MAKE YOUR BOOKS STAND OUT
How to Make your Books Stand Out

Every day online and every week in print, The Bookseller puts your books in front of your direct trade buyers – the specialist bookshops, high street chains, Internet bookshops, supermarkets, wholesalers and libraries.

Advertising in the The Bookseller makes your books stand out at a time of unprecedented publishing ‘noise’. Buyers use The Bookseller, its daily emails and its bi-annual Buyer’s Guides to make informed buying decisions, to save time, to reduce over-ordering, to guide in-store promotion. They look to The Bookseller to tell them what’s going to sell – where to place their orders. Using The Bookseller is the sure-fire way of being part of their selection.

Beyond retail, The Bookseller reaches the people who influence your readers’ own book-buying choices. The national press, radio, TV and the literary festivals all look to The Bookseller to simplify their lives. Busy schedules mean they can’t sift through the 100,000s of books published each year, they rely on The Bookseller to guide their selections for interviews, reviews and talks.

And now, The Bookseller itself is reaching those consumer book buyers through its dedicated email/web platform We Love This Book.

Then add to that the chance to show agents how you support your authors and alert overseas publishers & agents to rights and co-edition possibilities. It all adds up to one decision you can make that supports all your marketing objectives. So why not let your books stand out?

REACHING KEY BUYERS

Amazon ASDA Bertrams Blackwells Easons Foyles Gardners Sainsbury’s Tesco The Book People The Works Waterstones WH Smith and 1,000s More Indies, Supermarkets and Chains across UK & Ireland
Nothing gets noticed quite as much as the cover of The Bookseller. If you want your book to cut right through the noise and give your rep teams the best calling card that they can get then consider a cover campaign. From a complete wrap-round to the classic front and inside cover package, The Bookseller cover is your way of saying this is a book that demands attention.

Given its insight into internal trade matters ... as well as its on-the-pulse book sales data and new release previews, The Bookseller is clearly an invaluable resource to any bookshop.

NIC BOTTOMLEY | OWNER
MR B’S EMPORIUM OF READING DELIGHTS

Of all the weapons at a literary editor’s hands to help him or her be as prompt as possible in their review coverage, The Bookseller is probably the most important of all. I use its forward lists all the time to check on what’s coming and find their information very, very reliable. A vital resource to make sure I don’t get left behind.

ANDREW HOLGATE | LITERARY EDITOR
SUNDAY TIMES
Between the high impact of the cover and the mass coverage of the Buyer’s Guides, come Bookseller spotlights – dedicated guides to particular genres written by specialists in the field.

Across genres like Food & Drink, Children’s, Travel, History, Religion, Crafts & Hobbies and Health & Diet, spotlights give a completely focused outlet for your book marketing. With so many books published, genre spotlights allow buyers to supplement their own general knowledge with our experts’ specialist expertise.

Referred to long after publication, genre spotlights offer low-cost advertising positions for those on tight budgets right through to special covers for publishers keen to dominate a section.

We were delighted with the print quality. As a softer piece of art we were concerned about how it would replicate on a larger scale, but we needn’t have worried – and twelve book deals in for M.G. Leonard’s Beetle Boy before Bologna has even started, is not bad going!

RACHEL HICKMAN | DEPUTY MANAGING DIRECTOR | CHICKEN HOUSE PUBLISHING

ACROSS PRINT AND THE TABLET EDITION, THE BOOKSELLER REACHES OVER 28,000 READERS WEEK IN - WEEK OUT

MAGAZINE READERSHIP

January - December 2014 readership based on average issue print pass-on readership 5.8 (2011 reader survey) and single reader per digital edition.
In advance of every London Book Fair, Frankfurt and Bologna, The Bookseller produces a show preview – dedicated to making sure visitors make the most of their visit and are able to plan ahead effectively. And at the book fairs, The Bookseller publishes show-leading dailies that deliver the news and analysis that fair-goers are desperate to consume. We pride ourselves on having the exclusives that other papers don’t. It makes a compelling outlet for publishers eager to make the most of their book fair schedules.

If you want to prompt meetings, get noticed by international buyers and attract visitors to your stand, then The Bookseller’s two-pronged preview and show daily offer can boost your book fair results.
THE BUYER’S GUIDES

How do buyers navigate their way through the 100,000s of books published each year? Twice a year, The Bookseller publishes its Buyer’s Guides. With around 12,000 titles presented per edition, the Buyer’s Guides give buyers the ability to make sure they have captured every significant title. Our highlights lay out clearly the books that The Bookseller’s key specialists think are picks of the season. The publishers’ own selections tell buyers which books publishers really think will sell.

IF YOU WANT TO FLAG UP KEY TITLES, OR YOUR BUDGETS ARE LIMITED, THE BUYER’S GUIDES ARE THE INDEPENDENT, UNFUSSY, FOCUSED, ADVERTISING CHOICE.

The Buyer’s Guide is an essential tool on a number of levels. For determining the books that we want to give special treatment to in the shop, giving us ideas for ‘cluster’ promotions and a safety net in seeing books published by specialist publishers that we might otherwise miss, to name a few. It genuinely influences our decisions.

