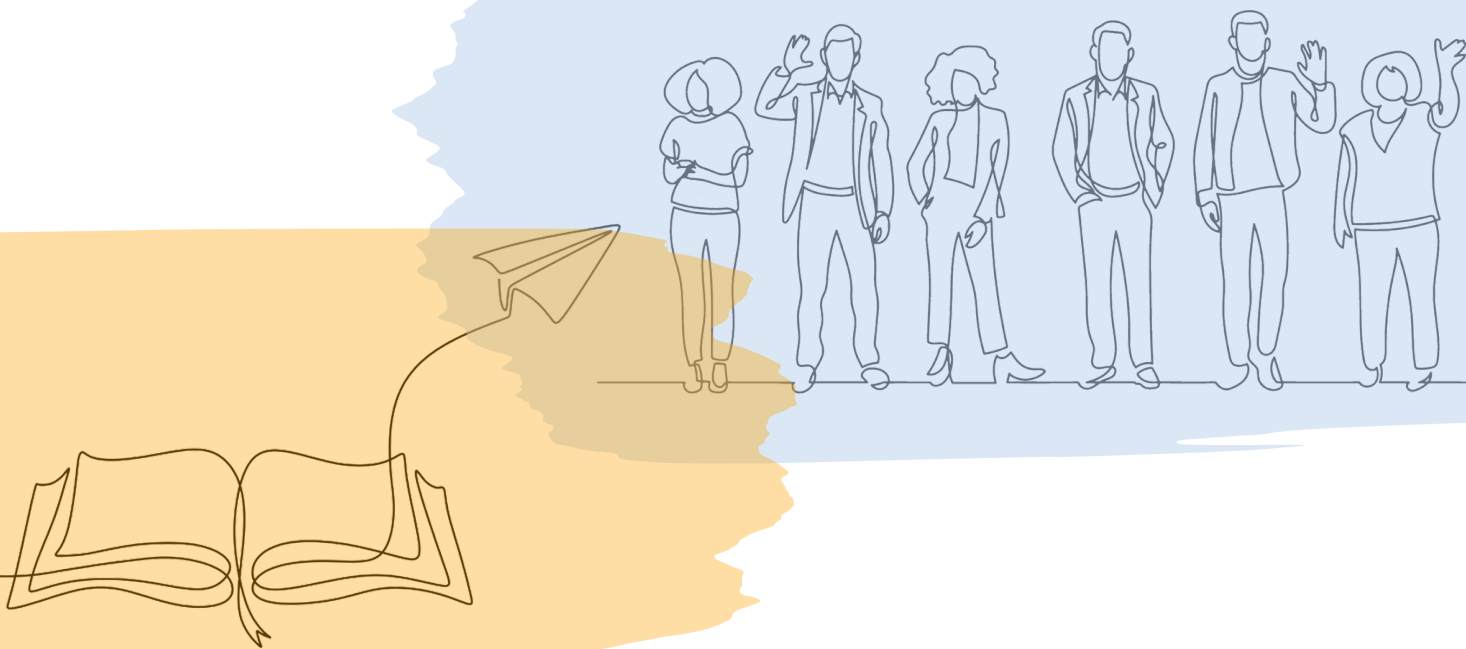




UK Advertising Kit



Edelweiss is the place professional book people come to make decisions

Advertise where people are buying.

Edelweiss is a unique digital catalog platform that publishers use to efficiently sell and market their books to the trade, both domestically and overseas. With a rapidly growing international user base, Edelweiss allows booksellers to efficiently create orders, stay on top of new titles, access review copies, and more.

"Time is so short running our little business, so it is great to have the one stop shop for book information. I can browse new titles, create my own lists for customers or my team, and I can send orders to participating Publishers... Overall, Edelweiss is easy to use. It's seldom that I come off using it without feeling energised and keener to sell more books."

