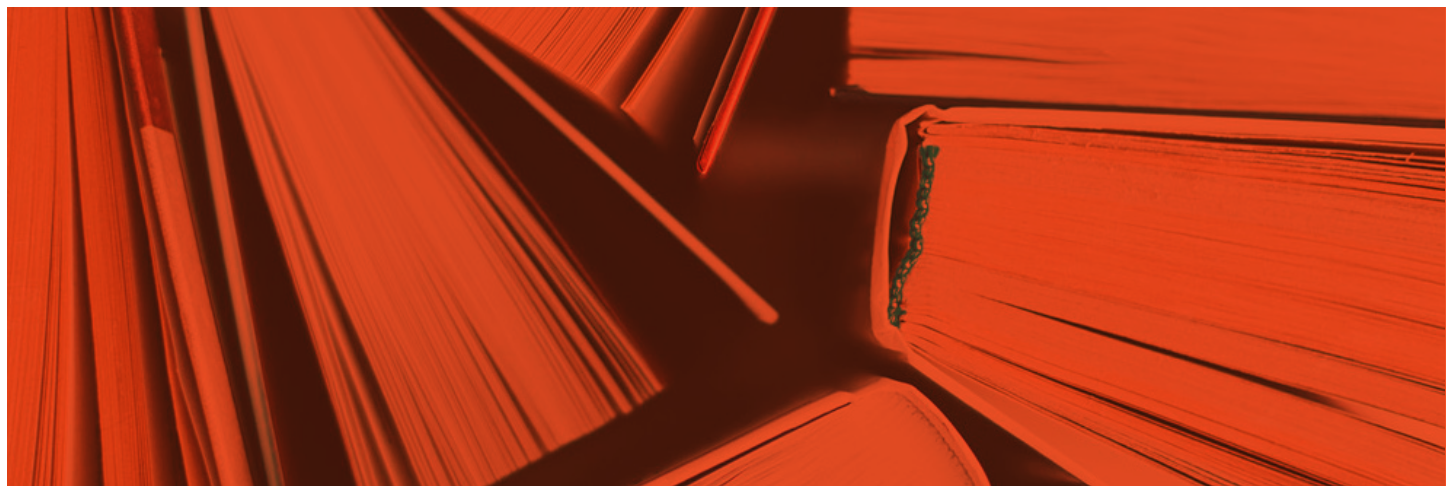


# MARKETING & MEDIA GUIDE

**EDELWEISS**   
*Work Better, Read More.*



# 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 145,000 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."

[abovethetreeline.com/publisher-advertising](https://abovethetreeline.com/publisher-advertising)  
Questions? Contact [sales@abovethetreeline.com](mailto:sales@abovethetreeline.com)

\*Rates are subject to change

**EDELWEISS**   
BY ABOVE THE TREELINE

# PROMOTIONAL OFFERINGS

**Featured Titles:** Titles featured in the weekly newsletter AND at the top of the Review Copy tab in Edelweiss+

**Weekly Newsletter Banner Ads:** Top banner placement in the weekly newsletter

**Monthly Newsletter Advertising:** Banner advertising in the librarian, bookseller, publisher, and media/reviewer newsletters

**Title Banner Inserts:** Banners that show above titles in Edelweiss+

**Conference Preview Newsletters:** Special newsletter issues to targeted audiences prior to major industry conferences

**Review Copies:** Digital and/or print advanced review copies

2. Search Press Random House

**Little Bags & Purses** ❄️  
Saskia Abel  
**BACKLIST** | October 13, 2015, On Sale Date: September 21, 2015, Ship Date: September 21, 2015  
9781782212232, 178221223X  
Trade Paperback  
\$12.95 USD, \$15.99 CAD, £7.99 GBP  
Discount Code: TP  
Crafts & Hobbies / Sewing

64 pages  
Series: Love to Sew  
Color photos throughout  
8.8 in H | 8.8 in W | 0.6 lb Wt  
Status: No longer our product  
Sales Rights: [US/CAN \(No Open Mkt\)](#)  
Comments  
Goodreads:

**Suggestions**  
Washington Ave. ☒  
Ashley St. ☒  
**Total** ☐  
Carton Qty: 36

Not Set

Content Comps (4) Refs

**Promote** Review Shelf Note Tags


Many of these promotions can be activated right from the title listing in Edelweiss+.

