

THE SELF-PUBLISHING SOURCE HELPING INDIE AUTHORS ACHIEVE THEIR GOALS

Drawing on the expertise, integrity, and authority of *Publishers Weekly*, BookLife was launched in 2014 as a resource and community for indie authors. BookLife offers industry insights, professional tips, and marketing strategies to authors and writers in the ever evolving and rapidly expanding world of self-publishing.

BookLife has grown to include multiple platforms and properties:

- A bi-monthly supplement in *Publishers Weekly* print & digital editions
- The Booklife.com website
- The BookLife Report, a free weekly newsletter
- BookLife Reviews, a paid review service
- The BookLife Prize, a semiannual award for self-published authors with a cash prize of \$5,000
- The U.S. Selfies, an annual awards program run in conjunction with *Publishers Weekly* and BookBrunch
- BookLife Indie Author Forum, an annual virtual conference and event series
- A tool to submit self-published books for review consideration in *Publishers Weekly* free of charge

From concept to completed product, BookLife supports indie authors throughout their journey. Post-publication BookLife assists authors with title promotion through a number of marketing opportunities. With various price points, our programs accommodate a budget of any size.

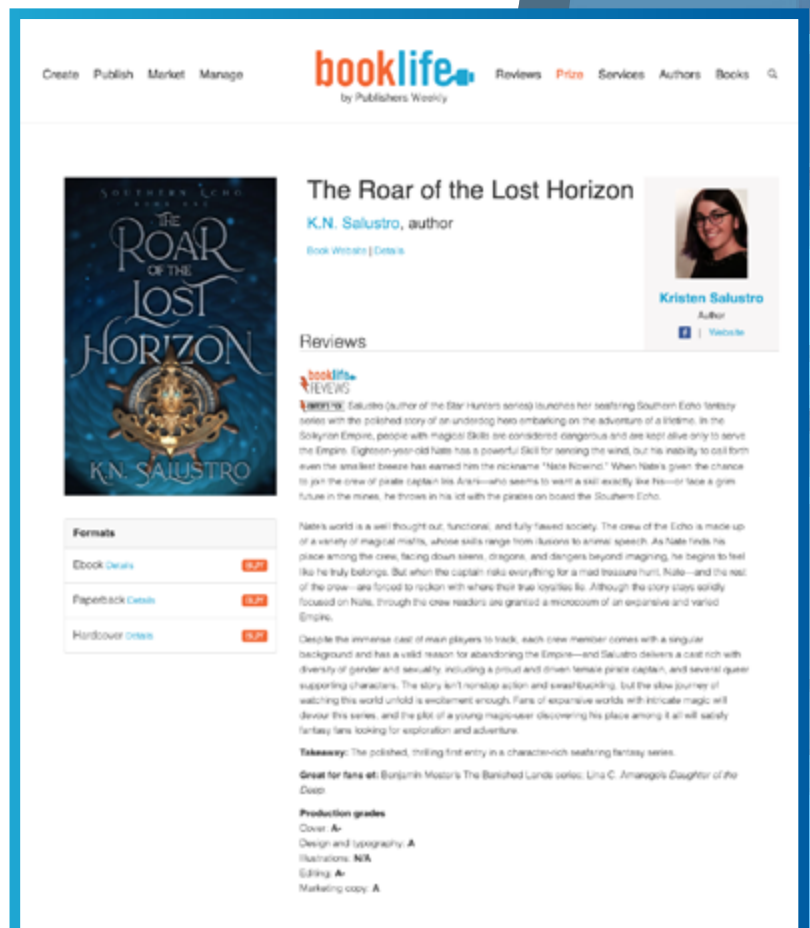
BOOKLIFE REVIEWS

BookLife Reviews are guaranteed, thorough assessments of completed work, highlighting strengths and analyzing potential reach and audience. Written by a professional *Publishers Weekly* reviewer, an expert in the book's genre or field, BookLife Reviews support indie authors and publishers through one of the most challenging parts of the self-publishing process: marketing the finished book.

