

EDELWEISS

Promotional Packages

2022-2023

Get seen by the industry.



Promotion packages allow publishers to prepare in advance, plan smarter, and feel more confident going into the next year.



Promotional packages can renew as often as you'd like or can tie in with your other subscription renewals for easy budgeting.



Packages offer a discount on promotions.

EDELWEISS ENABLES YOU TO PROMOTE YOUR TITLES TO THE LARGEST AUDIENCE OF BOOK PROFESSIONALS.

Members of the Edelweiss Community

207,319

39,685
Librarians

33,536
Booksellers

38,359
Other Book
Professionals

105,904
Readers &
Reviewers

Inquiries:

Contact marketing@abovethetreeline.com

Big numbers, big impact

- The average **ABA bookseller** in Edelweiss downloads 25 DRCs a year, accounting for 158,000 of the 822,000 DRCs downloaded in the past year.
- The average **Barnes & Noble employee** in Edelweiss downloads 25 DRCs a year, accounting for 98,718 downloads in the past year.
- 35,325 **booksellers** have downloaded 360,919 DRCs in the past year.
- 47,619 **bloggers and reviewers** have downloaded 121,723 DRCs in the past year.
- 46,238 **librarians** have downloaded 306,339 DRCs in the past year.



Inquiries:

Contact marketing@abovethetreeline.com

All 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 two banner spots in any of these.
- **Targeted newsletter advertising (Edelweiss Community):** 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.

**NEW**

Featured Blog Posts: The EdelVoice blog is now accepting post submissions. Blog posts are shared on social media and in relevant newsletters. Email marketing@abovethetreeline.com for more information.

Reviewer Newsletter: Our revamped reviewer newsletter is here and the list is growing fast. Banner ad spaces are available for 2023.

By the numbers

- 35-45% open rate for Edelweiss Community newsletters
- 25-35% open rate for the monthly bookseller newsletter, list size of over 14,000+
- 25-35% open rate for the monthly librarian newsletter, list size over 8,000+
- 25% open rate for weekly newsletters, list size of 60,000+
- 45% open rate for UK Bookseller newsletter, list size of 775+
- 95% of publishers continue to book Edelweiss promotions year after year!
- 40 email lists to promote your titles in

Fast fact:

Product awareness is directly tied to frequency.

As a publisher, this means showcasing your frontlist titles in more than just one Edelweiss promotion.

Consider a promotional mix to boost your title(s).



Did you know?



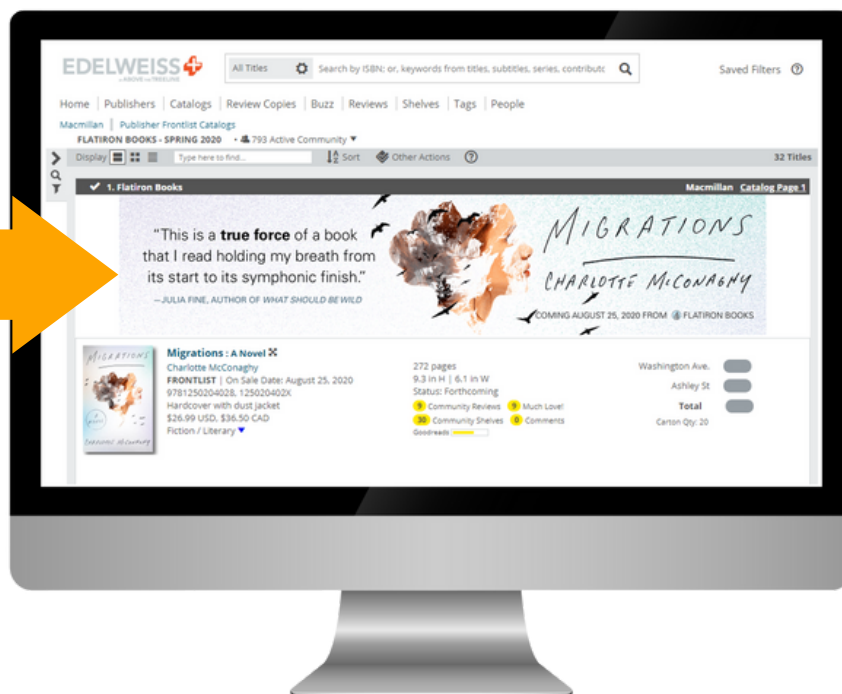
Edelweiss promotions are offered at a great value for industry average promotion prices.