- Patrick Neale, Jaffe & Neale Bookshop and Cafe

START LEVERAGING THE POWER OF EDELWEISS TO PROMOTE YOUR TITLES TO THE LARGEST AUDIENCE OF BOOK PROFESSIONALS TODAY.

edelweissplus.com/promotions-uk

Inquiries:
marketing@abovethetreeline.com

**Looking to advertise your titles in the US market?
View US promotional opportunities starting at \$220**

Weekly Greeting Newsletter

The UK Weekly Greeting reaches over 3,300 users interested in titles in the UK trade market. This newsletter showcases weekly updates on Adult Fiction, Adult Nonfiction, and Children's titles, informing booksellers about new releases they may want to stock. With an eye-catching design, this newsletter boasts an impressive average open rate of 32%!

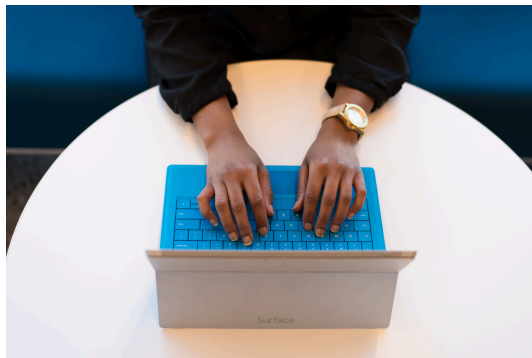
Weekly Greeting Advertising options:

- Top Banner: \$250
- Adult Fiction section banner: \$150
- Adult Nonfiction section banner: \$150
- Children's section banner: \$150

Reserve at advertising.edelweiss.plus

We provide open and click rates!

Email marketing@abovethetreeline.com to request stats.

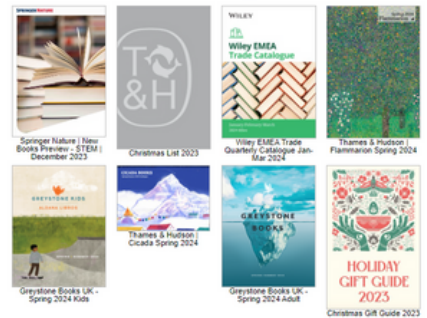


EDELWEISS  **The Weekly Greeting**
UK Edition
Tuesday, November 21, 2023

Hello! This week's Greeting provides links to:

- **603 new titles** releasing this week across Adult Fiction, Adult Nonfiction and Children's
- **16 new Digital Review Copies** added to Edelweiss last week across the same genres
- **20 new catalogues**

20 New Catalogues



Note: Clicking the link above will take you to the catalogues page in Edelweiss. Click "Newly Added" to see the new catalogues if you're directed to a different view based on your previous browsing.

Adult Fiction



246 New Releases Dropping This Week



94 New Digital Review Copies



Releases available only when requesting a purchase rights.

Adult Nonfiction



Want to promote your titles in the US market? Check out options in the US Weekly Greeting

FEATURED TITLES

Featured Titles are highlighted at the top of the Weekly Greeting 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. Featured Titles can be reserved by clicking the "promote" button (bullhorn icon) below a title within Edelweiss.

The price is \$60.

The image shows a screenshot of the Edelweiss website. At the top, it says "EDELWEISS U.S. Trade Edition" and "The Weekly Greeting U.S. Trade Edition Tuesday, December 5, 2023". Below this, there is a message: "Hello! This week's Greeting provides links to:" followed by a list of statistics: "1,400 new releases", "297 new Digital Review Copies", and "113 new catalogs".

The main content area is titled "3 Featured Titles" and "113 New Catalogs*". It displays several book covers, including "LOST BOOK", "DISCOVER THE MATRIX", and "Belinda".

Below the featured titles, there is a "Review Copy Options" table with the following data:

Available	
Digital Review Copies	6,549
Print Review Copies	99
Audio Review Copies	26
Edelweiss Reader	5,881
To Download	6,021
To Request	528
Requests You've Made	
Approved	0
Open	0
Declined	0
Cancelled	0
Your Downloads	
Downloaded	6
Not Reviewed	6

The "Review Copies" interface also shows a "Weekly Featured Titles" section with a row of book covers. Below this, there is a "1. Running Wild Press" section featuring the book "Fay's Men" by Perle Besserman. The book details are: FRONTLIST | On Sale Date: April 1, 2024 | 9781955062947, 1955062943 | Trade Paperback | \$19.99 USD, \$26.99 CAD | Discount Code: SPT | Fiction / Women | DRC Added 28 Minutes Ago. The book has 312 pages, 8.5 in H | 5.5 in W | 0.7 in T | 0.8 lb Wt, and its status is "Forthcoming".

