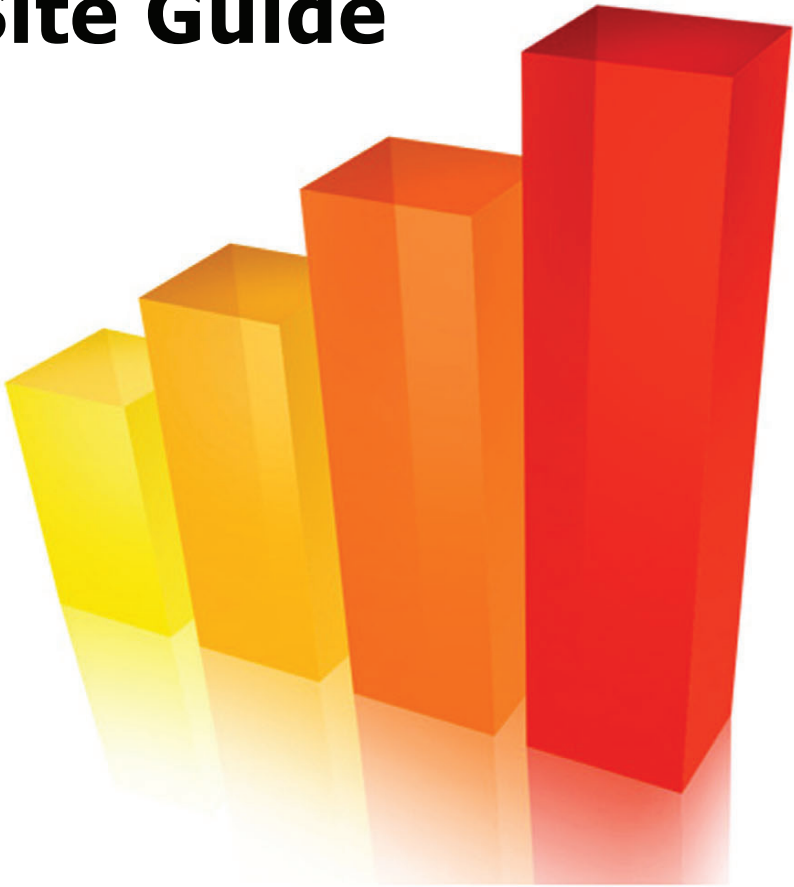


Kindle Advertising Site Guide



THE BEST KINDLE ADVERTISING SITES WITH
PRICE AND SUBMISSION REQUIREMENTS

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INTRODUCTION

Sites that promote discounted Kindle books are very popular, and this is a great venue for authors looking to boost their ranking on Amazon and make themselves known.

This is our list of recommended Kindle advertising sites for your reference. We present each site using the same terms to better help you evaluate which site will work for you. Here are the terms and definitions we use in this guide”

Advertising Link: This is the link you can go to place an ad

Required Amazon Reviews: Most of these sites require a minimum number of Amazon reviews in order to ensure the books they present to their readers are a good quality. If you want to advertise you will need to get reviews. Some sites do not require a minimum number of reviews but have a different evaluation process that is often very stringent.

Required Discount: Most of these sites will require that your book be discounted from its normal retail price.

Fee to Promote Discounted Ebook: This is the fee to place an ad for a discounted ebook. We do not include the fee to promote a Free ebook and usually recommend that authors focus on discounted offers rather than a free offer.

Genre Lists: Many sites have genre lists that allow you to target specific genres (e.g. Romance, Non-fiction, Horror, etc...). Usually, the more targeted your campaign, the better the results.

List Size: These Kindle advertising sites reach huge audiences and we give you their total reach so you can better decide which site is best for your book.

The information presented in this guide was last updated in December 2015.

KINDLE ADVERTISING SITES

Book Bub

Advertising Link:

<https://www.bookbub.com/partners/overview>

Required Amazon Reviews: No minimum but book must be approved

Required Discount: Ebook must be at least 50% off.

Fee to Promote Discounted Ebook: \$120 to \$2,075

Genre Lists: Yes.

