

READING PARTNERS

THE
READING
AGENCY



Reading Partners is designed to support publishers, prizes and other partners in the commercial drive to build audiences and reach readers.

Many book borrowers are also book buyers, and we help our partners to reach this network of engaged and enthusiastic readers. Whether discovering exciting debuts or celebrating brand authors, we help library users, schools and reading groups to access brilliant books, nurturing a lifelong love of reading and supporting book sales.





We create tailored and smart campaigns

Our library, school and reading group campaigns maximise reach and impact for publishers and their authors. We understand our audiences and create campaigns that engage the communities we want to impact.

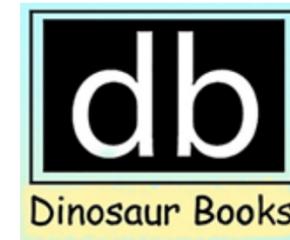
We work with publishers, prizes and other partners to develop activities from our campaigns 'menu', or by taking a more bespoke approach. Our subscriptions now offer even more ways to reach readers, with the opportunity to pitch for inclusion in monthly booklists and our monthly event series, The Reading Agency Presents.

The Reading Agency has long been a great champion of National Poetry Day, and their involvement has allowed hundreds of librarians and communities across the UK to discover, enjoy, and share poetry. This has never been more important than during the last year, when the pandemic forced us into our homes, and poetry and books provided a lifeline to so many people. We're hugely grateful to the Reading Agency for their support, advice and wisdom, and for the role they play in extending our mission."

National Poetry Day



We have worked with



Our Reach

Through our partners and engaged reader communities, The Reading Agency is able to reach the audiences that you care about.

3,500

Our promotional campaigns reach 3,500 libraries, schools, prisons, care homes, hospitals, and community centres.

5,000

Through Reading Groups for Everyone (RGfE), the UK's largest network of reading groups, we connect with over 5,000 registered groups to distribute sets of books, run promotional activities, and generate online reviews.

2001

Since 2001, The Reading Agency has also run Chatterbooks, the UK's largest network of children's reading groups.

1,000

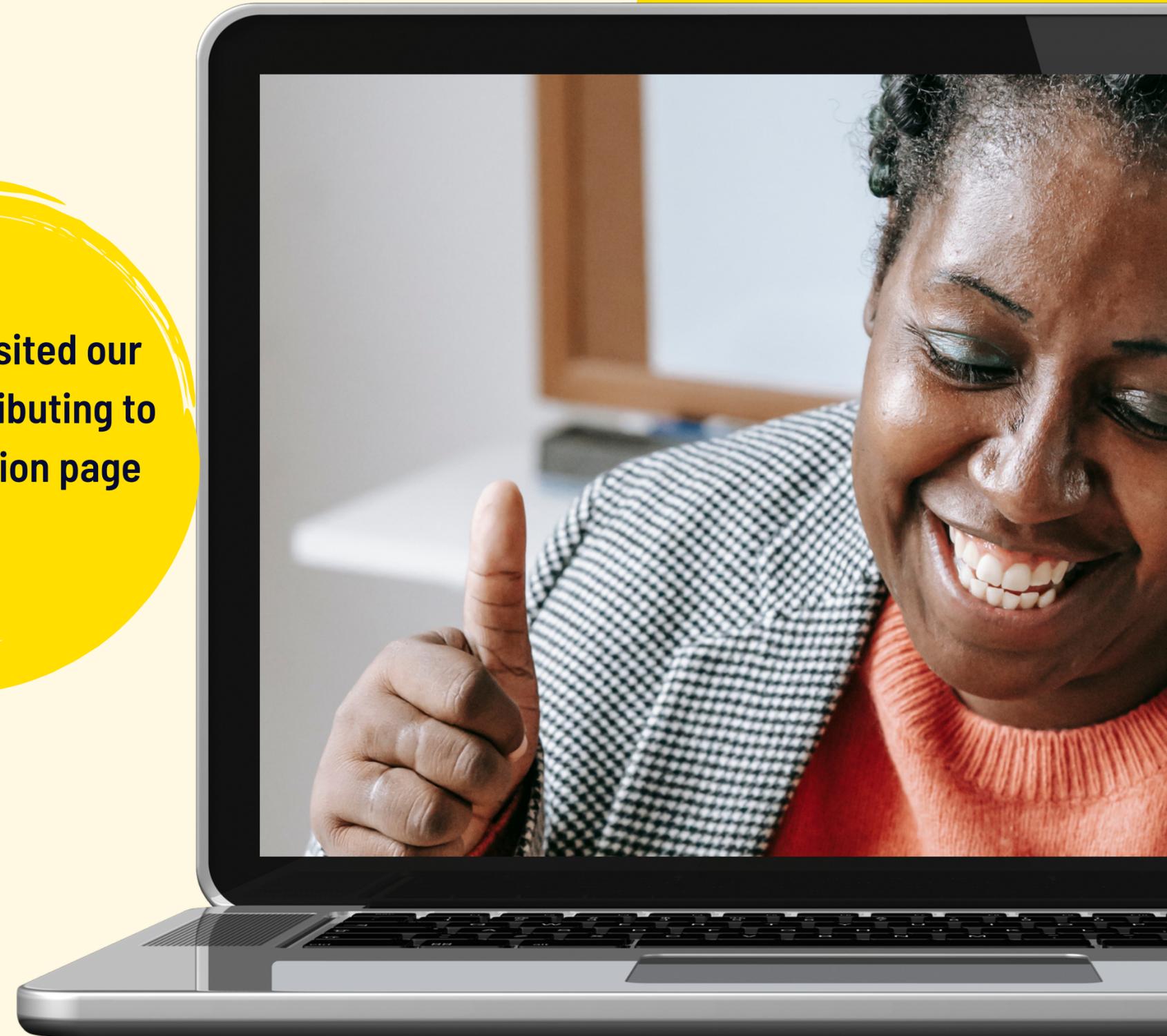
At our annual Roadshow, publishers present their forthcoming titles to librarians and teachers. Approximately 1,000 people attended our first virtual Roadshow in 2020.