EIAN HIRST | MANAGER
BLACKWELL BROAD STREET | OXFORD

The Children’s Buyer’s Guide is invaluable for finding small, niche (and some big) publishers who do not send out reps. It gives you an overview of everything that is out and helps you narrow down the “must have” titles, which should be in your shop.

JOANNA DE GUJA | OWNER
VICTORIA PARK BOOKS

Featuring Lion Children’s Books and Candle Books in the Children’s Buyer’s Guide really helps us to get across the broad range of books we publish here, as well as our heartland titles. It’s a great opportunity to get buyers thinking, ‘wow, I didn’t know they did that sort of thing!'

LEISA NUGENT | HEAD OF MARKETING
LION HUDSON
In the UK, there is nothing to rival the email and web offering of The Bookseller. Over 159,000 unique visitors use the website each month and 17,500 receive each daily Morning Briefing. For buyers, the day starts and finishes with The Bookseller. Our readers are completely engaged with the Morning Briefing – at 32%, the open rate is twice the industry standard.

With our digital reach and the undisputed authority of The Bookseller, a combined digital campaign gives a book or series the chance to dominate the weekly agenda.

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**EMAILS AND ONLINE**

The Bookseller Daily Briefings are an essential part of my working day. It’s my primary means of staying in touch with what’s happening in the trade.

David Prescott | Chief Executive
Blackwell's

Looking to recruit? Call 020 3358 0393 to find your next rising star.
WE LOVE THIS BOOK

We Love This Book is the UK’s brightest email and online destination for book lovers. Its March 2015 overhaul has produced a site where readers and authors gather and which is already garnering a formidable reputation. For publishers looking for low-cost/high-impact consumer book campaigns, We Love This Book delivers over 30,000 dedicated, high-spending book lovers across its newsletter and social media channels.

As the statistics show, We Love This Book email readers consume books with a passion; for themselves and for their children. At an average price our readers deliver sales of £4.2m and rising!

WE LOVE THIS BOOK READERS

ON AVERAGE BUY
19 BOOKS A YEAR

71% READ OVER 25 BOOKS A YEAR

LITERARY FICTION IS THE MOST POPULAR GENRE

75% SAY ONLINE REVIEWS ARE THEIR BIGGEST INFLUENCE

71% SAY PRINT BOOKS ARE PREFERRED FORMAT

WWW. WELOVETHISBOOK.COM

WEEKLY EMAIL

65% ARE OVER 40
88% ARE FEMALE
50% HAVE CHILDREN
RATES

MAGAZINE

COVERS
Cover package £5,500
‘Super cover’ package £6,500
Inside/outside back cover £2,750
Specials cover £2,750

OTHER POSITIONS
Double page spread £3,500
Full page £2,400
Half page £1,400
Third page strip £1,000
Quarter page £850
Strip (3cm footer) £450

BUYER’S GUIDES
Cover package £5,500
‘Super cover’ package £6,500
Inside/outside back cover £2,750
Section sponsorship £2,750
Full page £2,400
Half page £1,400
Third page strip £1,000
Quarter page £850
Jacket £190
Jacket – highlights section £210
Jacket – introduction/contents £300

INSERTS

Please email the contact details below for any information regarding the range of insert sizes and types on offer.

BOOK FAIR DAILIES London, Frankfurt, Bologna

Outside back cover £2,750
Double page spread £2,750
Full page £1,800
Half page £1,000
Front page box £850
Quarter page £600
Horizontal strip £500

ADVERTISING SPECIFICATIONS

MAGAZINE

COVER PACKAGE
Front cover 202w x 241h
Inside front cover 225w x 297h
Full page 225w x 297h
Inside front cover 225w x 297h
Inside back cover 225w x 297h
Back cover 225w x 297h

Plus 3mm bleed all round for all full pages
Half page horizontal 202w x 136.5h
Half page vertical 98w x 273h
Third page (horizontal only) 202w x 91h
Quarter page (vertical only) 101w x 136.5h
Footer strip 202w x 31h

BUYER’S GUIDES

SECTION SPONSORSHIP
Category cover page 225w x 243h
Category footer strips 202w x 15h
Buyer’s Guide front cover 225w x 209h
Jacket images 300dpi rgb

Plus all other ad options as in the weekly issue.

BOOK FAIR DAILIES London, Frankfurt, Bologna

Front cover box 98w x 50h
Front cover double box 202w x 50h

Plus all other ad options as in the weekly issue.

HOW TO SUPPLY PRINT FILES
- All print artwork must be supplied as hi-res composite PDFs with colour format set to CMYK.
- In the instance where artwork is supplied to incorrect spec, you may be asked to resupply, even beyond the copy deadline date. Please note that we cannot resize, convert or amend PDFs.
- All full page PDFs should be centred on page, with 3mm bleed all round. Crop and trim included.
- Files must not contain any transparent elements. White is set to knock out. Fonts must be embedded and subset. Images must be at least 300 dpi resolution.
- Ensure overprint settings are correct. As some proofing systems do not reliably show overprint, The Bookseller cannot be held responsible for any incorrect print.
- We accept files by email under 8mb, or via wetransfer.com
- All artwork must be received a full week in advance of the agreed issue date, unless otherwise negotiated.

