



READING PARTNERS

Supporting publishers since 2002



Tackling life's big challenges through the proven power of reading...

Our vision is for a world where everyone is reading their way to a better life. Every year we help over 1.9 million people tackle life's big challenges through the proven power of reading. We mean everyone – from toddlers to children to young adults, prisoners and older people – irrespective of age or economic background

We believe that reading can tackle life's big challenges, from social mobility to loneliness and isolation and that reading can connect communities and support better mental health .

We're determined that no one is left behind.

"I have worked with you (Reading Partners) for many years and can truly say I have seen the impact reading has in changing lives - really transforming them."

- Librarian -





Our Reading Partners subscription

We are the leading UK reading charity that works with audiences of all ages and at all stages of their reading journey through our numerous **programmes** and national reading campaigns such as World Book Night, Reading Well and the Summer Reading Challenge.

Reading Partners grew out of our shared agenda of getting more people to read more! It is designed to support publishers in the commercial drive to build audiences, reach readers and support non-readers to start their reading adventure.

Working closely and collaboratively with publishers of books for adults and children, we help to devise and deliver promotional campaigns to reach diverse audiences through our partner organisations. This includes libraries, schools, prisons, care homes, hospitals, community centres and other community settings as well as our own networks such as Reading Groups For Everyone, that allows us to engage directly with readers. Our cocreation work in communities across the UK, market research, rigorous evaluation and keeping up with sector trends ensures our campaigns are relevant and inclusive.



The 2022/2023 Offer

Our Reading Partners annual subscription runs alongside the financial year (starts 1 April 2022 until 31 March 2023).

We will work with you to pinpoint the objective and target audience of a campaign and plan activity using our 'menu' of campaign options, or by taking a more bespoke approach.

These can include coordinating virtual and physical author events in libraries and schools, hosting competitions, facilitating library displays, coordinating 'Big Read' events, highlighting resources, reading group focused activity and more.

By working closely with publishers to develop strategic and impactful marketing campaigns, we can support you to reach those who are most in need of books and stories.



During the 2021/22 Subscription year, approximately...

220,030

people took part in
Reading Partners
activities

1,729,880

people have engaged
with the publisher
campaigns via our
social media networks

13,190

books were distributed
via our promotional
giveaways

4,806

people attended author
events in libraries and
schools brokered via
Reading Partners

5,320

PoS packs were
distributed to libraries
and other organisations

16,120

people have attended
our virtual events,
including the Roadshow
and The Reading Agency
Presents



"Reading Partners has been invaluable in amplifying our campaigns to reach librarians and teachers across the UK. Our campaigns have always been received with enthusiasm and we've seen long-lasting support from those we engage beyond the immediate campaign."

- Head of Zeus -

The Benefits to Publishers

- We can help you reach readers! Through **Reading Groups for Everyone**, the UK's largest network of reading groups, we connect with over 5,230 registered groups to distribute sets of books, run promotional activities, and generate online reviews. Since 2001, The Reading Agency has also run Chatterbooks, the UK's largest network of children's reading groups. We have a growing community of thousands of teachers through our Teachers' Reading Challenge.
- We work with 100% of **public libraries** across the UK. Libraries are in every community and are used by a broad cross-section of the population, including those who lack access to books elsewhere and those at risk of social isolation. We also work with community-managed and prison libraries. We are on a mission to get the nation reading and can help you reach emerging, under confident and lapsed readers as well as readers in diverse communities across the UK.
- Our industry-leading research demonstrates the benefits of reading for improving mental health, developing literacy and life skills, and connecting communities. We advocate the power of reading - sharing reading facts and library facts to raise awareness of the difference that reading can make to all our lives.
- We are the go-to organisation for national reading campaigns. We have reached millions of readers and new readers through our national Reading Together Day, World Book Night, National Reading Groups Day, Read Talk Share, the Big Jubilee Read and Winter of Wellbeing - partnering with the reading sector, arts and cultural organisations, government departments, corporate brands and media organisation's such as BBC Arts, Sky Arts, DfE, DCMS, the OU, Overdrive, Bolinda, Costa, Specsavers, the British Library, Booksellers Association, Evening Standard and many more.

