing: August 20
SEPTEMBER	Reading Group Guides Newsletter Mailing: September 13 Registered Book Club Mailing: September 24
OCTOBER	Reading Group Guides Newsletter Mailing: October 12 Registered Book Club Mailing: October 22
NOVEMBER	Reading Group Guides Newsletter Mailing: November 8 Registered Book Club Mailing: November 19
DECEMBER	Reading Group Guides Newsletter Mailing: December 6 Registered Book Club Mailing: No Mailing