Reviews Include

- Plot summary, critique, and analysis, including audience assessment of potential readers
- One-sentence takeaway summarizing book's best aspects and likely audience
- Comparison (comp) titles and/or authors
- Letter grades (A+ to C) for five production elements:
 - Cover Art
 - Interior Design & Typography
 - Illustrations (if applicable)
 - Editing
 - Marketing Copy
- Published review in *Publishers Weekly* print and digital editions upon author's approval

Price: \$399



The screenshot shows the BookLife website interface. At the top, there are navigation links: 'Create', 'Publish', 'Market', 'Manage', 'booklife by Publishers Weekly', 'Reviews', 'Pricing', 'Services', 'Authors', 'Books', and a search icon. The main content area features the book cover for 'The Roar of the Lost Horizon' by K.N. Salustro. To the right of the cover is the author's name, 'K.N. Salustro, author', and a 'Book Website | Details' link. Below this is a profile picture of the author, Kristen Salustro, with her name and 'Author' title, and social media links for Facebook and YouTube. The 'Reviews' section includes a 'booklife REVIEWS' logo and a short review snippet: 'Salustro (author of the Star Hunters series) launches her seafaring Southern Echo fantasy series with the polished story of an underdog hero embarking on the adventures of a lifetime. In the Solytron Empire, people with magical skills are considered dangerous and are kept alive only to serve the Empire. Eighteen-year-old Nate has a powerful skill for sensing the wind, but his inability to call forth even the smallest breeze has earned him the nickname "Nate Nowind." When Nate is given the chance to join the crew of pirate captain his Aunt—who seems to want a skill exactly like his—or face a grim future in the mines, he throws in his lot with the pirates on board the Southern Echo.' Below the review is a 'Formats' table with three rows: 'Ebook Details' with a price of \$3.99, 'Paperback Details' with a price of \$3.99, and 'Hardcover Details' with a price of \$3.99. The bottom section of the screenshot contains a longer review snippet: 'Nate's world is a well thought out, functional, and fully fleshed society. The crew of the Echo is made up of a variety of magical races, whose skills range from illusions to animal speech. As Nate finds his place among the crew, facing down storms, dragons, and dangers beyond imagining, he begins to feel like he truly belongs. But when the captain risks everything for a mad treasure hunt, Nate—and the rest of the crew—are forced to reckon with what their true loyalties lie. Although the story stays mostly focused on Nate, through the crew readers are granted a microcosm of an expansive and varied Empire.' Below this is a 'Takeaway' section: 'Despite the immense cast of main players to track, each crew member comes with a singular background and has a valid reason for abandoning the Empire—and Salustro delivers a cast rich with diversity of gender and sexuality, including a proud and driven female pirate captain, and several queer supporting characters. The story isn't nonstop action and world-building, but the slow journey of watching this world unfold is enchanting enough. Fans of expansive worlds with intricate magic will devour this series, and the plot of a young mage/steer discovering his place among it all will satisfy fantasy fans looking for exploration and adventure.' The 'Takeaway' section also includes a 'Takeaway' line: 'The polished, thrilling first entry in a character-rich seafaring fantasy series.' Below that is a 'Great for fans of:' section: 'Benjamin Meador's The Barbed Lungs series; Lisa C. Amanog's Daughter of the Deep.' Finally, there is a 'Production grades' section with five rows: 'Cover: A+', 'Design and typography: A', 'Illustrations: N/A', 'Editing: A+', and 'Marketing copy: A'.



BOOKLIFE PRIZE

The BookLife Prize is an annual writing competition designed to discover, cultivate, support, and bring attention to great works of unpublished or self-published writing by independent authors. The competition is divided into two contests, fiction and nonfiction, with one grand prize winner in each contest and one finalist from the individual categories within each contest.

All entries in the contests receive a Critic's Report, providing valuable, professional feedback designed to help improve the author's work.

Grand Prize Package

- \$5,000 cash prize
- Profile in *Publishers Weekly* print & digital editions
- Professional critique for use in marketing materials

Finalist Package

- Award in Individual Category
- Mention in *Publishers Weekly* print & digital editions
- Quote from bestselling/award-winning author or editor for promotional use on book cover
- \$1,000 worth of BookBaby's Facebook + Instagram services
- Professional critique for use in marketing materials

\$99 Entry Fee

"Contest entry fees are typically just a tax on naivete, but [with BookLifePrize], every submission receives something of value: a written evaluation by a Publishers Weekly reviewer."

– The Washington Post



"After I won the BookLife Prize... I got a Madison Avenue agent who really, really helped my writing. That ended up, no doubt, in getting me a publishing deal later for one of my books. That publishing deal turned into a film deal."

