



BookBrowse

Your guide to exceptional books.

Media Information



About BookBrowse

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 - 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.

Audience

Over 100,000 book lovers visit us each week looking for their next great read. They are predominantly affluent, well educated women aged 35+ living in the USA. Of course, they are also avid readers – and they love BookBrowse! When surveyed they rate us higher than all alternatives offered, including online booksellers, their local library or bookstore, specialist book magazines, national newspapers, other book websites—even higher than asking their friends.

Our visitors are opinion formers and decision makers: 54% belong to at least one book club (18% belong to two or more clubs), about one in ten are booksellers or librarians; more than 20% say they post reviews online, and over half are active on one or more social networks.

Three Versions: Free, Premium & Library Subscriptions

BookBrowse's reach and influence continues to grow, with extensive free content available to all, and premium content available to individual subscribers and patrons of subscribing libraries.

Advertising and Promotions

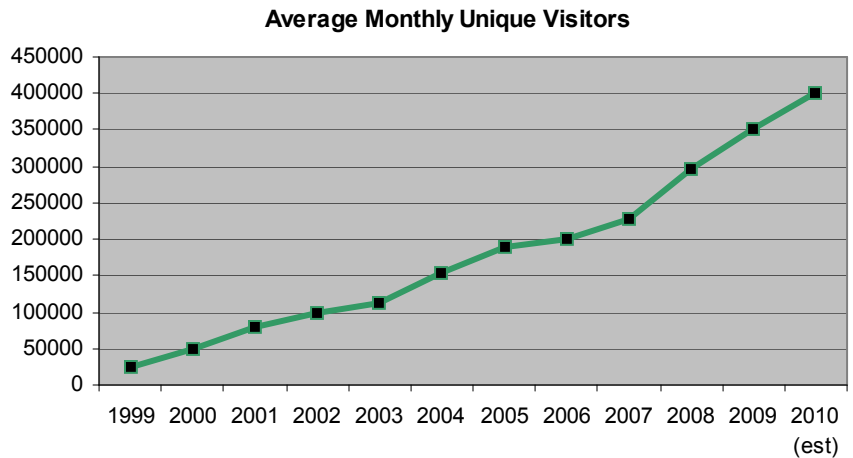
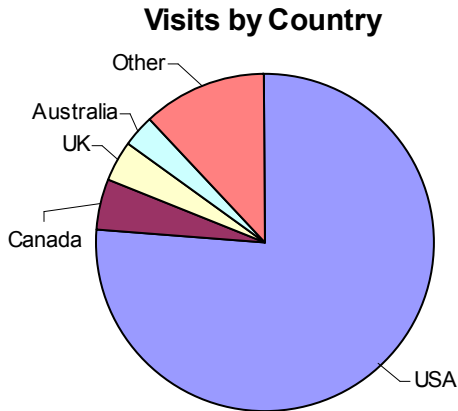
BookBrowse only accepts advertising directly related to books so the ads are always relevant to our audience. With realistic pricing and flexible options you can be sure that BookBrowse will deliver effective campaigns, and our professional staff will ensure that they are planned, implemented and tracked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

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

	BookBrowse Your Guide to Exceptional Books
	BookBrowse for Members Your home for exceptional books.
	BookBrowse for Libraries brought to you by San Francisco Public Library

BookBrowse

BookBrowse Continues to Grow



Attracting a compelling demographic

Age		Gender		Income	
Under 24	2%	Female	91%	Under \$20k	5%
25-34	5%	Male	9%	\$20k-\$35k	12%
35-44	13%			\$35k-\$50k	13%
45-54	25%			\$50k-\$75k	26%
55-64	32%			\$75k-\$100	17%
65+	23%			Over \$100K	27%

Who are passionate about 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%
Self Help/Inspiration	9%	52%	61%
Diet/Health	8%	57%	65%
Religion	11%	45%	56%

And share their finds with others

54% belong to one or more book clubs.

More than 20% write book reviews either professionally or for fun.

1 in 10 are librarians or booksellers.