# WEEKLY NEWSLETTERS

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

- » **Frequency:** Every Tuesday
- » **Recipients:** Over 70,000 Edelweiss+ users in the US, Canada, and Australia
- » **Open Rate:** 24%
- » **Click-Through Rate:** 8%

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.



# ThinkBinc

When you need help - When you want to help

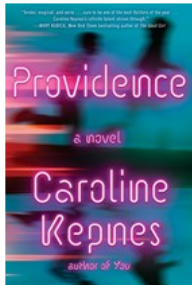
## EDELWEISS+

New and Featured  
Tuesday, March 20, 2018

[Featured Titles](#) | [New Review Copies](#) | [New Catalogs](#)

You'll find a few great featured titles below here. Note that these may or may not have review copies available, but they're titles about which the publishers are pretty excited. New digital review copies and catalogs that were posted in the past week are located below these Featured Titles. Enjoy!

### Featured Titles



**Providence**  
Caroline Kepnes

**A journey of two best friends that is part love story, part detective story, and part supernatural thriller, from the acclaimed author of YOU, whose work Stephen King describes as "hypnotic and totally original."**

Growing up as best friends in small-town New Hampshire, Jon and Chloe are the only ones who truly understand each other and their intense connection. But just when Jon is ready to confess the depth of his feelings, he's kidnapped by his substitute teacher, a discredited scientist who is ...

Lenny (Random House)  
Pub Date: June 19, 2018  
Fiction / Thrillers

[View](#)

# FEATURE 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.

- » **Format:** Automatically includes the cover image and first 500 words of the title's summary
- » **Cost:** \$300

Featured Title reservations can be made within Edelweiss.

[Learn more here.](#)

Featured Titles  
receive 11x  
more clicks!



## **Sometimes I Lie**

Alice Feeney

*My name is Amber Reynolds. The world should know about me:*

1. I'm in a coma.
2. My husband doesn't love me anymore.
3. Sometimes I lie.

So opens this brilliant psychological thriller by a graduate of the famed Faber Writing Academy and former BBC news producer, Alice Feeney.

Amber wakes up in a hospital. She can't move. She can't speak. She can't open her eyes. Though she can hear everyone around her, no one knows because she's in a coma. But she doesn't remember what happened....

Flatiron Books (Macmillan)  
Pub Date: March 13, 2018  
Fiction / Thrillers / Psychological

[View](#)



## **Fly Girls**

Keith O'Brien

**The untold story of five women who fought to compete against men in the high-stakes national air races of the 1920s and 1930s — and won**

Between the world wars, no sport was more popular, or more dangerous, than airplane racing. Thousands of fans flocked to multi-day events, and cities vied with one another to host them. The pilots themselves were hailed as dashing heroes who

Available	
Digital Review Copies	1,791
Print Review Copies	59
To Download	925
To Request	878
Requests You've Made	

Weekly Featured Titles

- THE COLOR OF ROCK** by Sandra Cavallo Miller
- Murder, Motherhood, and Miraculous Grace** by Debra Morder
- KIRBY MCCOOK** by Jesus Chronicles
- Far from Home** by Sarah Parker Ballou

# WEEKLY NEWSLETTER BANNERS

Draw attention to your title or collection with top banner placement in the weekly newsletter.

- » **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:** \$1,000

Banner ad reservations can be made within Edelweiss.

[Learn more here.](#)



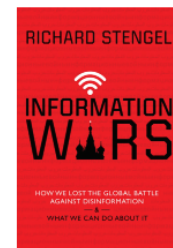
EDELWEISS +

New and Featured  
Tuesday, July 9, 2019

[Featured Titles](#) | [Fiction Review Copies](#) | [Childrens Review Copies](#) | [Non-Fiction Review Copies](#) | [New Catalogs](#)

Featured titles may or may not have review copies available. Digital review copies and catalogs posted within the past week can be found below. Happy reading!

