

# KIDS BUZZ

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2025

Media  
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# KIDS BUZZ

**Nobody buys a book they haven't heard of... so let's get you buzzing — and your readers buzzing about your work.**

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## **Kidsbuzz is your marketing partner.**

We put authors directly in touch with readers, book clubs, booksellers, librarians, teachers, and reviewers. For over 15 years we have provided the foremost opportunity for authors to make personal connections and offer extra perks to the people who buy, sell, read and recommend their books.

## **And ad campaigns too!**

All customized to your budget and needs.

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# KIDSBUZZ BASIC

via Shelf Awareness and DearReader for \$1395 / title

Reach more than 1,000,000 interested readers and book buyers

## How Kidsbuzz Basic Works:

As an author, you compose short notes to booksellers, librarians, and readers sharing the story behind-your-story, giveaways, review quotes, links to your website and more. **Kidsbuzz Basic** partners with **Shelf Awareness Pro** and **Readers** editions and **DearReader.com** to distribute your message.

## Reach over 640,000 trade and consumer customers with Shelf Awareness newsletters:

- 40,000+ booksellers, librarians, reviewers, and industry professionals
- 600,000+ consumers
- Over 225 bookstore partners

The image displays a collection of promotional materials for Kidsbuzz Basic. At the top left is the Shelf Awareness logo, featuring a stylized figure reading a book and the text "ShelfAWARENESS enlightenment for readers". To its right is a Kidsbuzz Basic call-to-action box with the text "Click here to read what this week's authors have to say about their upcoming books..." and the URL "www.authorbuzz.com/kids". Below these is a laptop screen showing the Shelf Awareness website for Tuesday, May 5, 2020. The website features a featured article by Gene Luen Yang and a sidebar with a "Get enlightenment in your inbox" sign-up form. To the right of the laptop is a Kidsbuzz Basic promotional card for the book "You'll Always Be My Chickadee" by Kate Hosford, illustrated by Sarah Gonzalez. The card includes a brief description of the book and a link to enter a giveaway.

## And with DearReader, reach more than:

- 485,000+ readers
- 10,000 librarians
- DearReader.com bonus e-blast



### Reach:

- 475,000 readers
- 10,000 librarians

YOUR NOTE  
HERE

PLUS  
e-blast!



===== K I D S B U Z Z -- Meet the Authors and Editors in Books =====

Email an author, sign up for their giveaway, and learn about great books for kids and teens in this edition of KIDSBUZZ:

THE VOICE THAT WON THE VOTE: How One Woman's Words Made History by Elisa Boxer

In August of 1920, women's suffrage in America came down to the vote in Tennessee. If the Tennessee legislature approved the 19th amendment it would be ratified, giving all American women the right to vote. The historic moment came down to a single vote and the voter who tipped the scale toward equality did so because of a powerful letter his mother, Febb Burn, had written him urging him to "Vote for suffrage and don't forget to be a good boy." "The Voice That Won the Vote" is the story of Febb, her son Harry, and the letter that gave all American women a voice.

To meet the author and enter to win a signed copy, goto:  
<http://www.authorbuzz.com/kidsbuzz>

Be sure to enter the drawings, someone always wins:

"I want to thank you for the service you provide through Kidsbuzz. Whether I win a book or not I have found many wonderful books that I have added to my shelves at school or purchased for my grandchildren. It is services like this that make it easier to find more quality books with all that is out there."--Sandra S.



## Example of the DearReader.com Bonus e-blast

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K I D S B U Z Z -- Meet the Authors and Enter to Win Books

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Email an author, sign up for their giveaway, and learn about great books for kids and teens in this edition of KIDSBUZZ:

THE WEIRN BOOKS VOL. 2: THE GHOST AND THE STOLEN DRAGON by  
Svetlana Chmakova

After her terrible adventures in the silent woods, Na'ya's world seems to have returned to normal...that is, except for the nightmares that keep haunting her. What she needs is the power to protect everyone in case the evil scientist returns, and she has the perfect solution--she'll turn into a dragon, once and for all! With help from Ailis and Jasper, everything seems to be going according to plan. But what's that dark shadow slithering around the spell-casting range...?