– T.J.Slee

THE SELFIES BOOK AWARDS

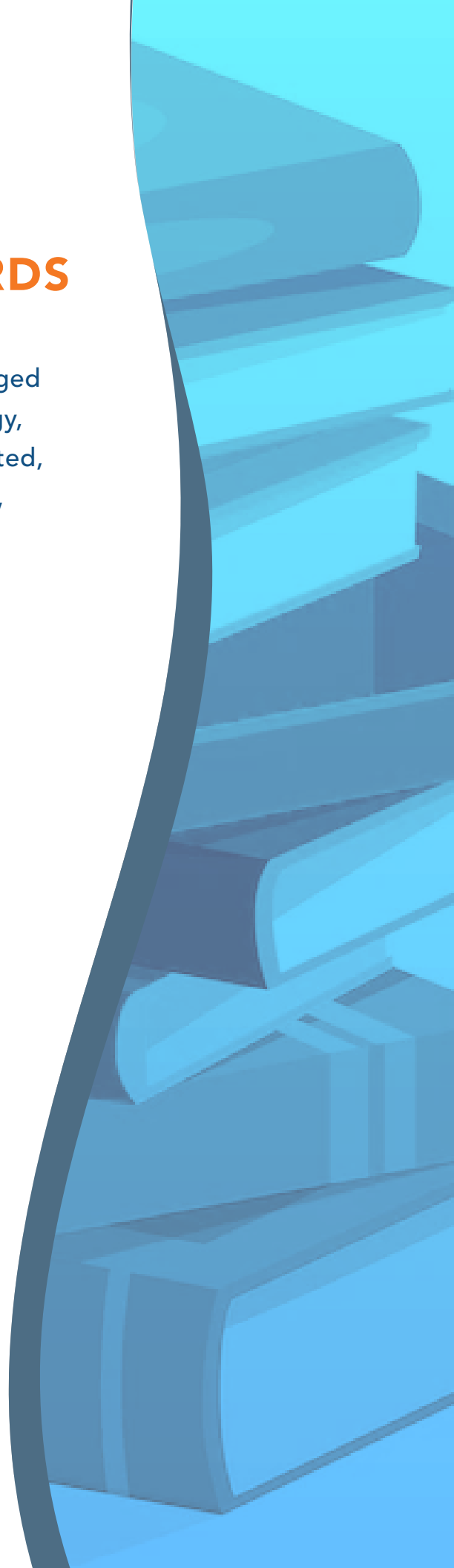
The Selfies seek to recognize and elevate the very best indie-published titles each year. Books are judged on writing, production, cover art, marketing strategy, and the potential for sales. Three winners are selected, one each from adult fiction, memoir/autobiography, and children's books.

Winning Package

- \$1,000 cash prize
- \$5,000 advertising package
- Book displayed at five trade shows
- Feature in CBE Library newsletter with 30,000 librarian subscribers
- Advertising in *Publishers Weekly's* issue congratulating the winners

Shortlisted Book Package

- Advertisement in *Publishers Weekly's* ALA Preview Issue
- Book displayed at one trade show



ADVERTISING OPPORTUNITIES

PW SELECT

PW Select is an affordable marketing package enabling authors to promote their books across numerous PW properties for the broadest possible reach.

Listed in the print magazine, on the homepages of PublishersWeekly.com and BookLife.com, and in The BookLife Report newsletter, books reach an audience of booksellers, librarians, book and film agents, book reviewers, and national and international media.

Package Includes

- Listing in *Publishers Weekly* print and digital editions to include cover, synopsis, and sales information
- Book cover featured on the homepage of PublishersWeekly.com
- Book cover featured on the homepage of BookLife.com
- Book cover featured in The BookLife Report newsletter (25K subscribers)
- Promotion on BookLife's social media channels
- Six-month digital subscription to *Publishers Weekly*
- One-year digital subscription to *Publishers Weekly's* bi-weekly BookLife supplement
- Copy of the *Publishers Weekly* issue in which the listing appears

Price: \$149

The screenshot shows a webpage titled "booklife PW SELECT LISTINGS" with a sub-header "New Titles from Self-Publishers". The page lists several books with their covers, titles, authors, and prices. The books listed are:

