MAKE A SPLASH
Case Study: Erik Larson Campaign

- Autographed book giveaway created & managed by Kirkus
- Promotion of contest on KirkusReviews.com for two weeks
- Dedicated email blast to 45,000 subscribers
- 1,307 contest entries!

Results
1,446,759 impressions!
REACH OUT DIRECTLY TO YOUR AUTHOR’S FAN BASE
Case Study: Rebecca Skloot Campaign

- Kirkus-sponsored promotion of book giveaway on Facebook and Google to support publisher’s ad campaign
- More than 1,000 email addresses (100% opt-in) acquired in contest and delivered to the publisher for future marketing use
- $3.47 CPM!
GET A RESPONSE
Case Study: Rosamund Lupton Campaign

- Budget-friendly, one-week campaign that engaged consumers
- CTR: KirkusReviews.com: .56%, Dedicated Kirkus Email: 9.34%
- $4.09 CPM!
MAXIMIZE YOUR BUDGET
Case Study: Gillian Flynn Campaign

- Homepage masthead placement for two weeks
- All remnant spots on KirkusReviews.com and in Kirkus’ email newsletter for one month!

Results
$2.95 CPM!