**In 2019/20
246,720 people
took part in Reading
Partner activities**

**+600k users visited our
websites, contributing to
a total of 2 million page
views**

**69k Twitter followers
45k Facebook followers
6k Instagram followers**

**80k newsletter
subscribers**



"The Reading Partners subscription has been very valuable in amplifying the reach of Dinosaur Books Ltd on social media: it has got our books noticed by a far wider range of customers than would otherwise have been the case, particularly the librarians and teachers that we are keen to reach."

Dinosaur Books



Our Publisher Rates

The 2021/22 subscription year runs from 1 April 2021 to 31 March 2022.

Standard Reading Partners subscription (£1,500 + VAT)

Enhanced Reading Partners subscription (£2,700 + VAT)

2 book and author campaigns (see menu below)

4 book and author campaigns (see menu below)

2 Read and Reviews (where reading groups are sent a set of books in exchange for reviews)

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Unlimited uploads to relevant resources pages

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Opportunity to include ad banners in newsletters

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Opportunity to pitch for inclusion in our monthly, themed booklists

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Opportunity to pitch for inclusion in our virtual events programme, The Reading Agency Presents. Events will alternate each month between a focus on books for children and books for adults

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Opportunity to include discounted, add-on campaigns in your subscription

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Invitation to present at our annual, virtual Roadshow

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Invitation to our two working group meetings. In these meetings we highlight recent, successful campaigns and share updates from other programmes at The Reading Agency and our regional Library Representatives

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Unlimited uploads to the RGfE noticeboard, where publishers can run book giveaways with reading groups (adult publishers only)

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Campaigns menu

Campaign type	Audience	Host platform	Feedback
Digital or print PoS/activity pack	Public and school library users	Library buildings or social media	Collated social media posts and feedback from participants
Read and review	Reading groups (including school groups)	Adult groups share reviews on Amazon, Goodreads etc.	Online reviews from adult groups or anonymised reviews from children sent directly to publisher
Support for author single event hosted by library	Public/school library users	Library building or virtual platform (e.g. Zoom)	Feedback from library including attendance numbers and audience comments
Support for author tour hosted by libraries (5+ events)	Public/school library users	Library building or virtual platform (e.g. Zoom)	Feedback from libraries including attendance numbers and audience comments
Article on RGfE website with competition	Reading groups and general readers	RGfE news page	Number of views, entries and social media reach
Consumer insight/reading group focus group	Reading groups or librarians	Library building or virtual platform (e.g. Zoom)	Reader insight and feedback

Additional promotional activity can include running social media giveaways from The Reading Agency's channels



Reaching people in need of stories

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

Our subscriptions offer you the opportunity to pitch for inclusion in widely shared booklists and our monthly event series, The Reading Agency Presents.

