

Sponsor the Eric Hoffer Book Award

Eric Hoffer Book Award for the Small, Academic & Independent Press



The Eric Hoffer Book Award

The Eric Hoffer Book Award is one of the top international book awards for small, academic, micro, and independent presses—involving nearly 100 judges and over 1,300 registrants.

How the Eric Hoffer Award Works

Each year, entrants come from around the world. A grand prize of \$2,000 is awarded. In addition, Hoffer Award honors include separate press type distinctions, the Montaigne Medal for the most thought-provoking book, the da Vinci Eye for best cover art, the First Horizon Award for first-time authors, and various honors within eighteen all-inclusive categories that cover the breadth of the publishing industry.

Eric Hoffer Award Exposure

The annual award results receive coverage in *The US Review of Books*, which has given the Hoffer Award yearlong awareness beyond its announcement in the spring. Thousands of monthly subscribers and visitors throughout the year are exposed to the award results and its sponsors.

Sponsorship for the Eric Hoffer Book Award

A sponsorship for the Hoffer Award can put your organization directly in the line of sight of nearly 21,000 authors, publishers, and writers. With the Hoffer Award's unique relationship with *The US Review of Books*, a sponsorship can expose your organization to its 18,000 subscribers, as well as the thousands of monthly visitors and followers.

For information about sponsorships, contact sponsor@hofferaward.com.

Award Reach and Statistics

- 20,800 opt-in notification subscribers:
 - 39% Press
 - 59% Author
 - 2% Other
- 1,317 registrants in 2017:
 - 5% Academic Press
 - 30% Small & Micro Press
 - 65% Self-Published Authors
- 16% avg. annual growth since 2005
- 27,000 average page views⁽¹⁾ of *US Review of Books*-Hoffer Award results page during annual award announcement period (May)
- 9,000 authentic followers⁽²⁾ Twitter & Facebook (Hoffer Award & *US Review* combined)
- Results published in *The US Review of Books*—leading professional book review publication with 18,000+ subscribers and thousands of monthly visitors and followers

(1) A+ rating by statscounter.com

(2) 98% authentic rating by TwitterAudit.com

Annual Sponsorships

Sponsorships last for one year, beginning in the fall. Leading up to our annual registration deadline in January, Eric Hoffer Book Award notification subscribers (approx. 21,000) are e-mailed three times, once in September, November, and January. As a Gold Sponsor, your organization will be identified as a sponsor in these notifications. As a Gold and Silver Sponsor, your organization will be identified as a sponsor to all registrants (projected 1,300) during the registration closure message, the award schedule announcement, and the final results posting e-mails. All three sponsor levels will be identified on the dedicated Eric Hoffer Book Award Sponsor page, within the award coverage in *The US Review of Books*, and on the active social media pages of both the *US Review* and Hoffer Award.

Gold Sponsor (\$5000)

- **3 notification subscriber mailings to approx 21,000 recipients**
- **3 mailings to 1,400 projected registrants**
- logo placement on sponsorship page at www.HofferAward.com
- logo placement on *US Review*/Hoffer Results page at www.theUSReview.com
- social media (Eric Hoffer Award & *The US Review of Books*)

Silver (\$1000)

- **3 mailings to 1,400 projected registrants**
- logo placement on dedicated sponsorship page at www.HofferAward.com
- logo placement on *US Review*/Hoffer Results page at www.theUSReview.com
- social media (Eric Hoffer Award & *The US Review of Books*)

Bronze (\$500)

- logo placement on dedicated sponsorship page at www.HofferAward.com
- logo placement on *US Review*/Hoffer Results page at www.theUSReview.com
- social media (Eric Hoffer Award & *The US Review of Books*)

For information about sponsorships, contact sponsor@hofferaward.com.