## | Featured Titles



[Information Wars](#)  
Richard Stengel

Disinformation is as old as humanity. When Satan told Eve nothing would happen if she bit the apple, that was disinformation. But the rise of social media has made disinformation even more pervasive and pernicious in our current era. In a disturbing turn of events, governments are increasingly using disinformation to create their own false narratives, and democracies are proving not to be very good at fighting it.

During the final three years of the Obama administration, Richard Stengel, the form...

[View](#)

Atlantic Monthly Press (Ingram Publisher Services)  
Political Science / American Government



# MONTHLY NEWSLETTERS

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

## Booksellers

- » 10,000+ subscribers
- » 25% average open rate

## Librarians

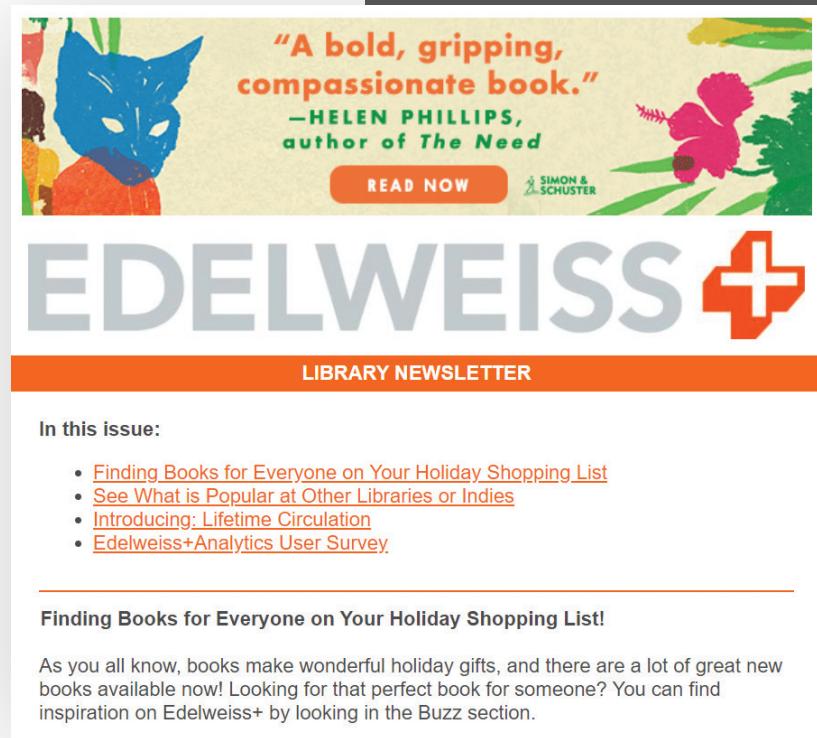
- » 10,000+ subscribers
- » 31% average open rate