Acclaimed author of *Awkward*, Svetlana Chmakova, returns to the fantastical night realm, full of magic, adventure, and...dragons!

To meet the author and enter to win a signed copy, go to:  
<http://www.authorbuzz.com/kidsbuzz>

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Be sure to enter the drawings, someone always wins:

"I want to thank you for the service you provide through Kidsbuzz. Whether I win a book or not I have found many wonderful books that I have added to my shelves at school or purchased for my grandchildren. It is services like this that make it easier to find more quality books with all that is out there."--Sandra S.

# SCHOOLBUZZ

via School Library Journal



## Your author note and book cover will reach:

- 22,000 children's librarians, media specialists, curriculum developers and teachers via School Library Journal's **Extra Helping** newsletter
- Or 30,000 children's and YA librarians and educators via School Library Journal's **BeTeen** newsletter

**SLJ BeTeen**  
News & Resources for Tween & Teen Librarians

Click here to learn more about **CASE CLOSED: Danger on the Dig** by Lauren Maguire

**KIDS BUZZ**

**Truth Teller: A Conversation with Margaret A. Edwards Award Winner A.S. King**  
By Karen Jensen & Riley Jensen  
A.S. King, winner of the Margaret A. Edwards Award, speaks to SLJ about reckoning with trauma, censors, and the need to stop bullying teens.

**Adapting Comics to Audiobooks: How Does That Work Exactly? J.A. Faria III Production**  
By Betty Bird  
Betty Bird chats with Penguin Random House Audio executive producer Nick Martorelli, who has produced audio adaptations of multiple graphic novels, about the process.

**15 Titles to Help Students and Families with College Prep**  
By Kelly Kingrey-Edwards  
These selections represent some of the most practical, detailed, clear, critical, and diverse perspectives on picking, achieving, and living the dream that is higher education today.

**COLLEGE PREP**

**KIDS BUZZ**

What if YOU got to be a detective? Which clues would you examine? Which suspects would you investigate? What choices would you make? I wrote the Case Closed series so you can find out! These interactive pick-your-own-path mysteries let the reader be the detective. And because kids make all the decisions, they get to write the story with me, in real time.

Email lauren@laurenmaguire.com to win a signed copy of the newest Case Closed book.