Title Banner Insert Packages

EDELWEISS

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. They can link to a specific url.

Package tiers	Discount	Price	Title quantities	Compare at
Package A	15%	\$61,200	up to 360/year	\$72,000
Package B	10%	\$32,400	up to 180/year	\$36,000
Package C	5%	\$22,800	up to 120/year	\$24,000



Make your titles immediately stand out

Featured Title Packages

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.

Package tiers	Discount	Price	Title quantities	Compare at
Package A	15%	\$30,600	up to 96/year	\$36,000
Package B	10%	\$20,250	up to 60/year	\$22,000
Package C	5%	\$12,825	up to 36/year	\$13,500

Stock up on the *New York Times* bestselling series today!

ORDER NOW

EDELWEISS+ New and Featured Tuesday, August 16, 2022

Featured Titles | Events | Fiction Review Copies | Childrens Review Copies | Nonfiction Review Copies | New Catalogs

Learn how to download review copies to your device [here](#). Learn about advertising in this newsletter [here](#).

Featured Titles

The Good Life
Robert Waldinger, Marc Schulz

What makes for a happy life, a fulfilling life? A good life? According to the directors of the Harvard Study of Adult Development, the longest scientific study of happiness ever conducted, the answer to these questions may be closer than you realize.

What makes a life fulfilling and meaningful? The simple but surprising answer is: relationships. The stronger our relationships, the more likely we are to live happy, satisfying, and overall healthier lives. In fact, the Harvard Study of Adult Develo...

Simon & Schuster
Self-Help / Personal Growth / Happiness

View

Problem Solvers
P. J. Hoover

When engineers are faced with an impossible problem, they don't quit. They look for solutions.

These 15 women are coders and engineers who have faced impossible problems and found solutions. They are each doing amazing work in technical fields while facing unique challenges that are not equally faced by men. Some have faced work/life balance offsets and long-distance relationship challenges. Others have faced teen pregnancy, homelessness, and domestic abuse. Many may have not had the same technic...

Chicago Review Press
Pub Date: September 13, 2022
Young Adult Nonfiction / Biography & Autobiography / Women

View



Buzz | **Review Copies** | Reviews | People | Shelves | Tags | Orders | Event Grids

Digital Review Copies in last 6 months • 4325 Active Community

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Display [grid icon] [list icon] [list icon] Type here to find... [magnifying glass icon] Sort [arrow icon] Other Actions [help icon]

Weekly Featured Titles

Newsletter Promotion Packages

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Edelweiss newsletters are popular and continually growing! Publishers can reach readers of specific genres, librarians, booksellers, reviewers, and specific professional groups such as the American Booksellers Association (ABA), B&N employees, and LibraryReads.

- **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.
- **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 (Edelweiss Community):** 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.
- **Reviewer Newsletter:** Our revamped reviewer newsletter is here and the list is growing fast. Banner ad spaces are available for 2023.
- **UK Newsletters:** With our growing presence in the UK comes expanded promotional options in UK newsletters for 2023.

Package tiers	Discount	Price	Title quantities	Compare at
Package A	15%	\$30,600	varies	\$36,000
Package B	7%	\$16,740	varies	\$18,000
Package C	5%	\$6,650	varies	\$7,000

Step 1:

Select a package tier (A, B, or C) for one or more of the promotional options below.

Title banner insert packages

Package tiers	Discount	Price	Title quantities	Compare at
Package A	15%	\$61,200	up to 360/year	\$72,000
Package B	10%	\$32,400	up to 180/year	\$36,000
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Featured title packages

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Newsletter promotions packages

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Package C	5%	\$6,650	varies	\$7,000

Step 2:

Work with your Edelweiss client support representative or email marketing@abovethetreeline.com to let us know your selections or ask any questions.



Step 3:

You will be able to make your promotion selections in our newly launched advertising center in late 2022! This center will allow you to view our 2023 calendar for all forms of Edelweiss promotions, including Edelweiss Community newsletters.



