



BookBrowse

Your guide to exceptional books.

Media Information

Mission

We believe that a good book does more than simply entertain - it leaves you mentally richer than when you started it.

BookBrowse seeks out these gems from both first time authors and established writers - novels that whisk you to unfamiliar times and places, thrillers that are more than just 'page-turners', and thought-provoking non-fiction that entertains as it informs.

Then we provide our visitors with all the information they need to decide which of these exceptional books are right for them.

Audience

- Female, well educated, affluent, aged 35+
- 90% buy 1+ book/month, 54% buy 3+, 27% buy 6+
- 87% read 3+ books/month; 53% read 6+
- 67% recommend 3+ books each month
- 60% read ebooks, 31% read frequently/always
- 54% in one or more book clubs

Frequent visitors rank BookBrowse highest for reliable book info. Higher than online booksellers, local library or bookstore, specialist book magazines, national newspapers, other websites, or asking their friends.

Key Features

- Reviews and "beyond the book" back-stories.
- Excerpts, interviews, biographies, books coming soon.
- Read-alikes and 200+ recommended reading lists including time periods, settings, themes & awards.
- Consensus ratings based on pre- and post-publication reviews from multiple well-known sources.
- Resources for book clubs, including reading guides and online discussions.
- Quizzes, giveaways, author pronunciation guide & much more.

Advertising and Promotions

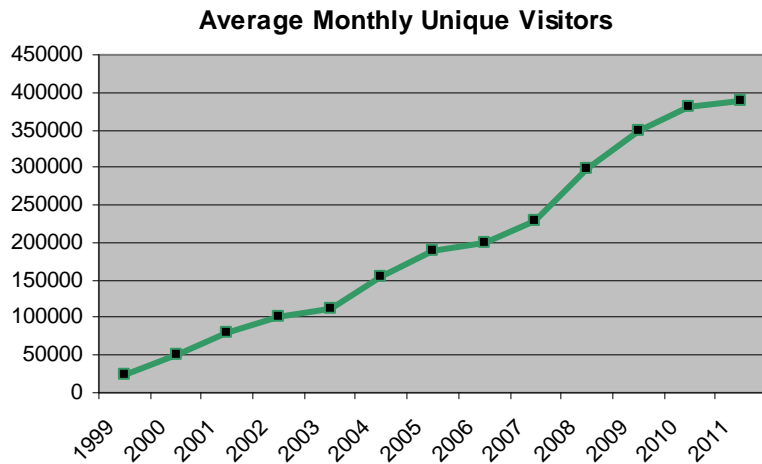
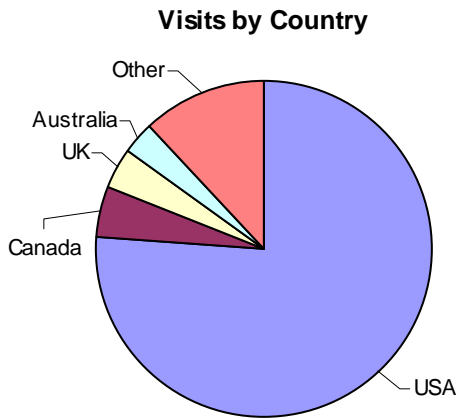
9 out of 10 repeat visitors say they have been influenced to read a book because of BookBrowse.

BookBrowse only accepts advertising directly related to books so the ads are always relevant to our audience. With realistic pricing and flexible options you can be sure that BookBrowse will deliver effective campaigns, and our professional staff will ensure that they are planned, implemented and tracked in a timely and efficient manner.

The screenshot displays the BookBrowse website with a yellow header and navigation menu. The main content area is divided into several sections: 'Book Recommendations and Information - Online Magazines - Booklovers' Community', 'Editor's Choice' featuring 'The Butterfly Cabinet' by Bernie McGill, 'This Week's Featured Books' with a carousel of book covers, 'Win This Book!' for Irma Voth, 'Author Interview' with David McCullough, 'Online Book Club' for One Day, 'First Impressions' for A Bitter Truth, 'WORD PLAY' for 'Solve this clue: "E D U Part"', 'New Author Interviews' for David King, and 'Now in Paperback' for 'Win a visit from CHRIS BOHALIAN for your book club!'. The website also includes a search bar, a 'Free Newsletters' sign-up, and a 'Become a Member' button.

BookBrowse

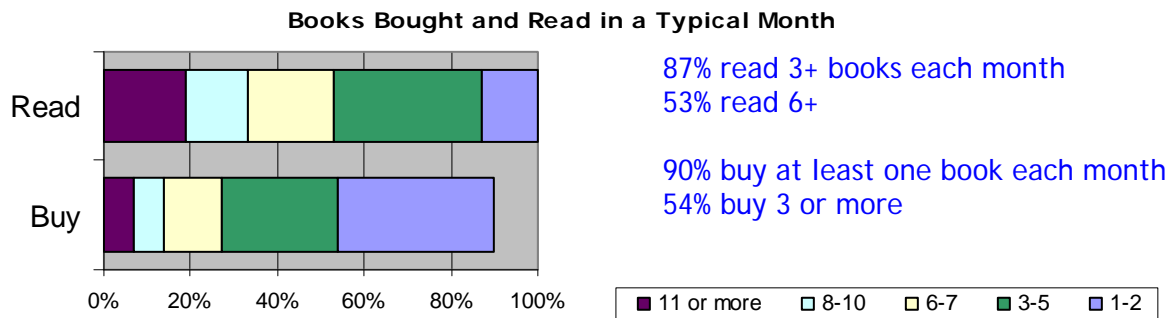
BookBrowse provides a one-stop guide to what to read next