Happy sleuthing, Lauren Maguire

"An entertaining romp that will appeal to fans of Lawrence Sanders." -SLJ

**CASE CLOSED: Danger on the Dig**



**\$100 discount if combined with Kidsbuzz Basic and included in the Kidsbuzz Author Care Package**

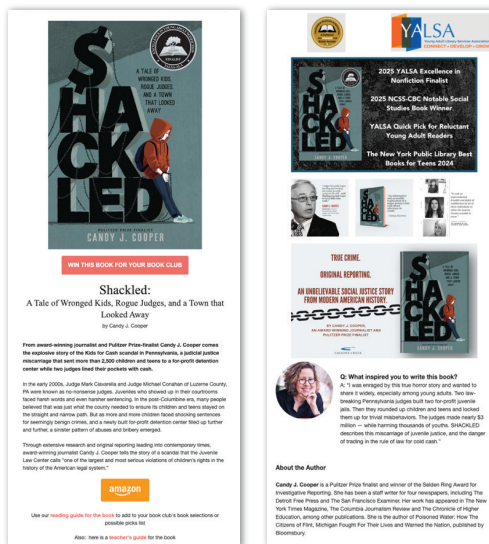
# YA Bookclubbing

via BookMovement for \$750 / title

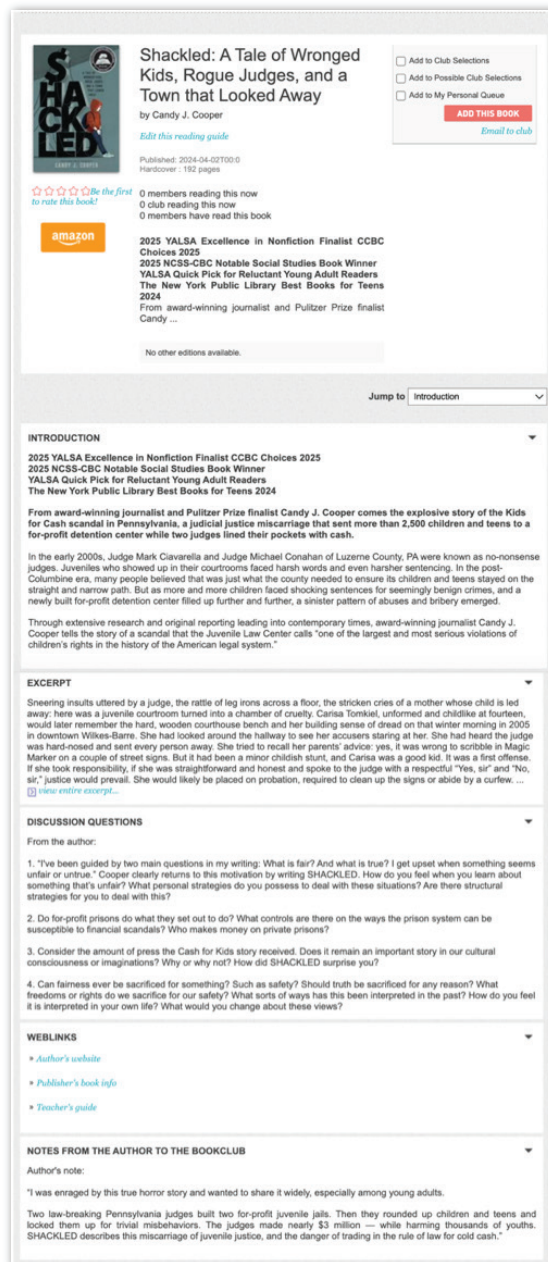
Reach 94,000 book clubs and their 900,000 members via BookMovement promos:

- Newsletter feature
- Featured title on BookMovement home page for 4 weeks AND on the Giveaways page

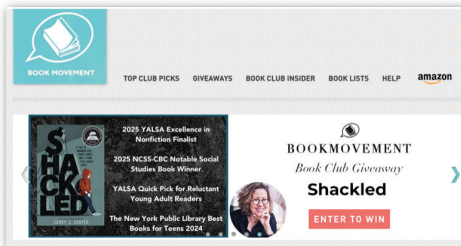
## 1. Email Campaign



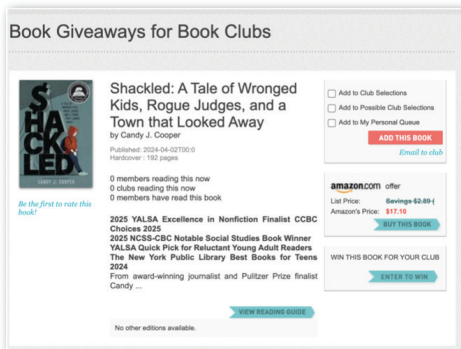
## 4. Book's Reading Guide Page



## 2. Homepage



## 3. Giveaway Page



# EDUCATORS and PARENTS

## via Biblionasium



### Reach over:

- 280,000 educators
- 85,000 parents
- Recent campaigns have resulted in over 3,200 clicks
- Available only as an add-on to Kidsbuzz Basic or as part of the Kidsbuzz Author Care Package



## BIBLIONASIUM

"GoodReads for Kids"

Dear Educator,

Don't miss **The Weirn Books series** from award-winning bestselling graphic novelist Svetlana Chmakova, the creator of *Awkward* and the Berrybrook Middle School series.

Here comes a fantastical world of the Night Realm where vampires, shifters, weirns, and other night things prowl the streets...but they still have to go to school!