List Size: Various lists from 230,000 (Parenting) to 2,940,000 (Mysteries)

Comment: Book Bub is generally considered by many to be the very best Kindle promotional site but they are very selective on what book they choose and it is often hard for an new author to get approved.

Books Butterfly

Advertising Link:

<http://www.booksbutterfly.com/bookpromotion/paidbookpromotion/>

Required Amazon Reviews: No Minimum

Required Discount: Ebook must be \$0.99 or Free

Fee to Promote Discounted Ebook: \$100 to \$300

Genre Lists: Yes.

List Size: 158,888+

Booksends

Advertising Link:

<http://booksends.com/advertise.php>

Required Amazon Reviews: No Minimum

Required Discount: Ebook must less than \$3.00

Fee to Promote Discounted Ebook: \$5 to \$80

Genre Lists: Yes.

List Size: 11,500 to 125,000

Digital Books Today

Advertising Link: <http://digitalbooktoday.com/join-our-team/>

Required Amazon Reviews: Free submission with 18 or more reviews for Fiction. 60+ reviews for Non-Fiction. Submission for Fee for little or no reviews.

Required Discount: Ebook does not have to be discounted except for certain packages

Fee to Promote Discounted Ebook: \$30 to \$60

Genre Lists: Special options for Romance, Mystery, Thriller, and Suspense

List Size: 13,800+ subscribers. 80,000 to 110,000 visits on the website per month

EBooksHabit

Advertising Link: <http://ebookshabit.com/for-authors/>

Required Amazon Reviews: 5 or more reviews

Required Discount: \$2.99 or less

Fee to Promote Discounted Ebook: \$19 to \$75

Genre Lists: No

List Size: 630,000 Twitter followers

EReader News Today

Advertising Link:
<http://ereadernewstoday.com/bargain-kindle-books/>

Required Amazon Reviews: No Minimum. (But 7 reviews needed for Book of the Day).

Required Discount: Must be on sale for less than \$3 or at \$0.99

Fee to Promote Discounted Ebook: \$20 to \$125

Genre Lists: Yes

List Size: Over 150,000

Free Kindle Books

Advertising Link: <http://fkbt.com/for-authors/>

Required Amazon Reviews: 8 + reviews with a 4 star or more rating.

Required Discount: Less than \$3

Fee to Promote Discounted Ebook: \$25 to \$200

Genre Lists: Primarily females in USA - 35 to 55 years of age

List Size: Over 150,000 subscription

Hot Zippy

Advertising Link: <http://fkbt.com/for-authors/>

Required Amazon Reviews: No minimum

Required Discount: \$0.99. "Bargain Books" between \$1 and \$6.99.

Fee to Promote Discounted Ebook: \$15

Genre Lists: Special sites for Romance and Horror

List Size: 100,000 fans

Kindle Nation Daily

Advertising Link:

http://indie.kindlenationdaily.com/?page_id=642

Required Amazon Reviews: At least 4 stars on 4 reviews

Required Discount: Less than \$2.00. Must be the best price of the last 30 days.

Fee to Promote Discounted Ebook: \$99 to \$299

Genre Lists: Yes

List Size: 171,500

Robin Reads

Advertising Link: <http://robinreads.com/author-signup/>

Required Amazon Reviews: No minimum but must be approved

Required Discount: \$0.99 or Free

Fee to Promote Discounted Ebook: \$35

Genre Lists: One list for Scifi, Fantasy, Horror, and Dystopia Authors and another for Romance, Steamy/Erotic, Thriller, Mystery, and Nonfiction Authors

List Size: 120,000+

Reading Deals

Advertising Link: <http://readingdeals.com/submit-ebook/paid>

Required Amazon Reviews: 5 or more reviews

Required Discount: Must be discounted

Fee to Promote Discounted Ebook: \$15

Genre Lists: Yes

List Size: 80,000+

The Fussy Librarian

Advertising Link: <http://www.thefussylibrarian.com/for-authors/>

Required Amazon Reviews: 10 Reviews with a 4 star rating

Required Discount: \$5.99 or less

Fee to Promote Discounted Ebook: \$10 - \$16

Genre Lists: No

List Size: 124,000+