## Media & Reviewers

- » 20,000+ subscribers
- » 23% average open rate

## Publishers

- » 8,000+ subscribers
- » 31% average open rate



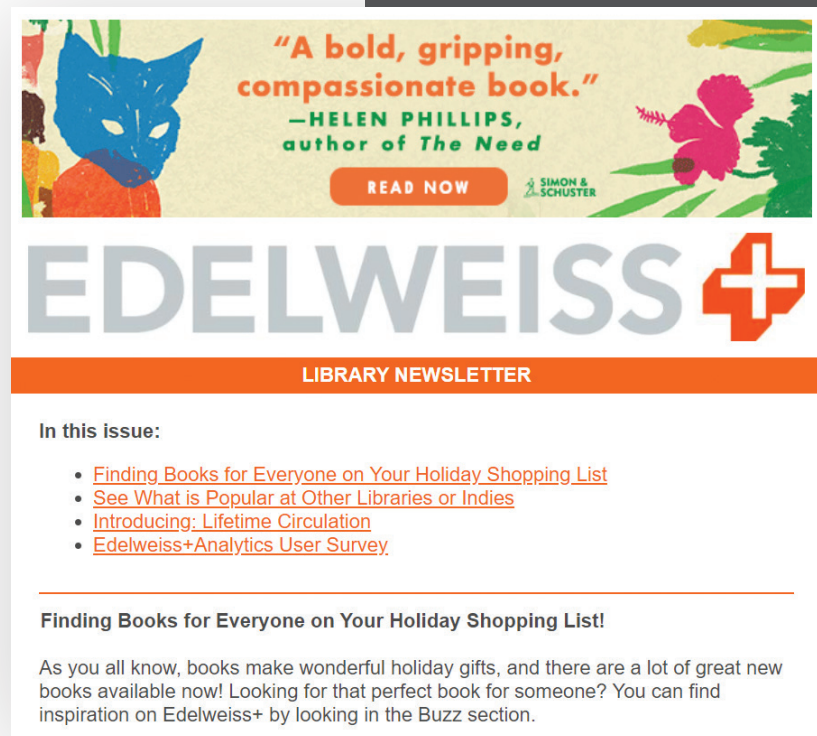
# MONTHLY NEWSLETTER BANNERS

In each monthly newsletter, there is the opportunity to reserve the very top banner space or space underneath the first block of content. This is a great opportunity to reach certain types of Edelweiss+ users.

- » **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!

Banner ad reservations can be made within Edelweiss.

[Learn more here.](#)



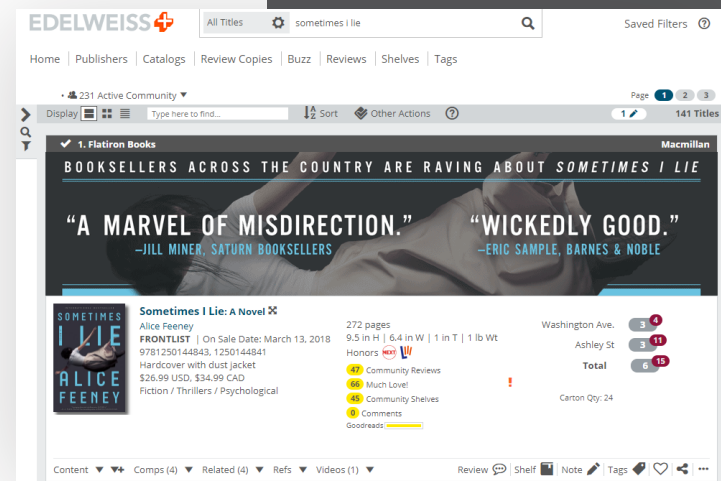


# TITLE BANNER INSERTS

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.

- » **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.
- » **Cost:** \$200

Title banner inserts can be added within Edelweiss. [Learn more here.](#)



# CONFERENCE PREVIEW NEWSLETTERS

Prior to major industry conferences, Edelweiss+ sends a special newsletter with titles that publishers will be featuring at the conference. In addition to allowing attendees to preview titles beforehand, these newsletters also allow publishers to reach book professionals who are unable to attend!

Publishers may reserve a featured title spot or banner ad. For maximum impact, titles should be listed as review copies on Edelweiss+.

» **Cost:**

- » Featured Title: \$100
- » Top Banner: \$500
- » Middle Banner: 250

Reservations are on a first-come, first-serve basis. [Check availability and learn more here.](#)



## EDELWEISS+



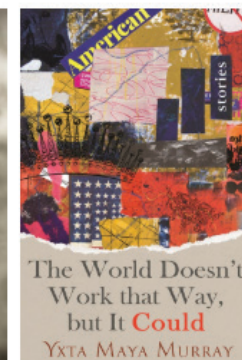
### Winter Institute is Almost Here!

Whether you're able to go or not, don't miss out on these awesome titles that will featured at WI15! Download the review copies now!

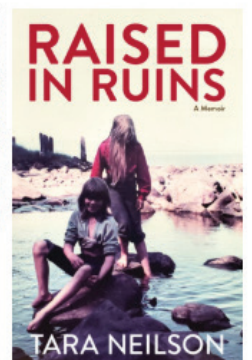
And, if you'll be in Baltimore, be sure to stop by the Consultation Station and say hello!