Read well,

[The BookClubs at Biblionasium](#)

### **The Weirn Books, Vol. 2: The Ghost and the Stolen Dragon**

Return to the fantastical night realm full of magic, adventure, and ... dragons! ✓

Soft, full-color illustrations bring the expressive characters to life. ✓

A compelling tale of family, friendship, and magic. ✓

Features humor, charm and gorgeous art. ✓

This quick-paced page-turner will hook readers from the first line. ✓

Best for ages 8-12.



#### Praise for the series:

► "Like a young read-alike to Buffy the Vampire Slayer." —*School Library Journal*

► "One of my favorite graphic novelists is back inside a beloved fantasy world..." —*GEEKMOM*

► "If you have the Berrybrook series and are looking for a fun follow-up from Svetlana Chmakova, the Weirn Books ... promises to be an ongoing series that's a perfect fit for manga fans looking for some light horror and mystery." —*Good Comics for Kids*

#### Check out the book trailer!



### **The Weirn Books, Vol. 1: Be Wary of the Silent Woods**



An exciting supernatural mystery. ✓

The newest graphic novels series from bestselling author Svetlana Chmakova. ✓

Balances a spooky ambience with intrigue and adventure. ✓

Compelling dialogue and humor keep the story lighthearted rather than truly scary. ✓

Introduces two compelling protagonists to win readers' hearts. ✓

Best for ages 8-12.

# CONSUMERS and INDIE BOOKSELLERS

## via Bookshop

Your book will be featured in the Children's  
or YA monthly newsletter:

- Reach 125,000-250,000 book-buying subscribers.
- Available only as an add-on to Kidsbuzz Basic or as part of the Kidsbuzz Author Care Package

The screenshot shows the Bookshop.org homepage. At the top is the Bookshop.org logo with a reindeer antler icon. Below the logo are four buttons: "New Releases", "Best Sellers", "Special Offers", and "Find a Bookstore". The main content area is titled "Featured" and displays a grid of book covers with descriptions and "SHOP NOW" buttons. Two orange circles highlight specific books: "Elmore's Christmas Moose" and "Mama's Magnificent Packing Planets". A dashed orange line points from the highlighted books to a large text area on the right that says "YOUR TITLE HERE".

**Featured**

**Elmore's Christmas Moose**  
Kids will love this hilarious and heartwarming new Christmas story about an eager moose who wants to be one of Santa's reindeer.  
**SHOP NOW**

**Mama's Magnificent Packing Planets**  
Comedian Jesús Trejo returns with another merry picture book misadventure starring Little Jesús, the pint-sized hero of Papá's Magical Water-Jug Clock.  
**SHOP NOW**

**Let it Glow**  
New from Marissa Meyer and Joanne Levy! Holiday hijinks abound in this heartwarming middle-grade novel about long-lost twins.  
**SHOP NOW**

**Moving Story**  
Movers Pete and Tiny are on their biggest job yet, but when little Panda's pet turtle goes missing during packing, will the big move end in disaster?  
**SHOP NOW**

**Impossible Creatures**  
Discover a breathtaking new fantasy your kids will read in a day and cherish for a lifetime.  
**SHOP NOW**

**The Wonderful Things You Will Be**  
Unlock a world where you can be your wonderful and wholly unique self!  
**SHOP NOW**

**The Fairy Tale Fan Club**  
What if you could send fan mail to your fairy tale idols? And what if they wrote back? "Happily ever after" takes on new meaning in this book from actor-comedian-author Richard Ayoade and bestselling illustrator David Roberts.  
**SHOP NOW**

**Weir Book**  
Return to the fantastical Night Realm full of magic, adventure ... and dragons in the newest graphic novel from bestseller Svetlana Chmakova, creator of *Awkward* and the *Berrybrook* series.  
**SHOP NOW**

