Net GALLEY™

FEED YOUR READERS

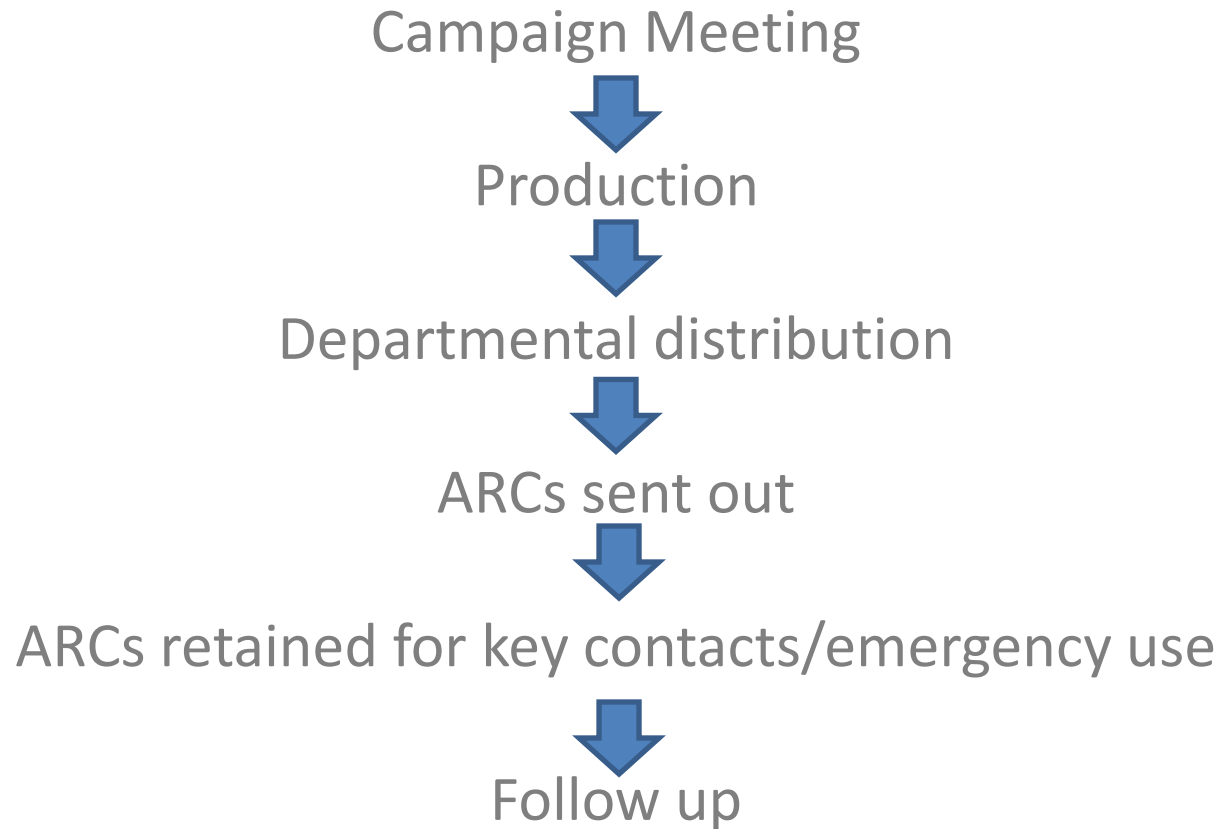**Stuart Evers,**
UK Community Manager

Key UK customers
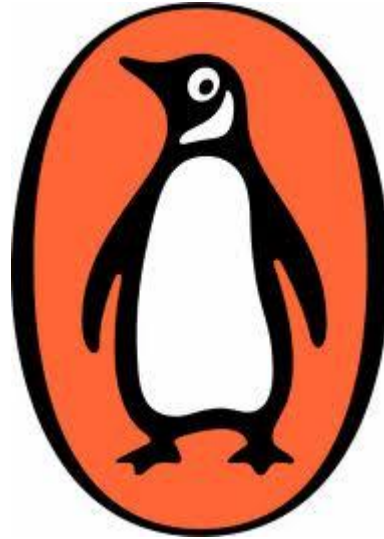
How NetGalley Works

- Allows publishers to securely and safely promote their titles to individuals who influence buying decisions.

- Reviewers, journalists, librarians, booksellers, educators and media professionals are able to access DRM-secured digital files for the titles you want them talking about.

- These readers use NetGalley for FREE to request and read titles digitally before they are published.

Book discovery begins here.

Traditional ARC workflow

Campaign Meeting

⬇

Production

⬇

Departmental distribution

⬇

ARCs sent out

⬇

ARCs retained for key contacts/emergency use

⬇

Follow up

NetGalley workflow

Title created and uploaded

⬇

ARCs sent out/active in catalogue (unlimited downloads)

⬇

Reporting/insight/post mortems

Productivity Gains

- Reduces need campaign meeting disagreements

- Eliminates printers, invoicing, copy checking and approval

- Make instant updates to files

- No stockpiling of proofs and no wastage

- Eliminates delays and costs caused by organisation and postage

Exposure via NetGalley

- 200,000+ members worldwide
- 300 publishers, plus hundreds of authors

NetGalley
10,980 likes · 225 talking about this

Popular and frequent destination site

- Averaging 4M page views/month, or 75,000+ visitors
- Over 80% return visitors
  – 60% of returning visitors came 9+ times
- 15-20% monthly traffic from direct NetGalley marketing
- Averaging 150,000 clicks-to-read per month
  – Over 60% choose Kindle
- Over 26,000 reviews/feedback monthly

NetGalley
@NetGalley

FOLLOWERS
15.1K

Get smart with our data!

- **View Request History in your account**

  99 Approvals | 3 Widget Invites | 14 Auto-Approved Members | 0 Read Now

  - Click View All Approval History for details

[Feedback Report]
- **Feedback Report**
  - See reviews and all types of feedback

[Active Title Report]
- **Active Title Summary Report**
  - Good for wrap-up reporting

[Detailed Activity]
- **Detailed Activity Title Report**
  - Follow-up with contacts for this title

Industry Standards

Lessons Learned

- A platform where everyone can play

- Create industry standards

- Innovation with understanding of publishing culture

- Benefit driven technology

- As much data as possible

Questions?

Thank you for listening!

Reach us anytime: concierge@netgalley.com
Online help: http://netgalleypublishers.uservoice.com/knowledgebase