[Acceleration Hours : Stories](#)  
Jesse Goolsby  
On Sale: May 6, 2020  
University of Nevada Press



[The World Doesn't Work that Way, But it Could : Stories](#)  
Yxta Maya Murray  
On Sale: August 11, 2020  
University of Nevada Press



[Raised in Ruins: A Memoir](#)  
Tara Neilson  
On Sale: April 7, 2020  
Alaska Northwest Books / IPS

## EDELWEISS+

BY ABOVE THE TREELINE

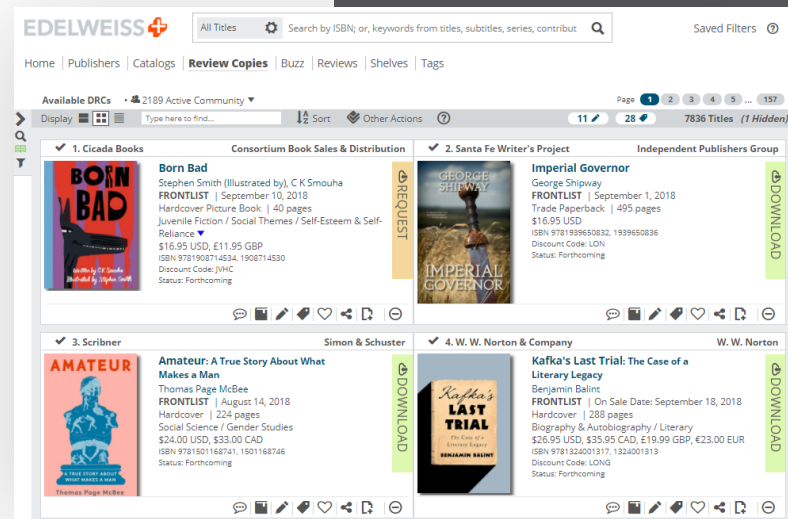
# DIGITAL REVIEW COPIES

Digital review copies in Edelweiss+ (i.e. e-galleys, digital ARCs, DRCs) are one of the most cost-effective ways to get your title into the hands of influencers prior to publication date.

- ✓ Enjoy unlimited downloads and no setup fees
- ✓ Customize access settings to meet your needs
- ✓ Manage directly within Edelweiss+ with ease

» **Cost:** Publishers who are already subscribed to Edelweiss+ Catalog Services pay a simple \$99 annual fee to activate review copies and a \$50 fee per title uploaded.

[Learn more about the Edelweiss+ Review Copy Module here.](#)



10/10 OF THE TOP US PUBLISHERS  
USE EDELWEISS+ FOR REVIEW  
DISTRIBUTION AND MANAGEMENT

# PRINT REVIEW COPIES




Print Review Copies (i.e. galleys, ARCs, or PRCs) are a simple add-on to the Edelweiss+ Digital Review Copy module. Use Edelweiss+ as your front-end ordering system, and manage all of your review copies in one place!

- ✓ Cut costs by 20-50%
- ✓ Streamline the processes for sales reps and marketing
- ✓ Expand your reach and never miss the opportunity to get a review copy into the hands of an influencer

- » **Cost:** Subscribers of the Review Copy Module can add Print Review Copies to their subscription for just a per-title upload fee. Print review copy requests that are approved by the publisher also incur a \$1.50 per-unit charge.
- » **Fulfillment Methodology:** Publishers may elect to fulfill their print review copy requests via their print-on-demand provider, internal distribution process, or Edelweiss+-managed solution.

[Learn more about the Edelweiss+ Review Copy Module here.](#)

## Review Copy Options

<b>Available</b>	 ▲
Our Titles	1
Available DRCs	277
To Download	57
To Request	220
<b>Constituent Requests</b>	 ▲
Open	4
Processed	21
<b>Print Review Copies</b>	 ▲
<b>Open Requests</b>	<b>7</b>
Unsent Cart	7
Order / Shipped	33
Declined	0

# Media & Promotion Inquiries

[support@abovethetreeline.com](mailto:support@abovethetreeline.com)