**YOUR TITLE HERE**

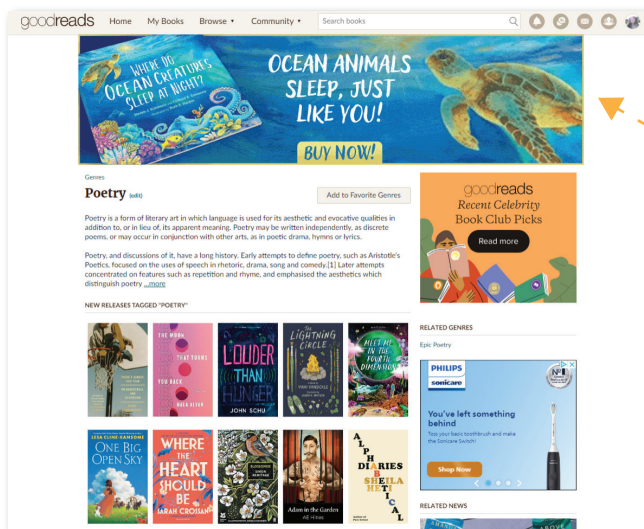
# CONSUMER ADS

## via GoodReads

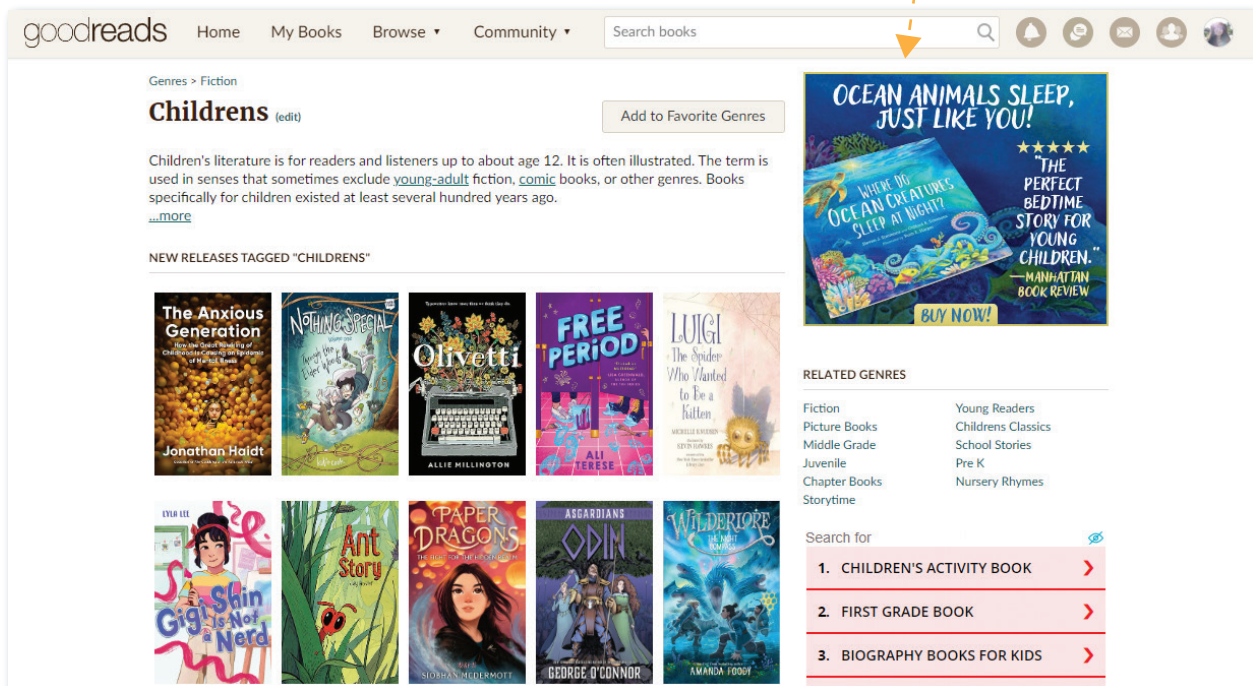


### Kidsbuzz ads on Goodreads provide:

- 80,000 – 100,000 impressions on the #1 consumer book recommendation site!
- Our ads consistently beat industry average number of clicks.
- Available only as an add-on to Kidsbuzz Basic