Attracting a compelling demographic

Age		Gender		Income	
Under 24	2%	Female	91%	Under \$20k	5%
25-34	5%	Male	9%	\$20k-\$35k	11%
35-44	13%			\$35k-\$50k	14%
45-54	25%			\$50k-\$75k	22%
55-64	32%			\$75k-\$100	20%
65+	23%			Over \$100K	28%

Who buy and read lots of books



And share their finds with others

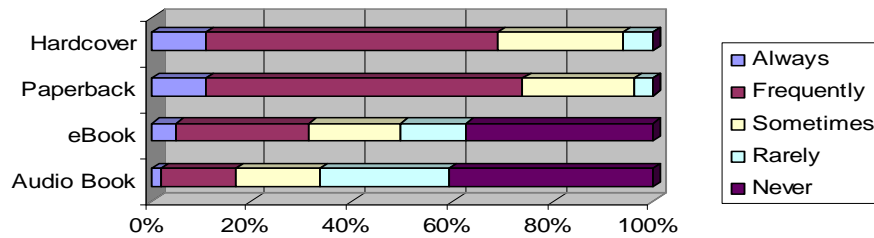
- 54% belong to one or more book clubs.
- 67% recommend 3+ books each month.
- 30%+ write reviews, most for fun, some professionally.
- 8%+ are booksellers or librarians, a further 8% volunteer in the library.

Demographics

They read a wide variety of books

Reading by Genre	Often	Sometimes	Total
Novels	79%	20%	99%
Historical Fiction	30%	60%	90%
Mysteries	48%	42%	90%
Thrillers	30%	52%	82%
Biography/Memoir	33%	61%	94%
History/Current Affairs	24%	58%	82%
Travel & Adventure	14%	57%	71%

In multiple formats

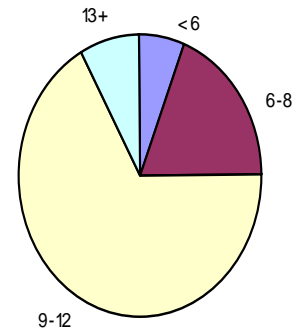
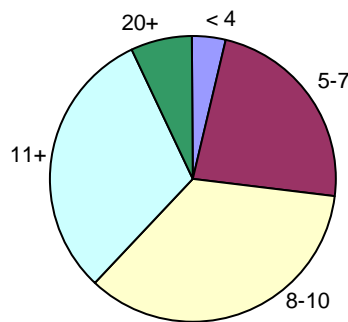
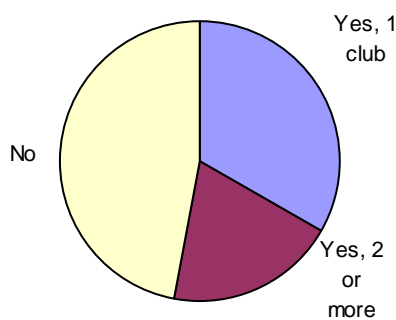


Many are active book club members

Do you belong to a book club?

How many in your club?*

Book club books read per year?



Over 45,000 book club members visit BookBrowse in an average week.
Over 90% say they are involved in choosing books.

*Numbers in book clubs based on clubs that meet in person. Online book clubs tend to be larger (see survey data)

And they think BookBrowse is great!

91% trust BookBrowse to give them good advice

88% have read/plan to read a book because BookBrowse recommended it.

89% think BookBrowse is a good source of information for debut authors.

*Last 3 stats based on respondents who had visited BookBrowse more than once.
Less than 1% answered in the negative to these questions.*

Advertising & Promotions

BookBrowse offers advertising and promotions to suit your specific marketing needs and budget. For pricing and individual promotion datasheets, visit bookbrowse.com/bap

Advertising

- Home page & ROS ad sizes: 300x250 px. 300x100 px. 160x600 px. 160x240 px.
- Section ads (e.g. reading guides, interviews, excerpts, bios): 450x100 px.
- Email ad sizes: 160x600 px. 300x250 px. 440x125 px. 160x240 px.
- Advertising limited to book related campaigns only.
- Advertisers may run multiple ads in a booked space online - consecutively or in rotation.
- Real-time ad tracking available for online ads (including Flash).
- Detailed post-campaign reporting including screen captures and key stats, broken down by ad, by day.

Promotions

First Impressions

Delivers online and email promotion, plus well written reader reviews that publishers can use anywhere they wish. Recommended for newly published books but can run at anytime:

- If book is to be promoted at publication, promotion should start two months prior.
- Book reviewed by 25 - 50 BookBrowse members who actively request to read it; 80%+ response rate.
- Reviews available for use elsewhere (40% say they value reader reviews higher than media reviews).
- Promotion at time of sale for 3 weeks at BookBrowse (500k page views) and in email newsletter (10,000+).
- Optional collection of discussion questions that publisher can selectively use to create a guide.
- Permanent listing of book and reviews at BookBrowse.

BookBrowse Book Club

Positions book as suitable for book clubs while providing relevant info for those wishing to explore the book without having to read a potentially plot spoiling discussion:

- 30+ copies placed with selected members on understanding they will read & discuss.
- Once initial conversation established, discussion is opened to all visitors to view and post.
- Promoted across 300,000 page views, homepage & ROS; and in newsletter to 10,000+.
- Permanent listing of book and discussion at BookBrowse.

Book Giveaways

Reaches both internet and newsletter audience in editorial context:

- 2 week promotion across at least 300,000 BookBrowse pages including homepage.
- Giveaway block approximately 160x200 px.
- Jacket image, copy and abbreviated reviews featured in email newsletter to 10,000+.
- Permanent listing of book at BookBrowse.

Complete details available at www.bookbrowse.com/bap