



BOOKSTAGANG REVIEWERS GUILD

KID LIT PROMOTION AND EXPERTISE



COMMUNITY FIRST

Founded in 2019, The Bookstagang Guild connects Kid Lit Influencers worldwide as a community to help those members flourish professionally and socially. The guild is a place to collaborate on events, share opportunities, provide support and resources to reviewers, and set industry standards in regards to publisher and author relations, expectations, and maintain the integrity of the picture book reviewing community.

GUILD SERVICES

- Single and Multi-Book Publicity Campaigns
- Exclusive Virtual Author Events
- 'Mini' Book Campaigns
- In-Guild Promotion, marketing directly to influencers
- Review Copy Coordination, and more

Total Follower
Reach

3.14M

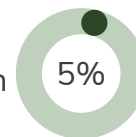
Influencer
Members

175+

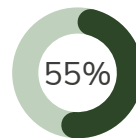
AVERAGE MEMBER FOLLOWER DEMOGRAPHICS



Women



Men



35-44
yrs old



US
Based

*Data for other genders not supplied by instagram

**WE WORK WITH OUR COMMUNITY
FROM WITHIN TO MANAGE
CAMPAIGNS THAT BENEFIT
PUBLISHERS AND INFLUENCERS**

NOTEWORTHY PROJECTS



PATAGONIA BOOKS



the secret
mountain

faber



YEEHOO
PRESS



ASTRA PUBLISHING
HOUSE



WHAT CAN WE DO FOR YOU?

GUILD SERVICES

The Bookstagang Build is a place where publishers can offer campaigns, opportunities, book cover reveals, giveaways, offer review copies. We also host our own events, such as the Annual Bookstagang Reviewers Choice awards and #thefictionfeast.

We offer comprehensive campaign coordination on behalf of publishers and publicists, hand-selecting the best members from the guild to fit campaign needs. We work directly with the community to ensure quality, timelines, and broad community support. This can include anything from review copy administration to helping design PR packages to appeal to our influencers, to running exclusive group events with authors to spark excitement with our reviewers.

We work with our members to curate a pool of influencers best suited to your campaign that create targeted content that speaks to their individualized communities to ensure effective and authentic marketing and engagement.

- Contact us for pricing on comprehensive and customized campaign management packages for individual titles or PR boxed, based on scope.
- Paid Ad Placements are an additional fee and assigned based on needs and budget, to be paid directly to influencers. The Bookstagang Guild admin staff will help handle all Invoice Administration as part of our base Campaign Fee.



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TESTIMONIALS

"We ran three simultaneous campaigns with the Bookstagang over the 2021 holidays to get the word out about a holiday-themed children's book, a set of board books, and a new STEM-focused picture book. During our campaigns, we reached a lot of parents and educators and increased followers to our social media channels. I appreciated how organized Alessandra was in the execution of the campaign—not only did she match the right Bookstagang members with the titles they'd be most successful at promoting, she went above and beyond to support us and each Bookstagang member as we sorted through business details like invoicing, etc. The Bookstagang members are so enthusiastic about children's books—it was a pleasure to see the creative videos and photos that were generated during the campaign."

-Sarah Christensen Fu, Marketing and Publicity at Astra Publishing House

'My book *What Happened to YOU?* – about my experience as a disabled child – was supposed to make its way onto the market at its own speed, gradually get picked up by teachers and librarians and slowly establish itself. But then Ale and the Bookstagang got behind it on Instagram. Pre-orders started to come in from the cover reveal onwards, for which they organized a great deal of coverage. And when publication finally came around, the buzz they generated sold out the first print runs in the UK and US within days. Our publisher would have printed a lot more, had we all known how effective a publicity tool the Bookstagang can be.'

-James Catchpole author and owner of the Catchpole Literary Agency, specializing in children's literature and YA.

"Super creative, enthusiastic book lovers who share stories that resonate with them in the most organic of ways. A combined big reach of over 1.5 Million loyal and engaged followers. So many diverse voices and ways of book talking. I love how they really delve in, thinking about who each book is for, why a child or parent or teacher would pick it up (and ask for it again), and what makes it stand out from the crowd. Because of that, Bookstagang stands out from the crowd. They're a publisher's marketing dream team."

-Deborah Sloane of Deborah Sloan And Company marketing firm for Children's Literature and YA

MEMBER POSTS

