

Media Kit



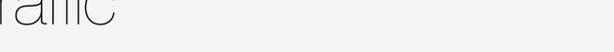
www.newinbooks.com

NewInBooks is a community of avid readers who love to read the latest book releases. Our readers include influencers, book club leaders and bloggers who purchase, share and review new books. Please see below for information on advertising to our audience. We only accept books that have been released in the last 30 days with preference given to advertisers who time their advertising with the release date of their book.

Information below is accurate as of 04/25/16 and subject to change

Reach

64,300 SUBSCRIBERS 37,000 LIKES 2,300 FOLLOWERS 920 FOLLOWERS 14,600 FOLLOWERS

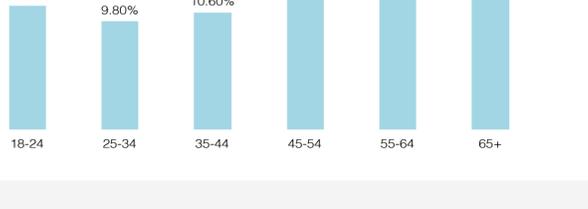


Traffic

145,000 Pageviews 44,200 Uniques 42% Mobile Traffic 30% Tablet Traffic 28% Desktop Traffic

Demographics

NewInBooks' Audience is 90% Female



Genre Breakdown

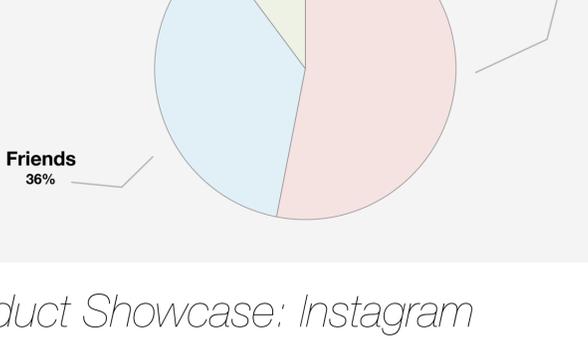


Reader Profile

- Avid Readers**
52.6% read 5 or more books per month
- Spending Habits**
100% of our audience spends discretionary dollars on books, and over 15% spend more than \$1,000 / year on books
- Walk-in Purchasers**
32% buy books at Brick & Mortar stores like B&N / Indie Bookstores
- Sharing Books**
52% of Readers report sharing books via word of mouth or social media

Gifting

Our readers don't just read books, they gift them



Product Showcase: Instagram

Our Instagram account is not only exceptionally beautiful, but incredibly active. Our community is very engaged, and most posts get hundreds of likes and a long string of comments



Product Showcase: Author Interviews

Author interviews provide a way to promote your new release and promote the author themselves. Author interviews are published on the website and promoted through our social channels. It's a personal way for the audience to get to know the author and helps promote not just the new book, but the authors backlist. Each interview contains links to the author's social profiles as well as a direct buy button to encourage purchase behavior.

Tell us a little bit about your new release, Wicked Charms.

Lizzy Tucker and Diesel are out to retrieve a hidden pirate treasure that, along with a fortune in gold and precious gems, contains the Stone of Avarice – one of the seven SALIGIA stones (one for each of the Seven Deadly Sins) that, when combined with the other six, would give the owner nearly limitless power. Though Lizzy is a reluctant participant, she realizes that the stones can't, under any circumstances, fall into the wrong hands. Also, she can't help herself. Along with wanting to save the world, Diesel is smoking hot and Lizzy can't deny the growing chemistry between them.

Grandma Mazur is one of my favorite literary characters of all-time. What was your inspiration for Grandma Mazur? Is she based on someone you know, or purely a result of your imagination?

I based Grandma on my Aunt Lena – the only character in the Plum series that is based on a real person!

Real talk: what's your personal favorite Tastykake?

Duh! Butterscotch Krimpets.

Where's your happy place?

My happy place is on my porch watching the sunrise with my dog Ollie and my morning coffee.

Janet Evanovich is the author of the new book Wicked Charms.

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Product Showcase: Email

Email is still the most intimate way to speak to readers. Our emails have tremendous engagement rates and each book is highlighted to maximize promotional impact for the author or publisher.

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By Shirley Jackson

From the renowned author of "The Lottery" and Haunting of Hill House, a spectacular new volume of previously unpublished and uncollected stories, and other writings. Shirley Jackson is one of the most important American writers of the last hundred years. Since her death in 1965, her place in the landscape of twentieth-century fiction has ... [Read More](#)

Best Seller Buzzy Author NY Times 4.4 Star Rating

Hardcover Kindle

Other Books by Shirley Jackson

Always included are direct purchase links for all formats in which the book is available

Special icons give the reader a better understanding of the type of book

Authors backlist is promoted in addition to their new title

Available Email Icons

Our Email icons are recognized by our readers and help your book appeal to the right audience. Icons are picked by our editorial staff, but make sure to let us know if your book fits one of the categories below.

- Award Winner
- Beach Read
- Best-Seller
- Book Club Read
- Buzzy Book
- Debut Author
- Good Gift
- Hollywood
- Humor
- In The News
- NY Times
- Star Master
- Oprah's Book Club
- Series
- Staff Pick (reserved)

Note: Custom icons can be developed for your book for an additional fee

Ready to Launch Your Book?

Let's do it!
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