"The books that our group have received through The Reading Agency have really got the group going and attracted more members too. So thank you very much."

- Reading Group Leader -





Our Annual Roadshow

The Reading Agency is a leading authority on the UK library sector, and we work closely with our partner organisations including Libraries Connected and CILIP (the library and information association) to remain up to date with the needs of libraries and their users.

Reading Partners acts as a bridge between publishers and library users, and our annual Roadshow gives publishers the opportunity to present their upcoming titles to and connect directly with librarians. In 2021, our virtual Reading Partners Roadshows ran across two days with 52 authors and publishers presenting and approximately 1,496 people engaging.



'I love these Children's Roadshows! They encompass the best partnership working and highlight best practice among authors, illustrators, publishers, publicists, the publishing industry and libraries and librarians!'

- Roadshow Attendee -




Data driven and insight led...

We will produce comprehensive reports on campaigns and provide publishers with meaningful qualitative and quantitative data on the reach and impact of their books.

This can include handwritten reviews by children's reading groups, online reviews by adult reading groups on platforms such as Amazon and Goodreads, social media content, feedback from event attendees, and feedback on how and where activity packs were used.



A background image showing a group of people, mostly older adults, sitting around a table. They are looking at a book or document. The image is overlaid with a semi-transparent green filter. The text is centered in a white rounded rectangle.

"It was good to give the residents something to put their focus onto with the current conditions in the world. I look forward to hearing of any other activities that will be run."

- HMP Wandsworth, who took part in a Reading Partners Campaign -

The Reading Agency Presents

The Reading Agency Presents is our virtual events programme, born out of the need to keep people connected and engaged with reading during the Covid-19 pandemic.

Since our first event in May 2021, we have welcomed over 14,000 live audience members with hundreds more watching our recordings on YouTube. Our virtual events have remained an invaluable opportunity for people who struggle to access in-person events for a variety of reasons to continue to discover brilliant books and meet authors. It has also enabled us to bring writers and illustrators to audiences across the country using a single link to amplify voices and grow new audiences.

"Really interesting and enjoyable event. The international attendees indicate that the topic is of value and interest to so many, so a great choice."

- Attendee at 'Palaces of Pleasure: How the Victorians Invented Mass Entertainment -

"We are a small village school and we shared your lesson with the whole of KS2. Thank you for the enthusiasm, creativity and inspiration! This provided just the boost we needed after what has been a long and very tiring term!"

- Attendee at 'Become a Story-making Superstar with Andy Jones and Olaf Falafel' (school event) -

The Reading Agency Presents contd.

The Reading Agency Presents, will **remain virtual** for the 2022/23 subscription year and will occur every other month, alternating between adults and children's and young people audiences.

-  May – Children/Young People
-  July – Adult
-  September – Children/Young People
-  November – Adult
-  January – Children/Young People
-  March – Adult

Subscription Rates 2022/23

The subscription year will begin on 1 April 2022 and ends 31 March 2023.

As well as campaigns, our subscriptions offer publishers an opportunity to pitch for inclusion in booklists and our virtual Reading Partners Roadshows. To support publishers with engaging audiences, we host two working group meetings where we share feedback from our regional library representatives and feature recent impactful campaigns.

We hope this standardised approach to pricing will support you with your future budget planning. We will create a tailored and smart campaign that will maximise reach and impact for you and your authors.

Only subscribed publishers will have a presence on the Reading Partners website, be invited to attend the Reading Partners Roadshow and working group meetings, and be able to pitch for inclusion in the monthly event series. This subscription year, The Reading Agency will also be collating opportunities and information from across The Reading Agency to our subscribed publishers via a monthly newsletter (this will begin in May).



"The members were all very grateful for the kind gift of the set of John Banville's latest book, and several members felt inspired to read more of his works and took away copies of Snow as an extra read."

- Librarian -

Our Publisher Rates

The 2022/23 subscription year runs from 1 April 2022 to 31 March 2023.

