

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
- 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.

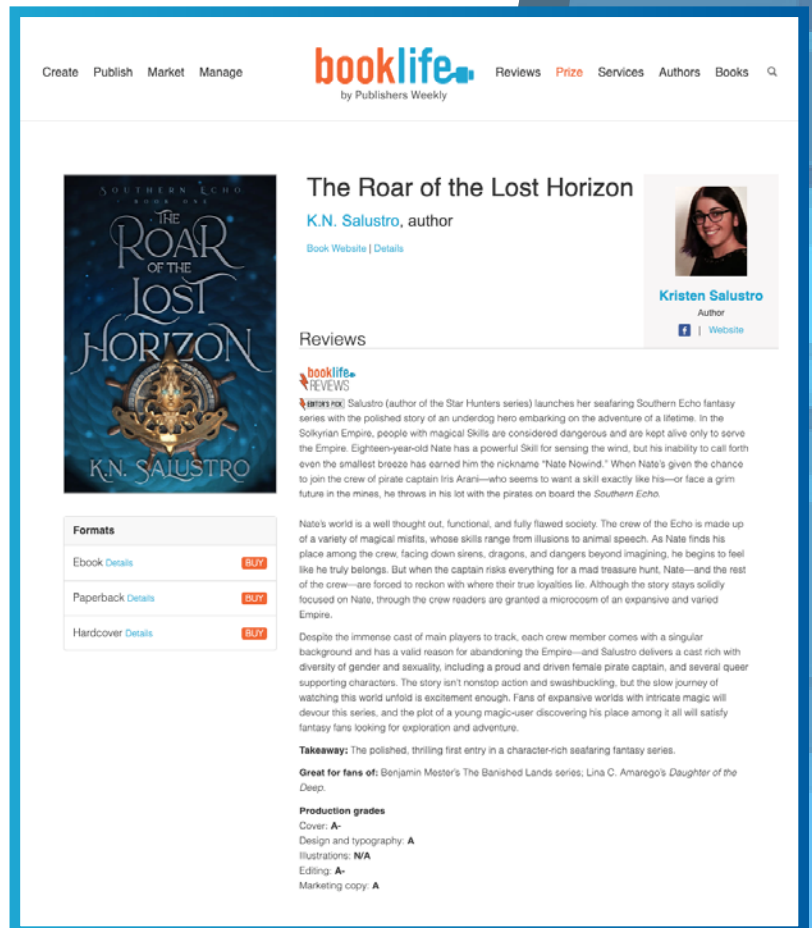
BOOKLIFE REVIEWS

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', 'Prize', '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, the author's name 'K.N. Salustro, author' is displayed, along with a 'Book Website | Details' link and a small author photo. Below this, there is a 'Reviews' section with a 'booklife REVIEWS' logo and a short review snippet. A 'Formats' table is visible, listing 'Ebook Details', 'Paperback Details', and 'Hardcover Details', each with a 'BUY' button. The bottom of the screenshot shows a 'Production grades' section with a list of grades: Cover: A, Design and typography: A, Illustrations: N/A, Editing: A, 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

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: \$167

booklife PW SELECT LISTINGS

New Titles from Self-Publishers

Booksellers, publishers, librarians, and agents are encouraged to look at the 63 self-published titles below. Each appears with a list of retailers that are selling the book and a description provided by its author. Some of these writers are waiting to be discovered; others have track records and followings and are doing it on their own. If you are a self-published author interested in listing titles in this section, please visit publishersweekly.com/pw-select for more information.

Fiction

After Claire: In Search of a Habitable Life
John R. Wallis, BookBaby. \$13.99 paper (260p). ISBN 978-1-66780-651-8; \$4.99 e-book, ISBN 978-1-66780-652-5
Amazon
The story of a man coming to terms with the loss of his wife and a fractured relationship with his grieving daughter, as events in his professional life threaten his very safety.

All I'm Asking
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
In a story narrated via emails, texts, and discussion forums, Rundquist delves into the bonds of friendship and family, what can test them, and how to find the way back to strengthen those ties.

The Bowl of Salad
Saima Alraheed, Saima Alraheed. \$4 paper (33p). ISBN 979-88-402-7554-2
Amazon

Cucumber has big dreams, but all around her things are getting more confusing. Will she be able to make her dreams come true?
A Collection of Tiny Stories: Diminutive Tales from the Tip of My Imagination
C.K. Sobey, Outsirkts Press. \$27.95 (63p). ISBN 978-1-73750-614-0; \$17.95 paper, ISBN 978-1-73750-613-3
Amazon, BN.com, Outsirkts Press
In this collection, Sobey relates tales that came to them spontaneously.

Don't Poke the Bear
Robin D'Amato, Atmosphere Press. \$19.95 paper (345p). ISBN 978-1-63988-290-8; \$7.99 e-book, ASIN B09ZDDG6PB
Amazon, BN.com
It's 1995 and three boho 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
Dan Chabot, KDP. \$16.99 paper (250p). ISBN 979-84-398-7486-6
Amazon
A feisty, patriotic grandmother takes on the woke and oh-so-politically correct forces that are threatening her beloved country.

The Emperor's Regret
Barbara A. Pierce, Pageturner Press and Media. \$12.99 paper (44p). ISBN 978-1-948304-20-7
Amazon
This original folktale tells the story of a popular young emperor who makes the decision to renounce his former lifestyle for another.

Fallout Shelter
Steven Schindler, The Elevated Press. \$16 paper (206p). ISBN 978-0-9662408-3-2; \$9.99 e-book, ISBN 978-0-9662408-5-6

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

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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 are 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 book are true, and memory is sensory, which I drew upon to help put the reader in the story. I used dialogue to portray all the colorful characters in the book and to fill in any blanks. Of course, the thoughts and feelings and the way I made sense of things as a young child are very accurate.

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

For more information, contact:

Deena Ali

(917) 825-7215

dali@publishersweekly.com