



EDELWEISS

Marketing & Media Kit 2022

Get directly in front of book people.

LEVERAGE THE POWER OF EDELWEISS+ TO PROMOTE YOUR TITLES TO THE LARGEST AUDIENCE OF BOOK PROFESSIONALS.

Edelweiss+, powered by Above the Treeline, is the place for over 207,000+ book professionals to market, sell, discover, and order new book titles. It's used by all major publishers and hosts 95% of the US frontlist. Analytics and workflow tools help publishers, booksellers, libraries, and reviewers "work better, read more."

Members of the Edelweiss Community

207,319

39,685

Librarians

33,536

Booksellers

38,359

Other Book
Professionals

105,904

Readers &
Reviews

LEARN MORE:

Abovethetreeline.com/edelweiss-advertising

Inquiries:

Contact marketing@abovethetreeline.com

Promotional Offerings

- **Featured Titles:** Featured Titles are highlighted at the top of the Review Copy page in Edelweiss+ for the week of reservation and in the weekly newsletter that is sent to over 60,000 Edelweiss users.
- **Weekly Newsletter Banner:** The weekly newsletter is sent to over 60,000 Edelweiss users. It automatically includes free text-only listings of all new review copies and catalogs posted to Edelweiss+ in the past week. Banner ads are available to reserve.
- **Title Banner Inserts:** Title banner inserts are banners that appear above your title listing throughout Edelweiss, drawing the eye of buyers and readers. These ads remain in Edelweiss for as long as the title is active and can be updated at any time.
- **Monthly Bookseller and Librarian Newsletters:** These two monthly newsletters to librarians and booksellers include relevant product updates, training tips, upcoming events, and other news specific to user type. Publishers can purchase one of three banner spots in any of these.
- **Targeted newsletter advertising:** Reach readers and buyers of specific genres (i.e. Fiction, YA Romance) or book professional groups (i.e. ABA members/IndieNext, public librarians/LibraryReads, B&N employees) by promoting your titles to Edelweiss user communities.

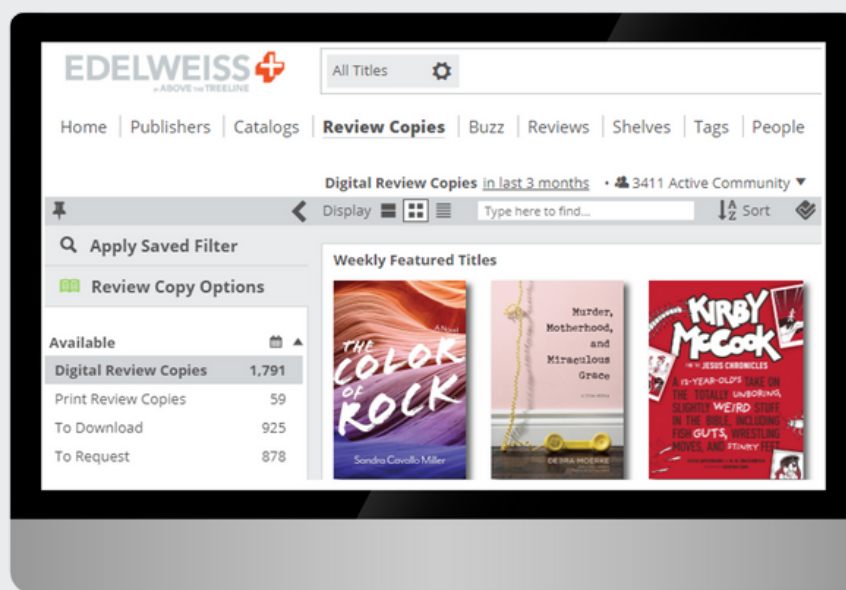


FEATURED TITLES

Featured Titles are highlighted at the top of the weekly newsletter 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.

- Cost: \$375 Featured Title reservations can be made within Edelweiss.
- Format: Automatically includes the cover image and first 500 words of the title's summary