	Standard subscription (£1,500 + VAT)	Enhanced subscription (£2,700 + VAT)
Book and author campaigns with evaluation	2	4
Read and reviews	2	3
Unlimited uploads to relevant resource pages and noticeboards	✓	✓
Opportunity to include ad banners in library, reading groups and Chatterbooks newsletters	✓	✓
Opportunity to pitch for inclusion in our monthly booklists	✓	✓
Opportunity to pitch for our virtual event series, The Reading Agency Presents	✓	✓
Invitation to present at the virtual Roadshow	✓	✓
Invitation to two working group meetings	✓	✓

Publishers with standard or enhanced subscription will also have the opportunity to 'add on' activities at an additional cost.

Discounted rates for small independent publishers

We are pleased to be able to offer discounted rates for small independent publishers who can demonstrate that they classify as the government definition of being a micro-entity. If you require assistance with this, please see sections 382 and 465 of the UK Companies Act, or contact us.

We will offer up to a 30% discount of the normal rate. For example, based on a 30% discount:

Standard Subscription: £1,050

Enhanced subscription: £1,890

To qualify, companies must satisfy a minimum of two of the following criteria: Have an annual turnover of less than £632k; have less than £316k in reserves; and have less than 10 employees.

Please include your company name and registration number as shown in Companies House with your submission if applying as a small independent publisher.

If you are a small, independent publisher and would like to discuss how you can work with Reading Partners please email Kimberley.Sheehan@readingagency.org.uk for more information.

"We have loved working with the Reading Agency this year. We're a really small team so they're support has been invaluable. The opportunity to present to librarians has been particularly successful in organising events and raising author profiles."

- UCLan Publishing -

What is a Campaign?

A campaign can be any single activity listed on our Campaigns Menu. For each campaign we will coordinate the activity, gather feedback, and produce an evaluation of its reach and impact. We are also happy to arrange a consultation to discuss a more bespoke offer.

Add Ons

With a subscription you can also pay for add-on activity. We have a menu of options to ensure your campaign is tailored to your needs. We are also open to develop a bespoke campaign for you, so if you have an idea of an activity that you would like to develop let us know! You can find the add on costs in the Campaign Menu.

What is a Read and Review?

For each Read and Review, we will invite reading groups to pitch to receive a minimum of 10 copies of a book in exchange for reviews and/or social media content. These can be proof copies, paperbacks, hardbacks or e-books/e-audio books, and will be distributed by the publisher. We will coordinate with the participating groups to collate their reviews and social media posts.

'Our Reading Partners strand of the campaign was very important to us. The Thursday Murder Club is a book for everyone, and we wanted to work closely with libraries to reach these readers, and with the expertise of the team, we were able to tailor our outreach to ensure it was as useful and engaging as possible'

