

# EDELWEISS

**Marketing & Media Kit 2023**

*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 &  
Reviewers

LEARN MORE:

[Abovethetreeline.com/edelweiss-advertising](http://Abovethetreeline.com/edelweiss-advertising)

Inquiries:

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

# Promotional Offerings

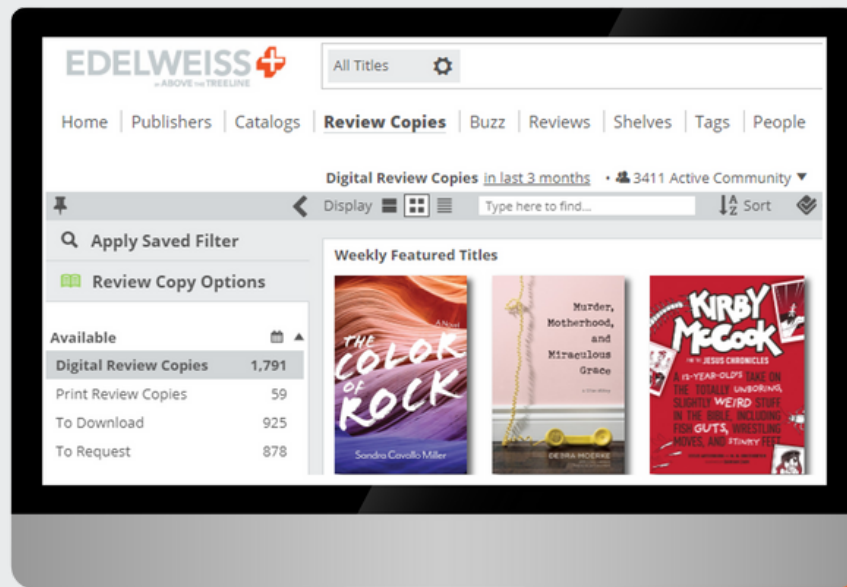
- **Featured Titles:** Featured Titles are highlighted at the top of the Review Copy page in Edelweiss+ for the week of reservation and in the weekly newsletter that is sent to over 60,000 Edelweiss users.
- **Weekly Newsletter:** The weekly newsletter is sent to over 60,000 Edelweiss users. It automatically 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 two 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.

- Price: \$412 Featured Title reservations can be made within Edelweiss.
- Format: Automatically includes the cover image and first 500 words of the title's summary

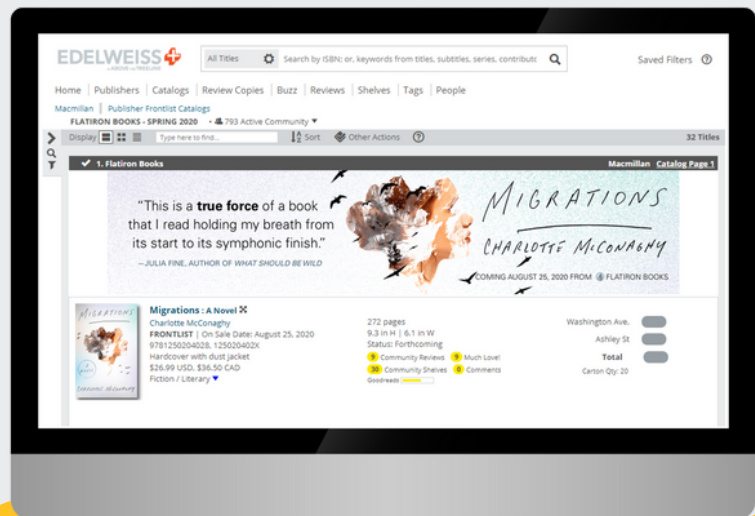


# TITLE BANNER INSERTS

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.

- Price: \$220 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 60,000+ Edelweiss+ users in the US, Canada, and Australia
- Open Rate: 25%
- 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.
- Price: \$1265 for a top banner space, \$1045 for a middle space



# EDELWEISS

# MONTHLY BOOKSELLER AND LIBRARIAN NEWSLETTER BANNERS

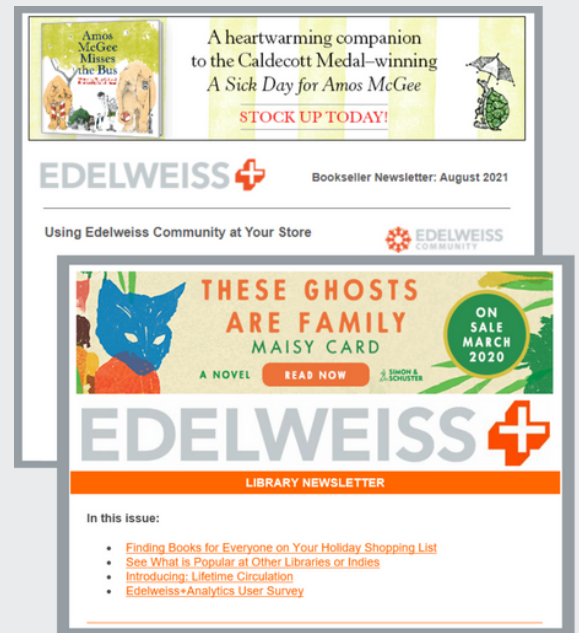
Monthly newsletters provide product updates, training tips, and other news to targeted segments of Edelweiss+ users.