**YOUR  
AD  
HERE**

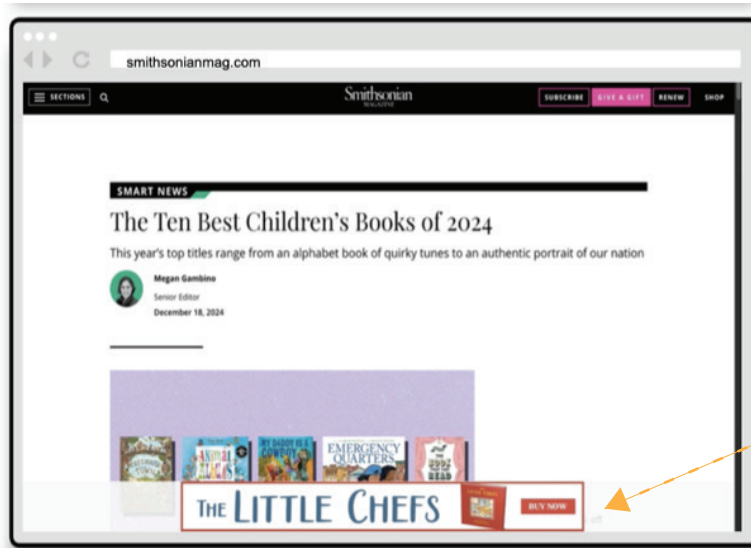


# CONSUMER AD CAMPAIGNS

via AdBiblio



- 100,000 impressions at top-tier sites targeting reader interests, demographics, proprietary read-alike cookies, location-based info and more.
- Ads run at sites including *NY Times*, *Oprah magazine*, *The Today Show*, *Tinybeans*, *Smithsonian*, *We Are Teachers* and *Imagination Soup* among others.
- Available only as an add-on to Kidsbuzz Basic or as part of the Kidsbuzz Author Care Package



• **YOUR  
AD  
HERE**



# FEATURED THEMED POST

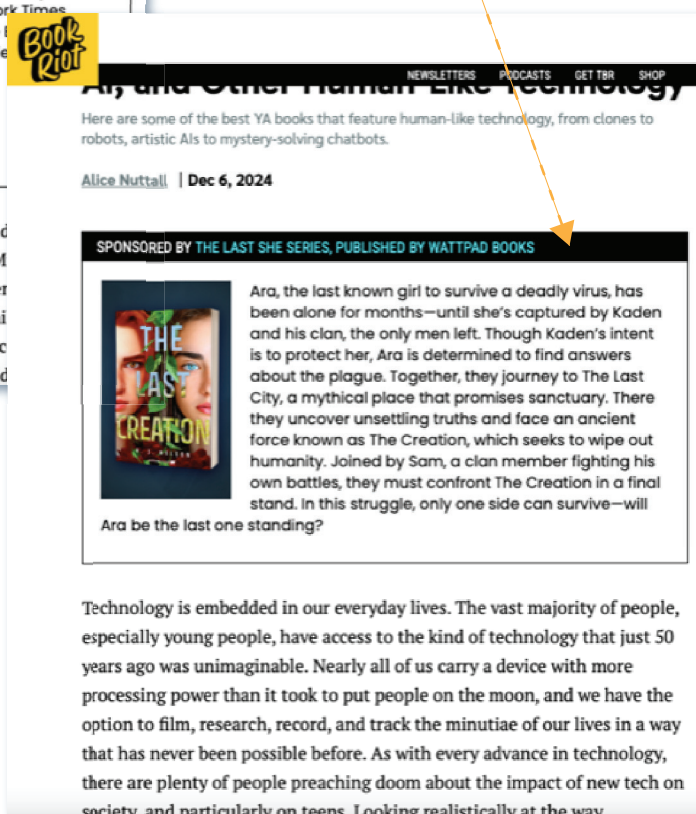
via BookRiot.com



- Your note to readers via Children's/MG Themed Post and in *The Kids Are All Right* newsletter: 30,000 subscribers
- Your note to readers via YA Themed Post and in the *New Books* newsletter: 63,000 subscribers
- Available only as an add-on to Kidsbuzz Basic or as part of the Kidsbuzz Author Care Package