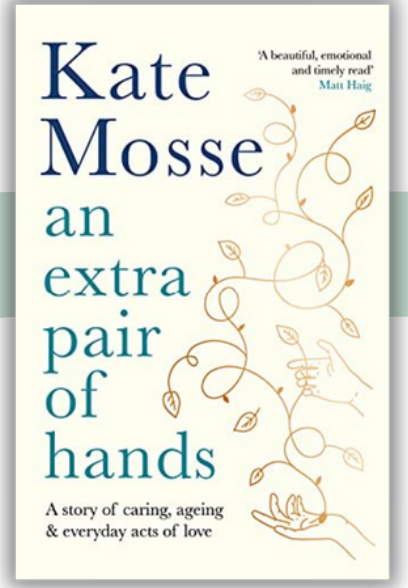
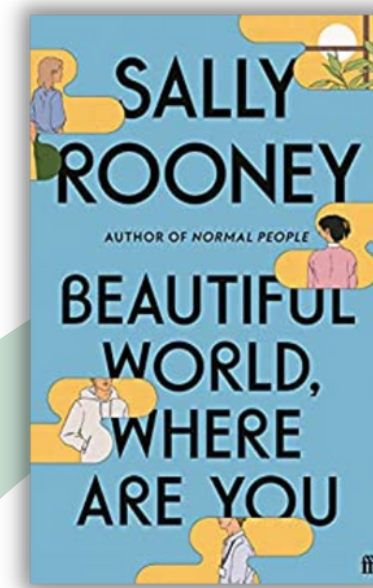
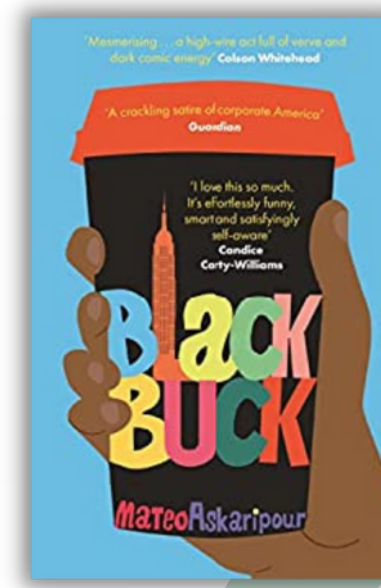
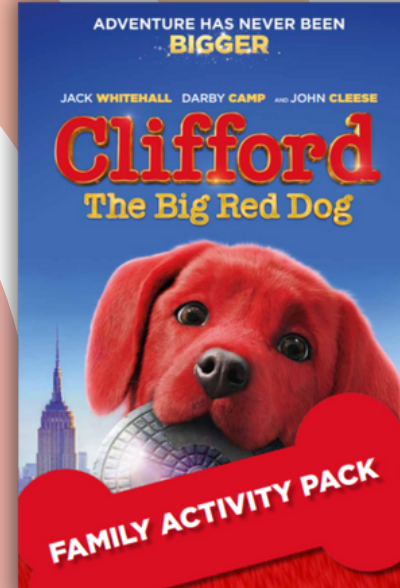
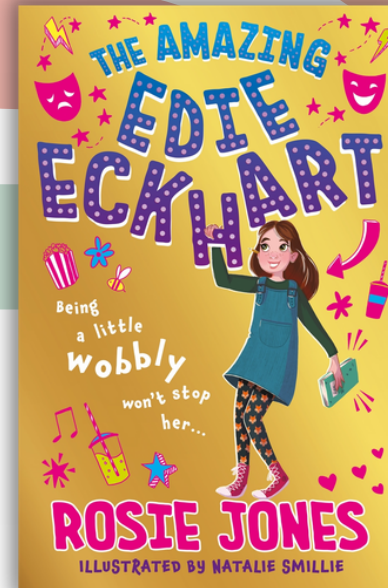
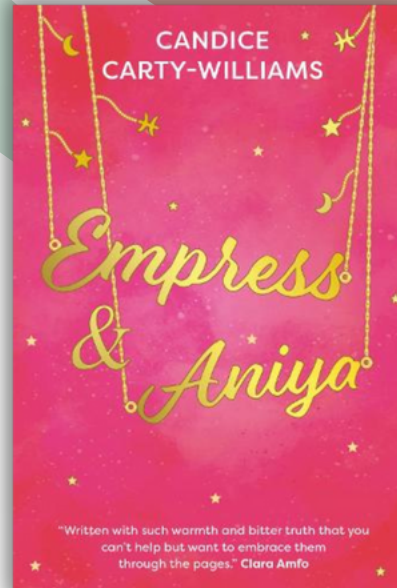
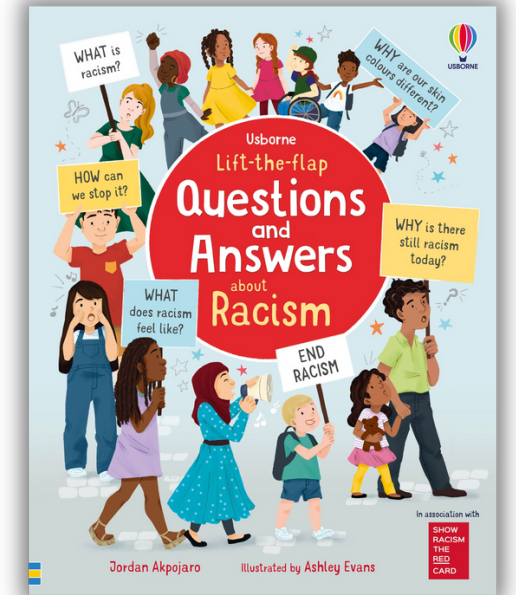
