



BookBrowse

Media Kit



BookBrowse: Your Guide to Exceptional Books



A Website for Discerning Readers

We believe that good books do more than just engage us with compelling stories, they offer us windows into the lives of others or a mirror to reflect on our own life - so that when we turn that last page we know something about the world or ourselves we did not before.

BookBrowse seeks out these exceptional books from first time authors and established writers, both fiction and nonfiction. Then we provide our visitors with all the information they need to decide which are just right for them.





What we offer

BookBrowse provides everything readers need to decide which books are for them



Free & membership content
(individuals & subscribing libraries)



Reviews and "beyond the book" articles



Consensus rating based on a range of media reviews



Excerpts of all featured books



Read-alikes by title and author



Recommended reading lists by genre, time period, setting & theme

Plus plentiful resources for book clubs, info about authors, and lots of interactive features



Author interviews, biographies & pronunciations



Book Club resources, including advice, reading guides, top 10 & Q&As



Topical: News, blog, book previews, what's new



The BookBrowse Book Club



Reader reviews & First Impressions



Fun: Giveaways, quizzes, etc



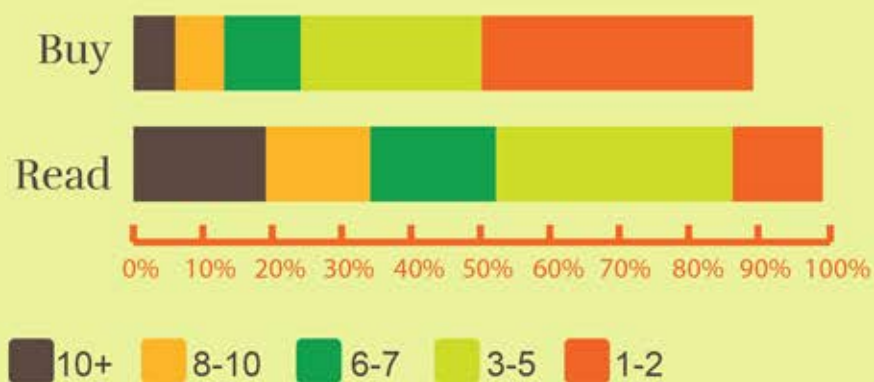
A Desirable Demographic

400,000 Visitors/mth in 2013
92% Female
85% Aged 45+
86% USA

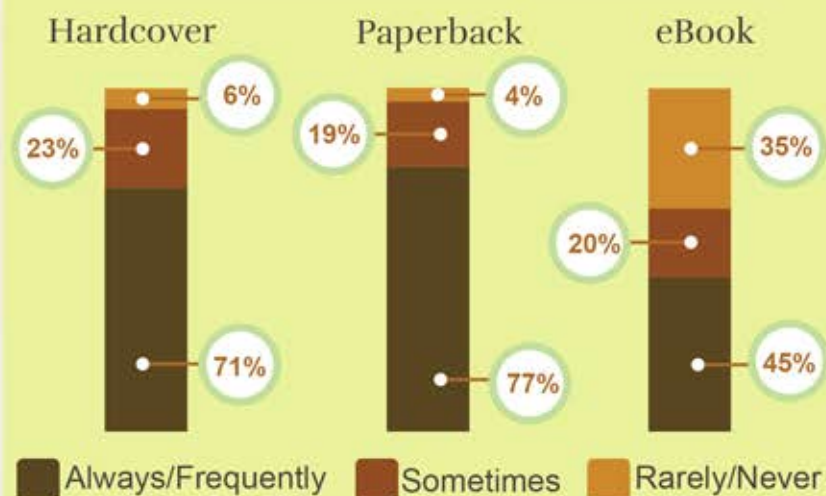


85% College educated
61% \$50,000+ income
Power readers
Frequent buyers

Half buy 3+ books each month
86% read 3+ books each month



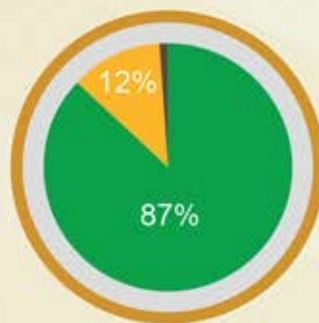
What formats do you read?