Pro tips

- Don't forget to plan for your entire calendar year when evaluating package tiers.
- Try out new forms of Edelweiss promotions in 2022.
- Ask our marketing team for the best way(s) to reach certain audiences.

Starter Package

If you represent a small or medium sized publisher and have not been active with Edelweiss promotions, you may choose our Starter package at just \$5,000 per year.

You may apply the \$5,000 to Title Banner Inserts, Featured Titles, and Newsletter Banners. This package includes two free title banner inserts.

Price	Incentive	Applies to
\$5,000	2 free title banner inserts (value \$400)	Title banner inserts, featured titles, newsletter promotions



Worth the investment!

Inquiries:

Contact marketing@abovethetreeline.com

You've got questions! We've got answers!

How large are your email lists?

- Edelweiss "New in Edelweiss" Newsletter (**weekly**), 60,000+
- Bookseller newsletter (**monthly**), 15,000+
- Librarian newsletter (**monthly**), 9,000+
- Reviewer & Media Newsletter (**varies**), 25,000+
- UK Booksellers (**monthly**), 1000+
- UK news email (**weekly**), 2800+



Edelweiss Community emails are scheduled throughout the year. Publishers can also reach these lists directly through a special reserved send.

Please note, exclusive sends are not included as part of promotional packages

The genres

Large Communities (20k+)

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

Medium Communities (10k- 19.99k)

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

Growing Communities (Under 10k)

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

Special groups

- American Booksellers Association Community, 6,500+
- Barnes & Noble Community, 5,000+
- LibraryReads Community, 22,000+

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You've got questions. We've got answers.

So you want to reach librarians?

Do these things regularly for maximum impact.

Newsletter promotion packages:

- The monthly Librarian Newsletter has top and middle banner spaces with a distribution of 9,000.
- The Edelweiss Community LibraryReads Community newsletters are scheduled throughout the year with a list size of 22,000. A top, middle, and lower banner space is available as well as multiple featured reviews and author spotlight sections per issue.
- Keep in mind that librarians make up a good percentage of all Edelweiss Community emails, and there are many genre newsletters to select from as well. Check out the calendar in the Edelweiss advertising center.
- The Edelweiss "New in Edelweiss" Weekly newsletter is seen by approximately 10,000 librarians. Top and middle banners are available.

Featured title package:

- Then, increase your visibility in the Edelweiss "New in Edelweiss" Weekly newsletter with a featured title package which showcases your book at the top of the email and showcases it at the top of the Review Copy page in Edelweiss+ for the week of reservation.

Title banner inserts:

- These are always a great idea because as librarians scan and search through Edelweiss, your titles are sure to catch their eyes. As a reminder, title banners appear above your title listing throughout Edelweiss and these ads remain there for as long as the title is active and can be updated at any time. They can link to a specific url.

Free event listings in Community:

- Do you have an event that librarians would love? List it for free in Edelweiss Community. Just click "add new" on the upper right hand of the events lane on your Community homepage. You can fill in the appropriate information such as in-person or virtual and select the genre communities where you would like for your event listing to appear.

You've got questions. We've got answers.

So you want to reach booksellers?

Do these things regularly for maximum impact.

Newsletter promotion packages:

- The monthly Bookseller Newsletter has top and middle banner spaces with a distribution of 15,000+.
- The Edelweiss Community Barnes & Noble Community newsletters are scheduled throughout the year with a list size of 5,000+ as well as American Bookseller Association Community newsletters with a list size of 6,500+. A top, middle, and lower banner space is available as well as multiple featured reviews and author spotlight sections per issue.
- Booksellers make up a good percentage of all Edelweiss Community emails, and there are many genre newsletters to select from as well. Check out the calendar in the Edelweiss advertising center.
- The Edelweiss "New in Edelweiss" Weekly newsletter is seen by approximately 17,000 booksellers. Top and middle banners are available.

Featured title package:

- Then, increase your visibility in the Edelweiss "New in Edelweiss" Weekly newsletter with a featured title package which showcases your book at the top of the email and showcases it at the top of the Review Copy page in Edelweiss+ for the week of reservation.

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