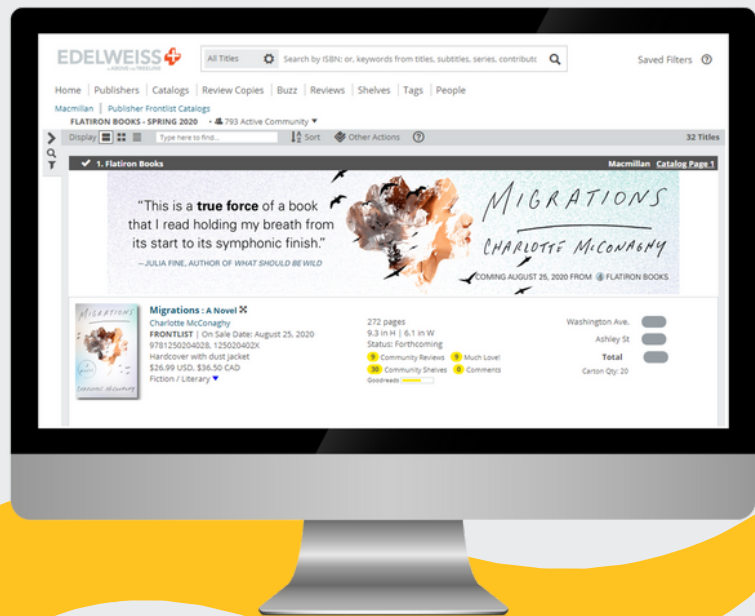


TITLE BANNER INSERTS

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.

- Cost: \$200 Title banner inserts can be added within Edelweiss.



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.

WEEKLY NEWSLETTER BANNERS

The weekly newsletter includes every new review copy and catalog activated in Edelweiss+ within the past week.

- Frequency: Every Tuesday
- Recipients: Over 59,000+ Edelweiss+ users in the US, Canada, and Australia
- Open Rate: 13%
- Text-only listings of all new review copies and catalogs are automatically included at no cost. Publishers may reserve Featured Titles or banner ads in this newsletter.
- Cost: \$1000 for a top banner space



EDELWEISS

MONTHLY BOOKSELLER AND LIBRARIAN NEWSLETTER BANNERS

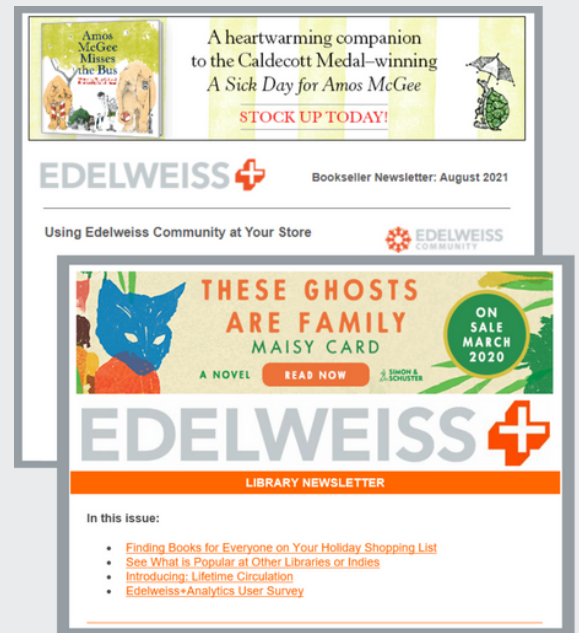
Monthly newsletters provide product updates, training tips, and other news to targeted segments of Edelweiss+ users.

Booksellers

- » 13,000+ subscribers
- » 22% average open rate Librarians

Librarians

- » 8,000+ subscribers
- » 23% average open rate



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.

Cost:

\$700 top banner

\$450 middle content banner

Other options may be accommodated.

Ask us!

EDELWEISS

Target specific genre audiences with



EDELWEISS
COMMUNITY

e-news banners

Get noticed in Community e-news!

Have you been looking for a way to reach librarians, booksellers, reviewers, and other readers interested in certain genres? From mystery to cooking, Edelweiss Community e-newsletters reach readers of niche and the most popular genres.

Average open rates of 35 - 40%!

Prices for banners vary based on community size.

Large Communities (20k+ members):

- Top Banner (\$1000)
- Middle Banner (\$700)
- Footer Banner (\$400)

Mid Sizes Communities (between 10-19k members):

- Top Banner (\$800)
- Middle Banner (\$500)
- Footer Banner (\$400)

Small Communities (under 10k members):

- Top Banner (\$600)
- Middle Banner (\$400)
- Footer Banner (\$300)

**prices are subject to change*

NEW!

TOP BANNER

EDELWEISS COMMUNITY **September Mystery / Thriller Community News**

Mystery / Thriller Community Buzz

These are the perfect titles to get in the mood for fall. Click a list below to check out the books with the most buzz in the Mystery / Thriller Community.

Titles to Be Published Within 3 Months

9.2 **RICHARD OSMAN** 48
8.3 **ALL HER LITTLE SECRETS** 36
8.4 **LAST GIRL GHOSTED** 33
8.5 **DAR TO KNOW** 33

MIDDLE BANNER

Join the Conversation

Check out the collaborative lists made by Community members and let your voice be heard! Add titles, vote for your favorites, and comment to share your thoughts. Check out some of the Community's favorite lists below!

Mystery / Thriller Community Collaborative List

If My Heart Can Take It

6

FOOTER BANNER