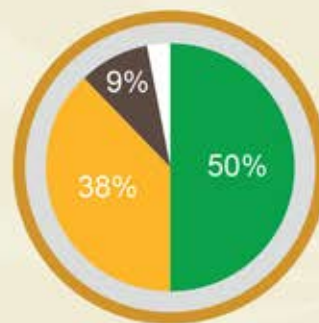


What They Read

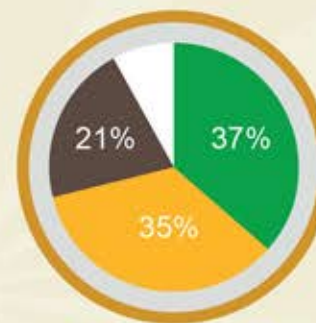
BookBrowse's visitors are power readers of literary fiction & narrative nonfiction



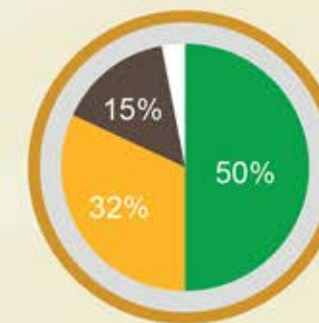
Novels



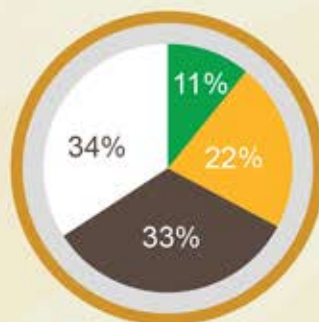
Historical Fiction



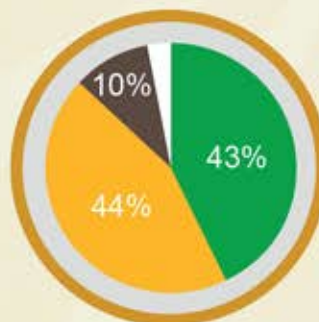
Thrillers



Mysteries



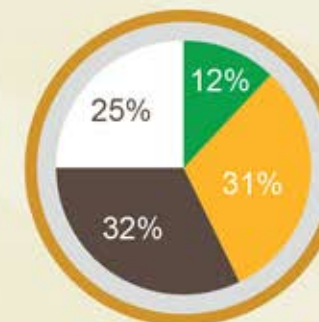
Romances



Biographies & Memoirs



History, Current Affairs, Science



True Crime





BookBrowse: Children and YA

More than 90% of BookBrowse's visitors are women aged 35+
In addition to their enthusiasm for many genres of adult books:

- 61% are interested in books for young adults.
- 51% are interested in books for ages 9-12.

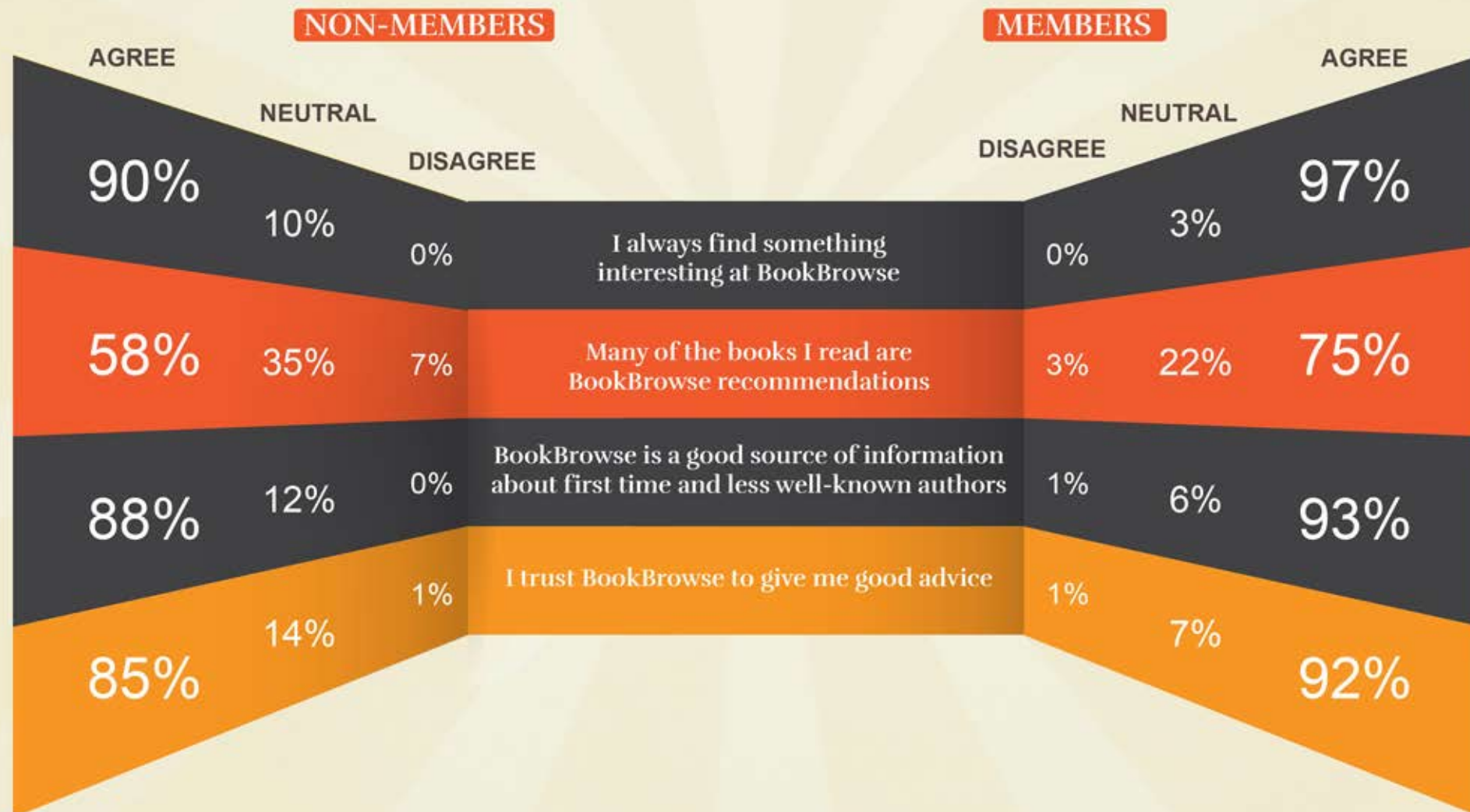
Are you interested in books for young adults?