Case study: The Booker Prize

- 600 POS packs distributed across the UK
- 12 reading groups shadowing the shortlist
- Content creation for 13 reading group guides
- Digital promotion from longlist to winner announcement
- Listed books featured on Reading Groups for Everyone



Case study: Children's Campaign

- 300 digital Draw with Rob packs were sent to public and school librarians and parents
- The pack included: a step-by-step drawing guide, numerous activity sheets and links to video content that could be used alongside the pack
- The Draw with Rob pack was hosted on the Chatterbooks resources page and has been viewed 750 times
- Tweets from The Reading Agency about the pack had 20,137 Twitter impressions and Facebook post had 23,000 engagement



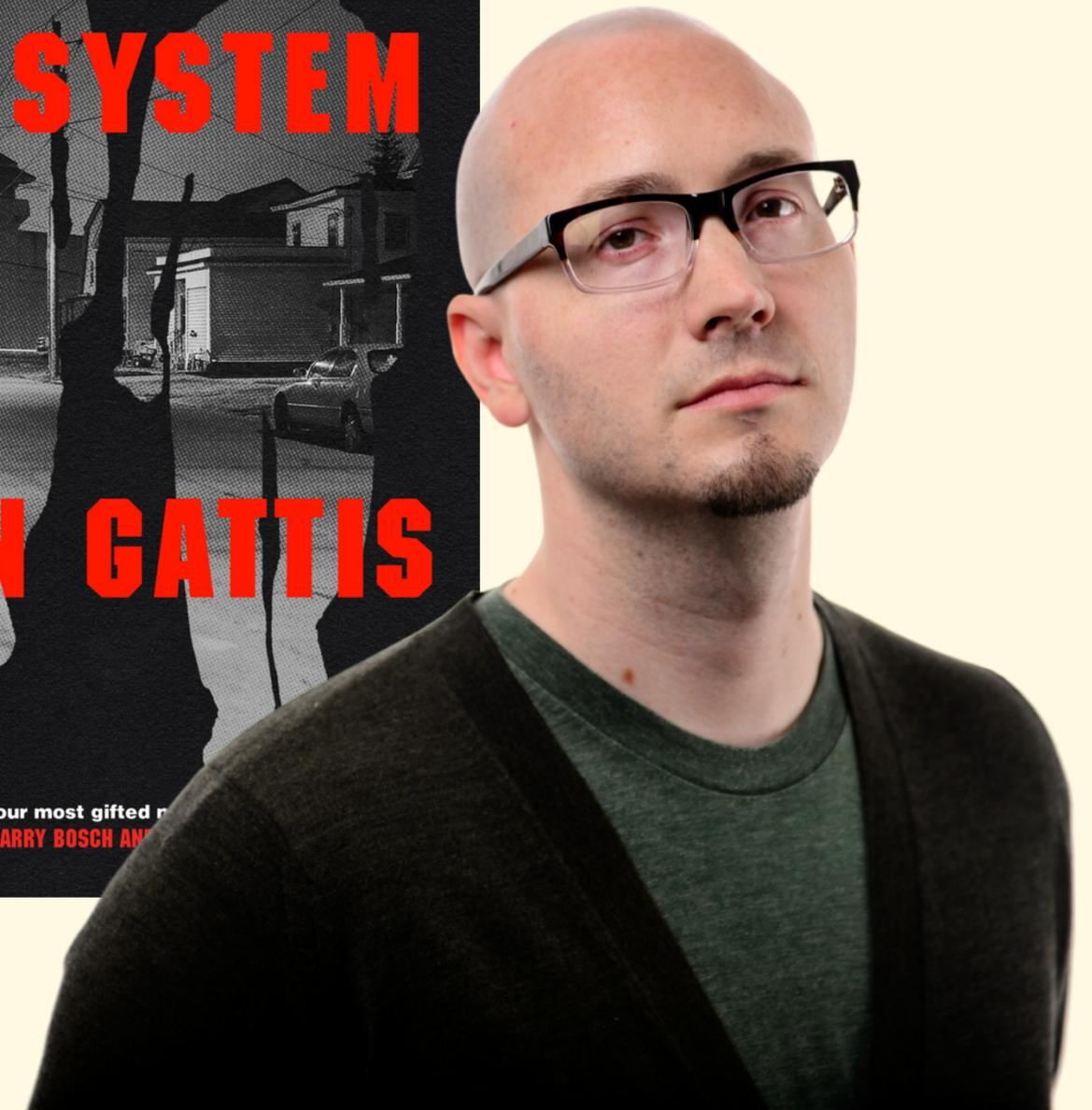
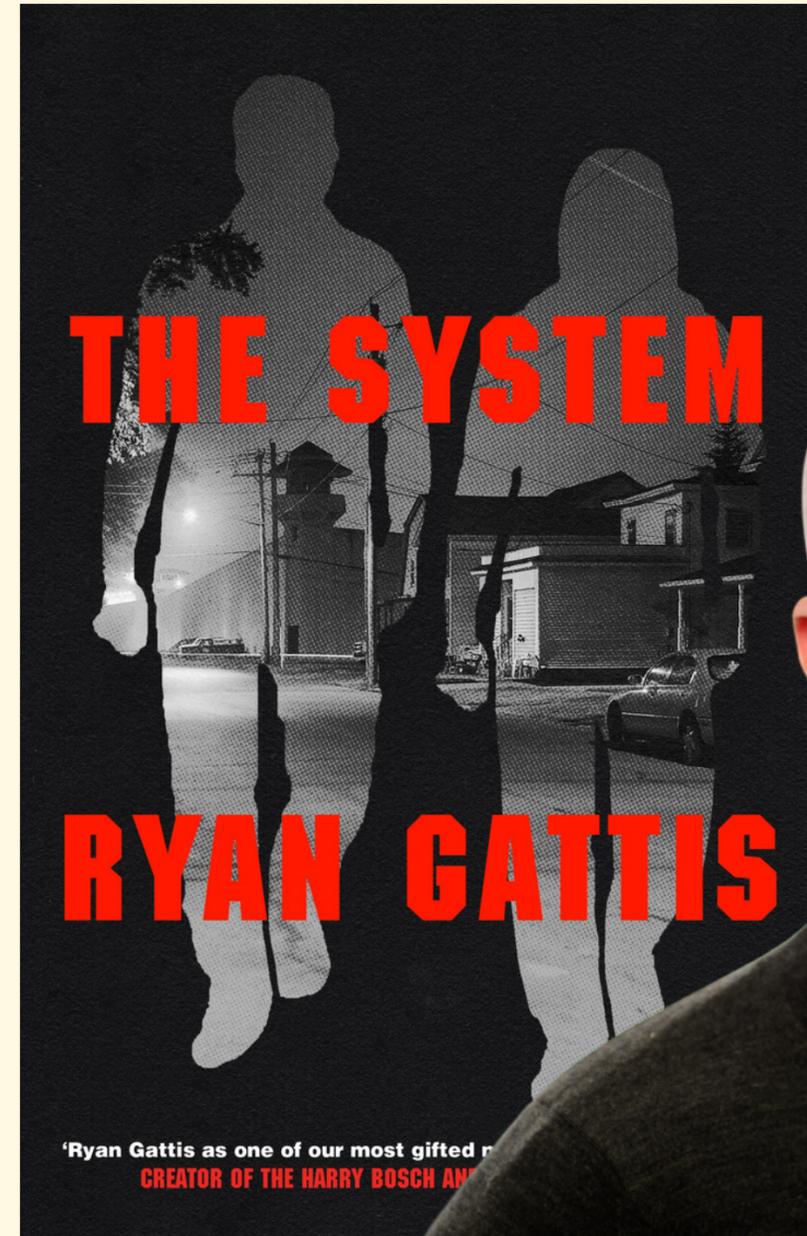
Locations where the packs were ordered

Case study: Adult Campaign

- 80 copies of *The System* or one of Ryan Gattis' previous titles were sent to prison libraries
- Prison libraries across the UK were sent resources including an author Q&A and Ryan's top tips for creative writing.
- Libraries were also provided with materials to run a 500-word story competition in their prison. We received a total of 57 entries from 18 prisons.
- The entries were judged by Ryan and his editor with recorded readings of the shortlist being hosted on Writing on the Wall Festival's website.

“This opportunity means so much to our prisoners at this challenging time. It’s also fantastic for them to have their work read and acknowledged by a successful author.”

– prison librarian



We are pleased to be able to offer **discounted rates** for small independent publishers and freelancers.

If you are a publisher and would like further information about our Reading Partner subscriptions or have any questions about our campaign offer please contact comms@readingagency.org.uk.

For book prizes and other partners, a bespoke package will be created to engage the communities and groups you want to reach. Costs will be provided on request. Contact kathryn.rose@readingagency.org.uk to discuss your campaign.