●  
**YOUR  
TITLE  
HERE**



# KiDSBUZZ

## Author Care Packages

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Get smart multi-platform buzz for your books with a combination of our programs at multiple websites and targeted newsletters — all created by experts, without spending a fortune. Choose the Care Package that's right for your book: there's one for books for younger readers and middle-grade and another for teen titles.



### Children's/MG Author Care Package \$4795

Title reaches 1,650,000 and includes:

- KidsBuzz Basic
- Schoolbuzz
- Biblionasium
- Bookshop
- AdBiblio
- BookRiot



### YA Author Care Package \$5195

Title reaches 2,230,000 includes:

- Kidsbuzz Basic
- Schoolbuzz
- YA Bookclubbing
- Bookshop
- AdBiblio
- BookRiot

# THE BUZZ

## about KIDSBUZZ



“I’m so glad I signed on. I wanted more people to know about *Vincent and Theo* and it really worked. Sales more than doubled for the month of December. Thank you so much, Deborah, for your help!”

—**National Book Award Finalist Deborah Heiligman,**  
author of *Vincent and Theo: The Van Gogh Brothers*

“Deborah was crucial to the successful launch of our *Canticos* books, exactly the right way to exactly the right folks.... Engaging Deborah was one of the smartest decisions we made early on, setting up *Canticos* for success out of the gate.”

—**Susie Jaramillo, Chief Creative Officer & Co-founder, Encantos Media Studios**

“I really do love KidsBuzz. It’s great to get all the latest scoop on brand new titles and read interesting interviews with authors and illustrators. Did I mention the great raffles and book give-aways? Where else can you go to get all this fabulous information in one place? KidsBuzz really lets me feel connected to everything that is exciting in the children and teen’s literary world.”

—**Allison Santos, Youth Services Librarian**

“I’ve tried a myriad ways to raise awareness of my books in fun, upbeat, professional ways. Kids Buzz is my #1 choice for quick, easy, and incredibly effective marketing! We’re talking about \*the\* 100% surefire high-impact way to reach readers. Wow!”

—**Cynthia Leitich Smith, author of *HOLLER LOUDLY***

“I’ll be watching for KidsBuzz each week and will highlight your author information and contests in my weekly electronic newsletter that’s sent to school and youth librarians across the state of Alaska.”

—**Jacque Peterson, School Library Coordinator, Alaska State Library**

“Within a week of my first KidsBuzz mailing, I received invitations to do events at three bookstores. *MY LIFE WITH THE LINCOLNS* is my first book for young readers, and KidsBuzz helped me break into this new audience with ease. I’m very grateful.”

—**Gayle Brandeis, author of *MY LIFE WITH THE LINCOLNS***

“Working with Deborah has been a delight and she really got my book ‘out there’ with her Buzz program. The ripple effect even reached my publisher. Seeing how committed I was to giving *SAVING SKY* a stellar launch raised the energy level in their marketing department, getting everybody excited and working together for an even bigger marketing buzz.”

—**author Diane Stanley**

“The books that were spotlighted [from DearReader.com] are all books that I can’t wait to get my hands on to read myself. Please include me in any newsletters, emails, and other announcements so I can keep the families in my community up-to-date on the latest reads for kids. Thank you!”

—**Lisa Moore, Allen/Soddy Daisy Family Resource Center, TN**

“Wow! This looks fabulous!! Somebody finally got it right. Thank you, thank you, thank you!!!”

—**NYT bestselling author Amy Hest**

“KidsBuzz is an easy way to have direct contact with the folks you are trying to reach out to.... the response to a simple book give-away is off the hook! My email inbox is flooded! So if you are looking to expand your book awareness, check this out.”

—**Award-winning author G. Neri**