

Edelweiss+ is home to the largest community of book professionals. Promote your titles to buyers, reviewers, media, and influencers to generate buzz and sales!

## **Promotional Offerings:**

- Review Copies Generate reviews and interest with digital and/or print advanced review copies (\$50/title\*)
- Featured Titles Drive traffic to your title by featuring it in the weekly newsletter and at the top of the Review Copy tab in Edelweiss+ (\$300)
- Title Banner Inserts Draw attention to your title in Edelweiss+ with a banner above your title listing (\$200)
- Newsletter Banners Make a big splash for a title, collection, or event
  - Weekly newsletters to 70,000+ book professionals (\$1000)
  - Monthly newsletters to librarians, booksellers, or media/reviewers (\$450-700)
  - Conference preview newsletters (\$250-500, featured titles \$100)

Select a promotional offering in Edelweiss+ by either accessing the Advertising Center or clicking the Promote icon from your title:



135,000+ BOOK PROFESSIONALS

- » 20,000+ booksellers, including 2,700 verified B&N employees
- » 18.000+ librarians
- » 16,000+ publishers, distributors, and sales reps
- » 9,000+ academics
- » 6,000+ media or agency professionals
- » 50,000+ reviewers, readers, or other book lovers

\*Discounts and/or \$99 annual activation fee may apply

EDELWEISS ...
Work Better, Read More.