Are you interested in books for ages 9-12?





BookBrowse is a Trusted Resource





BookBrowse Visitors Talk About Books – A Lot!

Books recommended in a typical month



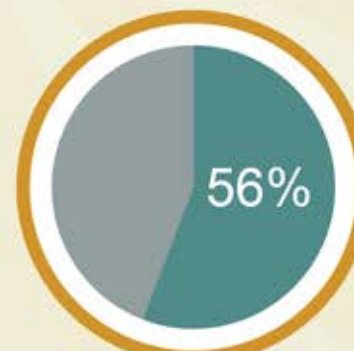
10+ 8-10 6-7 3-5 1-2



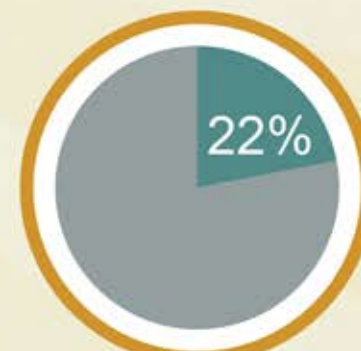
BookBrowse's visitors recommend an average of 5 books each month



One in four blogs or writes reviews



56% are in a book club
19% are in 2+ clubs



22% lead a book club



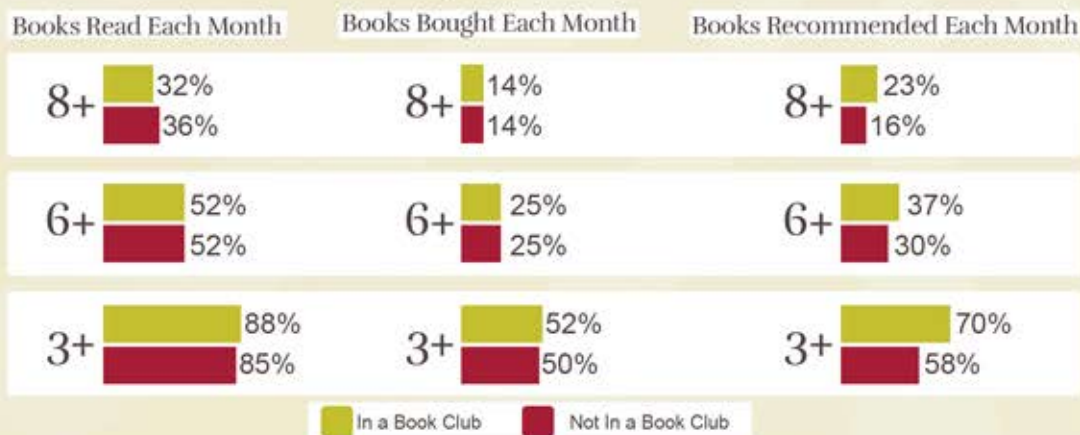
BookBrowse Reaches Lots of Book Club Members

1. About 220,000 book club members visit BookBrowse each month.
2. Over 90% are involved in choosing books for their club.
3. An average of 12 members/group, so total reach = about 2.5 million readers.

% in Book Clubs by Age Group



We Also Reach Many Readers Who Are Not in Clubs



56% of our visitors are in one or more book clubs. But don't forget the importance of those not in book clubs!

Targeting just book clubs misses out on a lot of power readers, buyers and recommenders!



Banner Advertising

Ad Sizes (Web & Email)

300 x 250 px

160 x 600 px

600 x 150 px

Graphic or Flash

Other sizes & formats

considered

Max 3 standard sized ads

per page/email

Reporting

Screen captures when live

Real time stats online

Report within 1 wk of close





Contacting BookBrowse

Please contact us for more information
including rates and availability

bookads@bookbrowse.com

<http://www.bookbrowse.com/contactus>

Tel: 408-867-6500