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
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Prize is an annual writing competition designed to discover, cultivate, support, and bring attention to great works of unpublished or self-published writing by independent authors.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
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

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**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.

**Your first work, There Is Nothing to Fix, was a self-help book. What made you follow it up with a memoir?**

Even though I'm a specialist in trauma and recovery, I never really thought of the natural disaster that destroyed my home and town as a traumatic event for me. Then, around the time that the massive earthquake struck Haiti, I connected with a colleague who travels to regions of the world that have been devastated by natural disasters and trains community leaders on how to use play to give kids the best chance of avoiding developing PTSD. It was then I realized that as kids, my siblings and I naturally used play after the flood to the same end; we just didn’t know it. Finally, when my father learned that the years after the flood, which were the worst of his life, held some of our best childhood memories, I felt like there was a story to tell.

**How do you make sure you’re telling “the truth,” or how do you refresh your memories when writing?**

Because I was only six years old when Hurricane Agnes destroyed our town, I had to spend hours and hours talking to my parents, my siblings, and other family members who shared their memories with me so that I could create an accurate time line and retelling of the events. Memory is like a slideshow, with images in the mind of particular events having strong emotional associations. All the events in the

**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 innocence, when kids could really be kids. So, who are the people who love 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 two of my 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

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