We provide a lift report for your title! Email marketing@abovethetreeline.com for stats.

Bookseller Newsletter Banners

Our monthly bookseller newsletter includes relevant product updates, training tips, upcoming events, and new publishers and catalogues in Edelweiss. This newsletter goes out to over 900 UK bookshops and has an average open rate of 33%!

Advertising Options Available:

- Top Banner: \$250
- Middle Banner: \$150
- Other options may be accommodated. Ask us!



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.

We provide open and click rates!

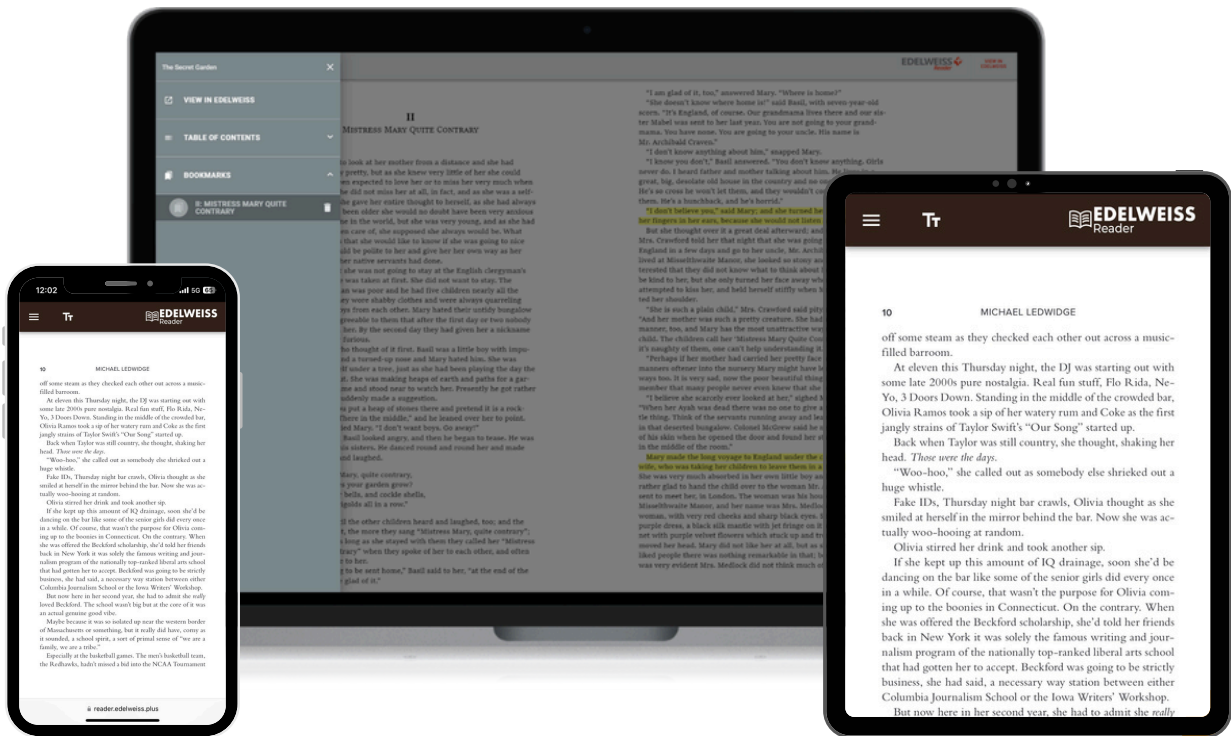
Email marketing@abovethetreeline.com for stats.



Reserve at advertising.edelweiss.plus

DIGITAL REVIEW COPIES

Edelweiss Digital Review Copies (DRCs) help you reach thousands of buyers and influencers easily and economically, and are a proven tactic for generating pre-publication interest. Hosting your digital proofs in Edelweiss means you manage them and your catalogues in the same spot, and your customers are using a single platform for new title reviewing, selection, and buying.