## Booksellers

- » 14,000+ subscribers
- » 37% average open rate

## Librarians

- » 8,000+ subscribers
- » 27% 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.

### Price:

\$770 top banner

\$495 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 (\$1100)
- Middle banner (\$770)
- Footer banner (\$440)
- Author spotlight (\$440)
- Featured review (\$770)

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

- Top banner (\$880)
- Middle banner (\$550)
- Footer banner (\$440)
- Author spotlight (\$440)
- Featured review (\$550)

Small Communities (under 10k members):

- Top banner (\$660)
- Middle banner (\$440)
- Footer banner (\$330)
- Author spotlight (\$330)
- Featured review (\$440)

*\*prices are subject to change*

The screenshot shows a top banner for the Edelweiss Community. The banner features the Edelweiss Community logo, the text "September Mystery / Thriller Community News", and a section titled "Mystery / Thriller Community Buzz". Below this, there is a list of book covers with their respective ratings: "The Man Who Died Twice" by Richard Osman (9.2), "A Little Kill" by Lisa Unger (8.3), "Last Girl Ghosted" by Lisa Unger (8.4), "All Her Little Secrets" by Lisa Unger (8.8), and "Dar to Know" by Lisa Unger (8.5). Below the top banner is a middle banner titled "Join the Conversation" with a section for "Mystery / Thriller Community Collaborative List" and a featured review for "If My Heart Can Take It". Below the middle banner is a footer banner featuring a row of book covers: "The Turn of the Key" by Ruth Ware, "The Guest List" by Lucy Flett, "Leave the World Behind" by Rumaan Alam, "Snow" by Robin Banville, "One by One" by Ruth Ware, "The Searcher" by Tana French, and "Invisible Girl" by Lisa Jewell.



# Select send opportunities with *Edelweiss Community email lists!*

Exclusive  
advertising option

Do you want to reach an Edelweiss Community email list with **exclusive advertising** or during a month where there isn't already an email on our schedule to that specific community? This is your best option!

With our Select Send option, we work with you to find a date to reach your desired community. In a Select Send you are the only advertiser in our Community newsletter, with one top banner, one middle banner, one lower banner, one featured review, and one author spotlight!

Large community = \$5,500

Medium sized community = \$4,235

Small community = \$2,600



## EDELWEISS *list options* COMMUNITY

### Large Communities

- Fantasy
- Fiction
- Mystery/Thriller
- Romance
- Young Adult
- YA SciFi/Fantasy

### Medium Communities

- Bio/ Memoir
- Children's Books
- Children's Fiction
- Comics/ Graphic Novels
- Historical Fiction
- History
- Science Fiction
- YA Romance

### Small Communities

- Art/ Architecture
- Children's Nonfiction
- Cooking
- Gardening
- Health/ Fitness
- Horror
- Humor
- Nature
- Nonfiction
- Poetry
- Political Science
- Science
- Sports
- Travel

### Special Communities:

- American Booksellers Association Community
- Barnes & Noble Community
- LibraryReads Community
- Bookseller's Association Community

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

# Featured blog posts

Our EdelVoice blog is a fantastic collection of diverse author, bookseller, publisher, and librarian spotlights, interviews and more.

We are offering one promoted blog post each month for 2023.

To be considered, please email your blog post proposal/idea to: [marketing@abovethetreeline.com](mailto:marketing@abovethetreeline.com)

If your submission is approved, we will work with you on content. This content will appear on our blog and in our monthly bookseller newsletter. The price is \$1,500.

**New for 2023!**



## OUR LATEST AND GREATEST



### ELEANOR JANEGA ON THE ONCE AND FUTURE SEX

By Gabriella Costa | January 13, 2023

Dr. Eleanor Janega discusses her next book *The Once and Future Sex: Going Medieval on Women's Roles in Society*, uplifting the lives and resistances of "ordinary" historical women, and why it is important for everyone to learn about the medieval past.



### TESS SHARPE ON 6 TIMES WE ALMOST KISSED (AND ONE TIME WE DID)

By Gabriella Costa | January 3, 2023

Tess Sharpe chats about her upcoming young adult romance *6 Times We Almost Kissed (And One Time We Did)*, finding inspiration in fanfiction, and writing about the complicated relationships between mothers and daughters.



### EDELWEISS RECOMMENDS: STAFF FAVORITES

By Gabriella Costa | December 7, 2022

Just in time for the holidays, some Edelweiss team members share their most-loved books (that they think you will love, too!).



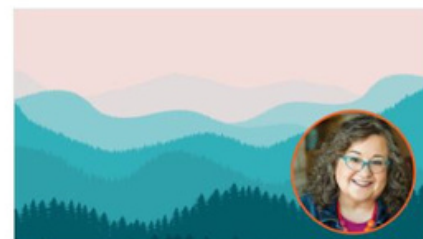
### CHAMPIONING LITERATURE FOR ALL YOUNG READERS: WE NEED DIVERSE BOOKS ON CREATING INDUSTRY-WIDE CHANGE

By Gabriella Costa | December 6, 2022

We Need Diverse Books is a non-profit and a grassroots organization of children's book lovers that has worked since 2014 to create a world in which all children can see themselves in the pages of a book.



### FROM ST. LOUIS TO CHICAGO: EDELWEISS AT THE HEART! AND FALL FORUM (AND



### KELLYE CROCKER ON DAD'S GIRLFRIEND AND OTHER ANXIETIES