Activate Trade Audiences & Enthusiastic Readers!

NetGalley helps books succeed by connecting you with all types of audiences!

Book advocates and industry professionals can join and use NetGalley at no cost.

Publishers and authors worldwide trust NetGalley to drive frontlist marketing and pre-pub reviews, as well as promote backlist and direct sales—for both books and audiobooks.
NetGalley Community Breakdown

**Reviewers – 66%**
Blog/website, consumer website, social platform

**Educators – 12%**
Primary/elementary, middle/high/secondary, college/university, homeschooling, professional/adults

**Media / Journalist – 11%**
Online, print, radio, film, TV

**Librarians – 7%**
Academic, public, primary or elementary school, secondary school/high school, or special

**Booksellers – 3%**
Bookstore chain, distributor/wholesaler, independent bookstore, online retail, or retail (not specifically books)

**Book Trade Professional* – 1%**
Author, Agent, or Publisher (reader account)
*New as of June 2022

.com only (June 2023 stats)
How Community Members Engage on NetGalley

**New or Returning Member**
Members can come to Netgalley in various ways: Invitation from Publisher/Author, Word-of-Mouth, or it's part of their routine.

**On-site Activities**
Cover voting, review up-voting, favoriting publishers and categories, and many more to come!

**Download & Read/Listen**
Once approved, downloading the book or audiobook and reading/listening.

**Submit & Share Feedback**
Writing and submitting Opinions & Reviews to the publisher. Then amplifying by sharing on social media and retail sites.

**Engage w/ Professional Orgs**
Nominating books for monthly trade lists, validating accounts with membership IDs.

**Buzzing About Books**
Talking about their NetGalley activities, Feedback Ratio, Badges, favorite books/audiobooks, publishers, authors, content on We are Bookish.
Activity on NetGalley is a funnel, which means that the more **Impressions** a book has, the more overall activity it will receive.

Once members submit **requests**, it's up to the publisher to approve requests so they can start to read.

Depending on how many requests the publisher approves, a portion of them will result in **Feedback**.

*Average monthly numbers for DRCs, from June 2022 - June 2023 on NetGalley.com*
Feedback & Reviews

Members submit their Feedback and Reviews on NetGalley and share them more widely via Goodreads, their personal blog or company platform, social media, and on retail sites (Amazon, etc).
NetGalley Member Profiles*

See member type and professional associations at a glance

See stats about a member’s activity, past reviews, and activity from other publishers to inform your decision making

Sites and Badges can tell you more about a member’s reading and reviewing habits

Consider their interests to decide if they’re a potential fit for your books

Write notes about your history and previous interactions

Reach the right audiences for your books

*This information is only visible to Publishers and authors who use NetGalley directly
Reach librarians in US & Canada (including validated ALA members) with our monthly Newsletter to generate requests, downloads, and LibraryReads nominations. Librarians rely on NetGalley for collection development!

**Types of librarians who use NetGalley include public, school (primary and secondary), academic, and special librarians**
Offer pre-approved access directly to validated ABA member booksellers with our monthly Digital Box Newsletter to generate downloads, handselling, and Indie Next List nominations!

Types of booksellers who use NetGalley include employees of bookstore chains, distributors/wholesalers, independent bookstores, online retail, and special retail (not specifically books).

1,400+ verified ABA members use NetGalley to browse, request, and purchase books for their stores.

Booksellers on NetGalley generate nearly 1,200 Indie Next Nominations monthly!
Easily identify which pending requests are from members of high-profile media outlets. Filter your requests by the Media/Journalist member type, then look for the gold Verified badge.

Types of media who use NetGalley include online, print, radio, film, TV

Some companies we verify*:

- Hearst
- Condé Nast
- The New York Times
- The Washington Post
- Los Angeles Times
- Wall Street Journal
- NPR
- The Huffington Post
- The New Yorker
- Vice
- Harper’s Magazine
- Time Magazine
- USA Today
- ABC
- NBC
- CBS

*This list is not exhaustive. Remember, most media contacts are pitched using the widget, and may not appear in your list of requests.
Use the Press Kit section to give Educators access to supplemental resources you've developed for the book.

Types of educators who use NetGalley include primary/elementary, middle/high/secondary, college/university, homeschooling, professional/adults.

80% of Educators said they'd adopt this Book Club Kit for their curriculum.

91% will adopt for a course, curriculum, or classroom. 100% recommend students read or purchase.
Reviewers share on their blog/website, consumer website, social platform

Foster relationships with powerful book advocates. From social media reviewers, to book bloggers, consumer reviewers and everything in between - leverage reviewer book buzz to help your books succeed!
NetGalley members say they love to browse these categories the most!

Most Popular Fiction Categories

- Teens & YA
- General Fiction (Adult)
- Romance
- Mystery & Thrillers
- Sci Fi & Fantasy
- New Adult
- Women's Fiction
- Historical Fiction
- Literary Fiction
- Comics, Graphic Novels, Manga

Data includes NetGalley.com members who have opted-in to promotions in these categories, as of June 2023.

*Based on member category survey conducted February 2023.
Biographies & Memoir and Nonfiction (Adult) are among the top 10 categories overall, based on NetGalley members' survey* responses.

Most Popular Nonfiction Categories

Data includes NetGalley.com members who have opted-in to promotions in these categories, as of June 2023.

*Based on member category survey conducted February 2023.
Audiobook Community Growth

NetGalley.com stats as of June 2023
In 2021 we surveyed nearly 10,000 NetGalley Members about their reading habits.

- **Read the full audio survey here!**
- Librarians, Educators, and Reviewers are the biggest listeners of Audiobooks on NetGalley
- Over 20% of members surveyed indicated they listened to 10-19 Audiobooks in the past year!
- 58% of respondents explicitly said they choose audiobooks because they are already a fan of the narrator
- Audiobooks on NetGalley currently generate a higher rate of return for Feedback when compared to Digital Review copies. The Feedback rate for Audiobooks averages around 55%!
Publishers have a wide range of goals when using NetGalley:

- Drive sales with a Pre-Order CTA
- Feature both Audio and eBook formats to help members find their preferred format
- Fulfill a digital giveaway
- Audio helps booksellers & librarians to get through their TBR list more quickly
Audiobook Feedback Rate

Audiobook listeners are even more likely to submit Feedback!

53% Feedback rate, based on Approvals

NetGalley.com stats as of June 2023
Ways to use NetGalley

Via the IBPA

- Visit the IBPA website for more information about listing your book in the IBPA's NetGalley program.
- Available for both digital review copy (DRC) or audiobook titles
- Email Sean McDonald seanm@ibpa-online.org for questions

Via NetGalley directly

- NetGalley Subscription (both DRC and Audio): IBPA members receive 10% off the first year of service for the NetGalley subscription program
- Recommended for publishers who have at least 10 titles they'd like to list throughout the year (frontlist or backlist). Contact NetGalley for more information!