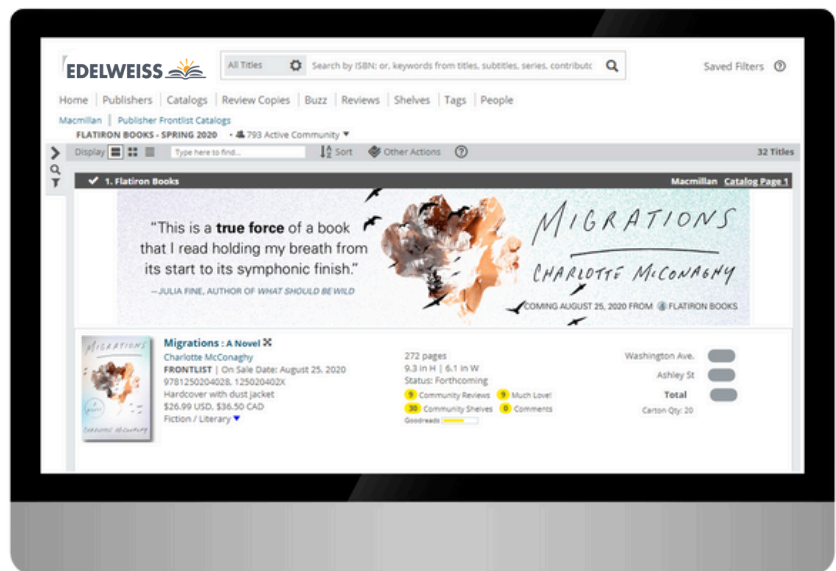
TITLE BANNER INSERTS

Title banner inserts are ads that appear above titles throughout Edelweiss to draw the attention of buyers and influencers. These will appear in whichever market your books appears in.

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. Click on the "promote" icon, which looks like a bullhorn, beneath the title you want to select.



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.

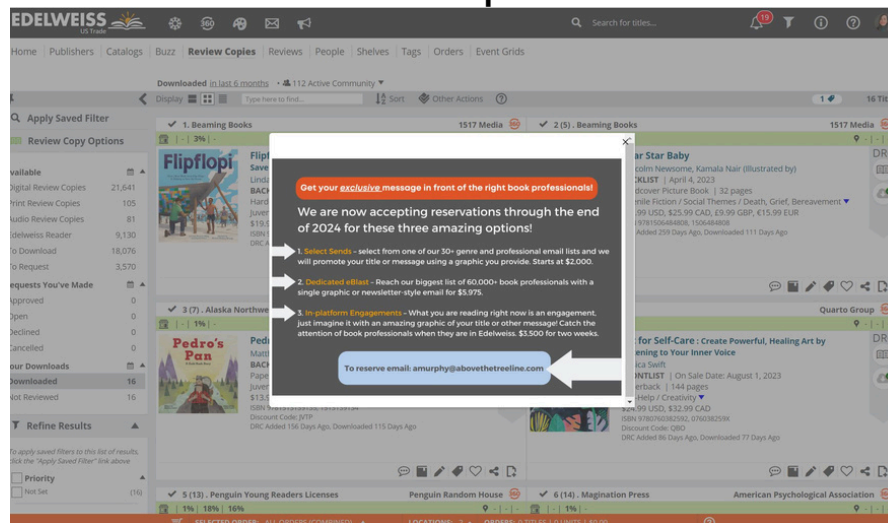
In-Platform Engagements

Imagine a bookseller logs into Edelweiss and the first thing they see is your message on the main screen. This is called an engagement. Engagements are a way to catch the attention of book professionals when they are in Edelweiss doing their work!

For two weeks the price is \$500.

- Only one promoted engagement runs at a time
- Visitors to Edelweiss will only see your message appear on-screen once during the two-week period.
- Your message will appear only to users in the UK market.

Example



**Contact marketing@abovethetreeline.com
to reserve.**

We provide number of impressions! Email marketing@abovethetreeline.com for stats.