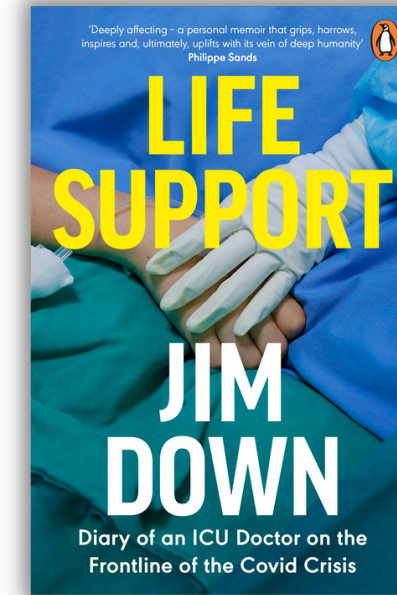
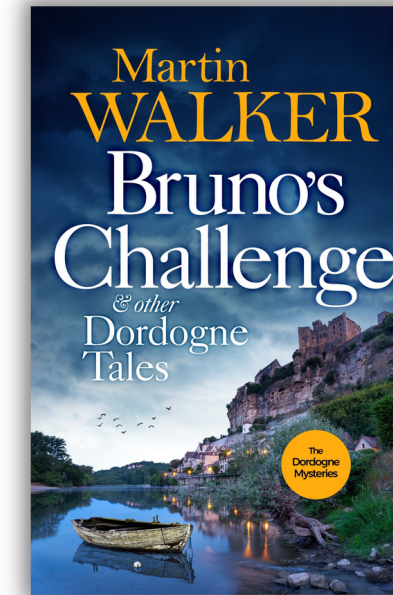
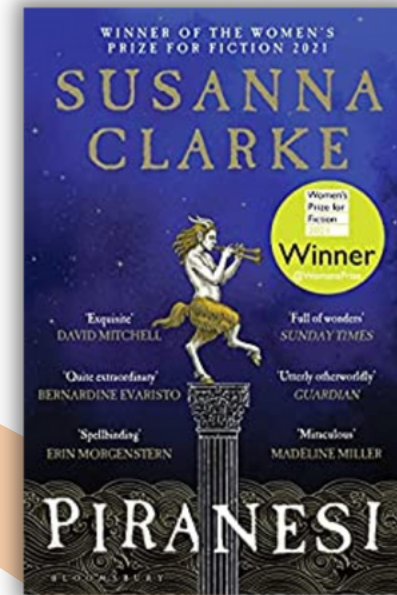
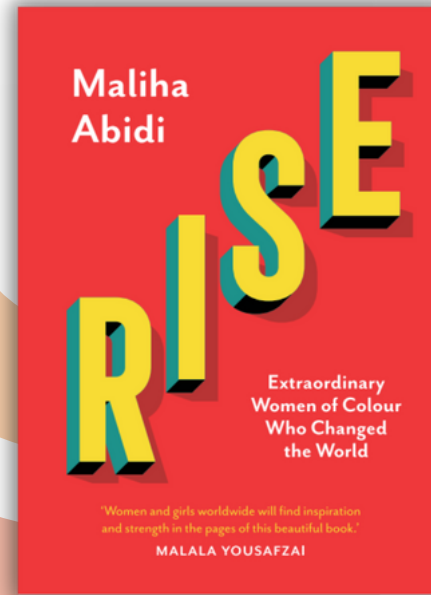
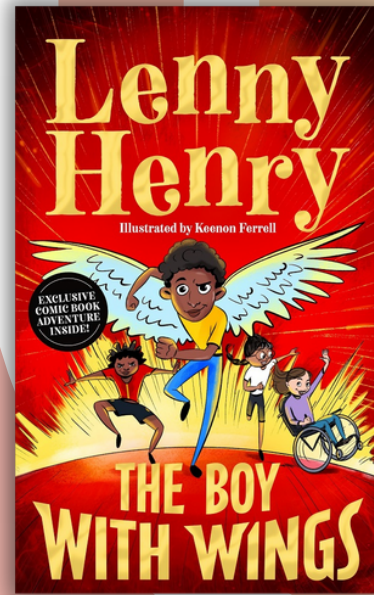
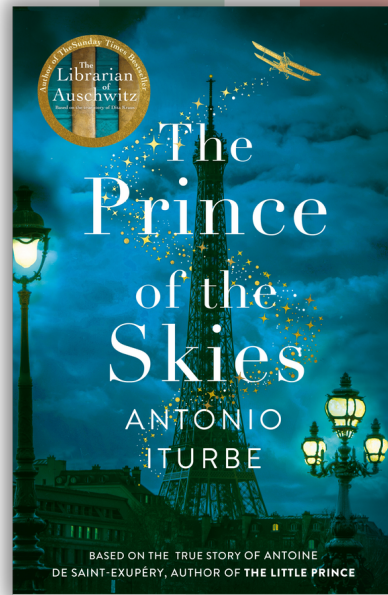
- Penguin General -