ALL PRINT AD MEASUREMENTS ARE IN MILLIMETRES

FOR DETAILS OF THE FULL PUBLISHING CALENDAR CONTACT THE SALES TEAM ON 0203 358 0362

Every effort is made to ensure all advertisements are produced to the highest standard, however, The Bookseller will not accept responsibility for any quality/colour discrepancies perceived in the published material if the specifications are not adhered to.
## Advertising Specifications

### Print

<table>
<thead>
<tr>
<th>225mm W X 297mm D FP AREA (add 6mm all round for bleed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>202mm W X 273mm D FP TEXT AREA</td>
</tr>
<tr>
<td>101mm W X 273mm D HALF PAGE VERTICAL</td>
</tr>
<tr>
<td>50.5mm W X 273mm D QUARTER PAGE VERTICAL</td>
</tr>
<tr>
<td>202mm W X 136.5mm D HALF PAGE HORIZONTAL</td>
</tr>
<tr>
<td>101mm W X 136.5mm D QUARTER PAGE VERTICAL</td>
</tr>
<tr>
<td>202mm W X 91mm D THIRD PAGE HORIZONTAL</td>
</tr>
<tr>
<td>202mm W X 31mm D STRIP</td>
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## Rates

### The Bookseller

#### Online

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Cost Per Thousand Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/MPU</td>
<td>£35.00</td>
</tr>
<tr>
<td>Per 1,000 page impressions</td>
<td>£1,750</td>
</tr>
<tr>
<td>e.g. 50,000</td>
<td>£700</td>
</tr>
<tr>
<td>e.g. 20,000</td>
<td></td>
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</tbody>
</table>

#### Email

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Cost Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning Briefing (daily)</td>
<td>£800/week</td>
</tr>
<tr>
<td>Top banner</td>
<td>£700/week</td>
</tr>
<tr>
<td>Mid banner</td>
<td>£600/week</td>
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<tr>
<td>Single sponsor email</td>
<td>£1,850</td>
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</tbody>
</table>

#### Futurebook (Weekly)

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Cost Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>£400</td>
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</table>

### Bookfair Daily Emails

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Cost Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>£550/Day</td>
</tr>
<tr>
<td>Mid banner</td>
<td>£500/Day</td>
</tr>
<tr>
<td>Bottom banner/button</td>
<td>£350/Day</td>
</tr>
</tbody>
</table>

### We Love This Book

#### Online

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Cost Per Thousand Impressions</th>
</tr>
</thead>
<tbody>
<tr>
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<td>£35.00</td>
</tr>
<tr>
<td>Per 1,000 page impressions</td>
<td>£1,750</td>
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<td>e.g. 50,000</td>
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#### Email (Weekly)

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Cost Per Week</th>
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</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>£700/week</td>
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</table>

### Genre-Special Emails

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 1</td>
<td>£1,200</td>
</tr>
<tr>
<td>Banner 2</td>
<td>£1,100</td>
</tr>
<tr>
<td>Banner 3</td>
<td>£1,000</td>
</tr>
<tr>
<td>Banner 4</td>
<td>£900</td>
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</tbody>
</table>

## Advertising Specifications

### Online:

- Leaderboard banner: 728w x 90h
- MPU (middle page unit): 300w x 250h
- Mobile leaderboard: 300w x 50h
- Sponsor button: 125w x 125h

We accept gif, jpeg and flash files up to 55k file size. (PNG files not accepted) Artwork should be supplied at least 48 hours before it is due to go live, along with a click-through URL.

Leaderboards will only appear on mobile version of site if mobile leaderboard supplied in addition to standard desktop version.

### Emails:

- Leaderboard (The Bookseller): 625w x 150h
- Sponsor button (The Bookseller): 125w x 125h
- MPU (We Love This Book): 300w x 250h

Please supply all email artwork as a hi-res jpeg or gif file, (PNG files not accepted) at least 48 hours before it is due to go live, along with a click-through URL for the artwork. Max file size 55k. Email artwork can be static or animated, however some email browsers do not support animated content, so each frame of your document should be mindful of company branding and artwork as though it were being viewed as a static banner.

### All Digital Ad Measurements Are in Pixels

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Every effort is made to ensure all advertisements are produced to the highest standard, however, The Bookseller will not accept responsibility for any quality/colour discrepancy perceived in the published material if the specifications are not adhered to.

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Looking to recruit? Call 020 3358 0393 to find your next rising star
Make your books stand out

Mobile

Print

Online

Newsletters

Live

Book Prizes

The Bookseller, Ground Floor, Crowne House, 56-58 Southwark Street, London, SE1 1UN

T: 020 3358 0362  E: emma.lowe@thebookseller.com