- After Claire: In Search of a Habitable Life** by Julie R. Wolfe, BookBaby, \$13.99 paper (250p), ISBN 978-1-66780-651-8, \$4.99 e-book, ISBN 978-1-66780-652-6, Amazon.
- All I'm Asking** by J. Marie Rundquist, Book, Ink, \$14.99 paper (342p), ISBN 978-1-73792-870-6, \$4.99 e-book, ISBN 978-1-73792-871-3, Amazon, BN.com, Bookshop.org, Kobo.
- The Bowl of Salad** by Salma Al-Ashed, Salma Al-Ashed, \$4 paper (33p), ISBN 978-08-482-7554-2, Amazon.
- Don't Poke the Bear** by Robin D'Amato, Atmosphere Press, \$19.99 paper (3+5p), ISBN 978-1-63668-290-8, \$7.99 e-book, ASIN B08Z000GFB, Amazon, BN.com.
- It's 1995 and three** by Iulio, Friends Find Themselves Caught Up in the rough currents of New York City. Life might be easier elsewhere, but for these friends, elsewhere is never an option.
- Emma's Army: How Millions of Angry, Marching Seniors Saved Their Vanishing America** by Dan Chabot, KDP, \$16.99 paper (250p), ISBN 978-04-268-7488-6, Amazon.
- The Emperor's Regret** by Barbara A. Pierce, Pigeonhole Press and Media, \$12.99 paper (44p), ISBN 978-1-948304-20-7, Amazon.
- Fallout Shelter** by Steven Schindler, The Elevated Press, \$8 paper (296p), ISBN 978-0-9692438-2-2, \$8.99 e-book, ISBN 978-0-9692438-5-8.

ADVERTISING OPPORTUNITIES

YOU WROTE THE BOOK. NOW TELL THE WORLD.

Highlight your latest book or entire writing career with an author Q&A with *PW*. Featured in *Publishers Weekly* print and digital magazines and distributed to an audience of 44,600 librarians, booksellers, and publishing professionals, the Q&A is an ideal way to promote your book to an engaged and interested readership who has made books their business.

Author Spotlight Includes

- Full-page or half-page article
- Full editorial control
- Cover art
- Author headshot



Q&A SPONSORED

BookLife Talks with Suzanne Jones

Jones's memoir *From the Flood* recounts her family's struggle after Hurricane Agnes destroyed their home. The BookLife Review praised the author, saying, "with sparkling prose and a fine eye for detail, Jones easily pulls readers into her engaging narrative." We spoke with Jones about what inspired her to write her memoir and about her advice for others seeking to do the same.



Who is your ideal reader and why?
I wanted to write a book that would appeal to readers beyond those who experienced Hurricane Agnes. Anyone who grew up in the 1970s will enjoy this book, as will people who like stories of overcoming challenges and of resilience. The book transports the reader back to a time that was more innocent, when kids could really be kids. So people who like nostalgic, poignant, and inspiring stories will really enjoy this book.

What advice would you give to someone who wanted to write their own memoir?
The first thing I would say is to read as many memoirs as you can! *The Glass Castle* and *Angela's Ashes* were my two biggest inspirations, which is why I chose to use a child narrator and knew that humor would thread throughout the book. Get a sense of the story you want to tell and use other memoirs to help you decide how to tell it. Remember, you don't have to have a superhuman memory to write about events of the past. Talk to everyone and use their memories to help you piece together the story.

What's next for you?
I'm hoping to go the more traditional route and see if I can find an agent and publisher for my next book, which is a novel. It's important to me that my stories feel authentic and have emotional resonance. For that to happen, I need to write what I know, so the book is based on my own experiences. Amy Tan has said that fiction is the perfect genre because you're not limited by the facts. I liked that, so I'm giving it a try!

For more, visit booklife.com/suzannejones



ADVERTISING OPPORTUNITIES

PACKAGES	Diamond	Gold	Silver
Author Spotlight Q&A with PW*	Full Page	Half Page	Half Page Ad
Leaderboard Ad on PW Website	100K Impressions (Over 30 Days)	75K Impressions (Over 30 Days)	50K Impressions (Over 30 Days)
Banner Ad in Newsletter of Choice	✓	✓	✓

*Featured in PW print & digital editions reaching 45K readers.
Package rates available upon request.

Other Marketing Opportunities

4-Color Print Advertisements

- Full Page Ad
- Half Page Ad
- Third Page Ad

Digital Advertisements

- Newsletter Banner Ads
 - Top Banner or Leaderboard
 - Billboard or Boombox
- Website Banner Ads*
 - Leaderboard
 - Boombox
 - Skyscraper

*Minimum buy: 25,000 impressions
Rates available upon request

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