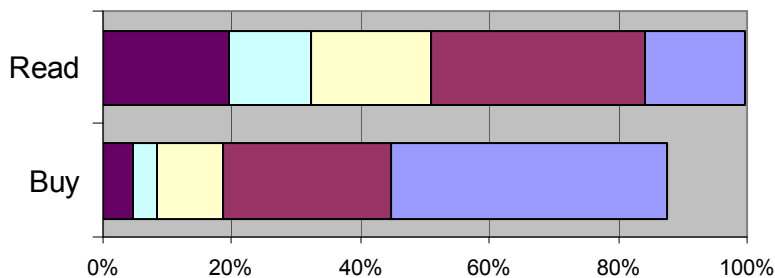
Demographics

At-a-Glance

Responsive	93% influenced to read a book because of BookBrowse
Educated	92% college educated or higher
Avid Readers	84% read 3+ books each month
Prolific Buyers	88% buy at least one book every month
Influential	54% are book club members, 10% librarians/booksellers

They buy and read lots of books

Books Bought and Read in a Typical Month



88% buy at least one book each month
45% buy 3 or more

84% read 3+ books each month
51% read 6+

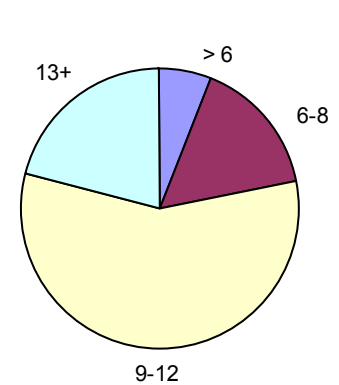
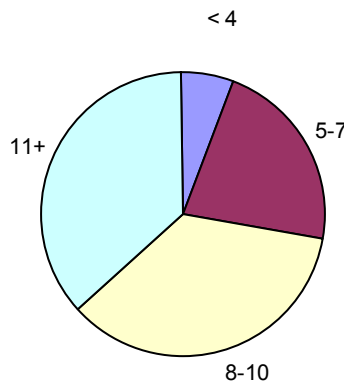
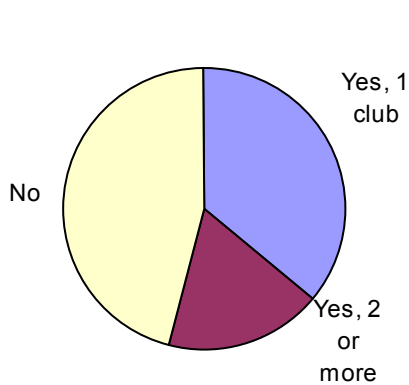


They are active in book clubs

Do you belong to a book club?

How many in your club?

Book club books read per year?



Over 50,000 book club members visit BookBrowse on an average week.

Over 90% say they are involved in choosing books.

These visitors in turn influence around 1.5 million other book club members each month.

They think BookBrowse is great!

91% trust BookBrowse to give them good advice.

93% have read/plan to read a book because BookBrowse recommended it.

93% 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 any of these questions.

Promoting Books at BookBrowse

BookBrowse offers flexible advertising and promotional options to suit your specific marketing needs and budget. For ad rate card and individual promotion datasheets, please visit www.bookbrowse.com/bap

Advertising: BookBrowse.com & Email Newsletters

- Ad Sizes: 300x250 px. 300x100 px. 160x240 px. Skyscrapers when space allows.
- Advertising limited to book related campaigns only.
- 300x250px & skyscrapers: 2 week minimum booking with guaranteed minimum ad views, or by CPM.
- 160x240px & 300x100px: 4 week minimum booking with guaranteed minimum ad views.
- Flash supported.
- Advertisers may run multiple ads in a purchased space, either consecutively or in rotation.
- Real-time ad and click tracking available for each ad (ad tracking only for Flash).
- Detailed post-campaign reporting including screen capture and key stats, broken down by ad by day.
- Third party ad serving acceptable in most cases.

Promotions

First Impressions

- Giveaway to selected member-reviewers two to three months pre-publication. Response rate 80%+.
- Reviews permanently posted at BookBrowse and available to publisher to use elsewhere.
- At time of publication, book displayed on ~500,000 pages (including homepage) to ~300,000 uniques.
- Top reviews included in newsletter emailing to 10,000+.
- Optional: Reviewers submit discussion guide questions that publisher can selectively use to create guide.

BookBrowse Buzz

- Top listing in “BookBrowse Previews” newsletter, mailed at end of month preceding publication.
- Includes synopsis, abbreviated pre-pub reviews, author blurbs and (if requested) links to book’s website/ additional content.
- Permanent listing at BookBrowse.
- Books must be publishing for the first time in USA. Recommended for books with strong pre-pub reviews.

Book Giveaways

- 2 week promotion across at least 300,000 BookBrowse pages including homepage.
- Giveaway block approximately 160x240 px.
- Jacket image, copy and abbreviated reviews featured in email newsletter to 10,000+.
- Permanent listing at BookBrowse

Custom Campaigns

BookBrowse welcomes ‘beyond the banner’ creative ideas, such as skinning, special promotions and sponsorships.