“Reading Friends has really helped me rediscover my love of books and the group calls have been lovely to connect with other readers and discuss books and life in general. It is an invaluable service and I feel so lucky to have had it recommended to me.”

– Reading Friends Member taking part in a Read and Review Campaign –

2021/22 Campaigns



Campaigns menu

*Other promotional activity can include running a giveaway across our social media platforms or hosting a blog post on one of our webpages.
We love big, bold ideas and campaigns so do be in touch to see how we can be of assistance.

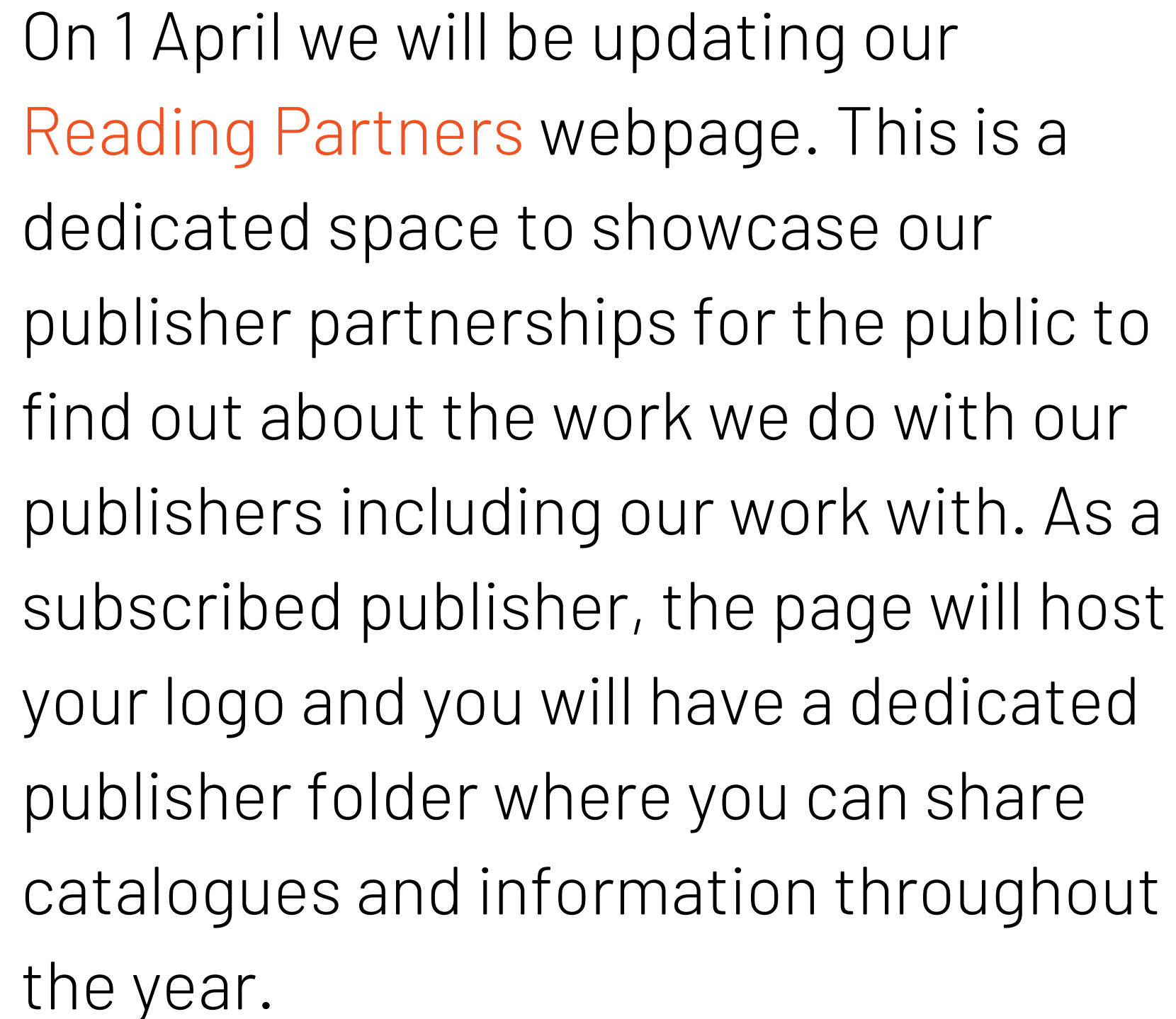
Campaign Type*	Audience	Host Platform	Feedback	Add-on Cost (+VAT)
Point of Sale (PoS) or activity packs (print or digital)	Library Users	Packs are requested from The Reading Agency's shop and used in libraries or online	Collated social media posts or photos of library displays, reach and library feedback	£450
Read and Review	Reading Groups	Reading Groups for Everyone or Chatterbooks website	Reader reviews and social media posts	£350
Support for author tour of up to five locations hosted by library or schools	Library and school users and general readers	Libraries' preferred platform (eg. Zoom)	Pitches and event feedback from librarian and/or audience	£450 Additional visits can be added into tour for £150 per location
Website feature with competition shared on Twitter and Facebook or Instagram (minimum one post on each)	Visitor to the Reading Groups for Everyone or Summer Reading Challenge website	Reading Groups for Everyone or Summer Reading Challenge website	Page views, number of competition entries	£350
Consumer insight/reading group focus group	Reading groups	Online platform eg. Zoom	Reader insight and feedback	£450

Reading Partner Calendar for 2022/23

- Working Group Meeting – June 2022
- Reading Partners Roadshow – November 2022
- Working Group Meeting – February 2023



Our Reading Partners website



On 1 April we will be updating our **Reading Partners** webpage. This is a dedicated space to showcase our publisher partnerships for the public to find out about the work we do with our publishers including our work with. As a subscribed publisher, the page will host your logo and you will have a dedicated publisher folder where you can share catalogues and information throughout the year.

Book gifting and other initiatives

At The Reading Agency we work every day towards a world where everyone is reading their way to a better life. We are always keen to speak with our publisher partners about ways in which we can support communities and bring the power of reading to everyone.

Since 2019, we have worked with partners to gift over 850,000 books and activity packs and gift boxes, to a variety of community organisations including food banks, community support groups, prisons, hospitals and hospices. If you would like to be a part of a gifting campaign, please follow up with your account manager.

We would love to make a difference together.



Next Steps

If you have any questions, please speak to your Reading Partners account manager, who will be happy to discuss the 2022/23 subscription offer with you in more detail. Your account manager will then organise an MOU and invoicing. Once a publisher has taken out a subscription, all campaigns will need to be completed by 31 March 2023. We ask that campaigns are booked in with at least 3 months lead in time.

We look forward to working with you.



Contact Us



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www.readingagency.org.uk/reading-partners
[@readingagency](#)

