

THE BLOGGER'S BOOK PRIZE 2022

Influencer Brief February 2022 – April 2022

Overview

The Blogger's Book Prize, powered by NB Magazine, has now closed its publisher callout for 2022 book submissions. This year, we have had over 130 fiction submissions and now we need YOU, passionate talented book bloggers, to champion your favourite book of 2021!

We are looking for a pool of book bloggers to help us review our submissions in order to create a shortlist of six books. Each title on the shortlist will be represented by an individual blogger who will champion their chosen title, encouraging engagement and conversation on social media, before the public have their chance to vote for their favourite.

The shortlisted books will be presented to an independent judging panel composed of industry professionals and well-established book bloggers, who will take into consideration the public vote and each title's social media campaign. The judging panel will then determine the winner of The Blogger's Book Prize 2022.

The winning book will be awarded a cash prize of £1000.

Last year's winner was *The Mountains Sing* by Nguyễn Phan Quế Mai, championed by blogger Emily Powter at @ems_shelflove.

What We Are Looking For

We are looking for a group of passionate book bloggers who would like the opportunity to be featured in the next issue of NB Magazine and be in the running to win the Blogger's Book Prize 2022!

Submission Criteria

In order for us to select our final six bloggers, we'd love for you to tell us your top five books from the list of submissions, and which **one** of the five you think should be the winning title.

Please could you also send us a short paragraph about why you would love to help us narrow down the shortlist – nothing too detailed, just a little bit about you and your love of books! We'd love to feature you across our social media, so an image of you would also be fantastic, but not essential if you're not comfortable.

We would also love to send you a little gift so please do share your address and contact details!

Brand Messaging

The Blogger's Book Prize celebrates the fundamental relationship between the book industry and the book bloggers who champion literature and share their wonderful recommendations with their audiences. Powered by NB Magazine, the Blogger's Book Prize highlights inclusive, influential and underrepresented books that have been published over the past year.

Calling on book bloggers invaluable knowledge at every stage of the process, the Blogger's Book Prize is fast becoming the jewel in the crown of the book blogging community.

NB Magazine is a literary magazine and online platform for book lovers, book clubs and all round bibliophiles. In print and online with our editorial content, features and bank of thousands of independent reviews we aid discerning readers with those all-too-difficult book buying decisions.

Suggested deliverables

Campaign dates: February 2022 – April 2022

- **x1 in-feed post** announcing that you are helping us narrow down the 2022 Blogger's Book Prize submissions list

- Minimum of **3 stories** (the more the merrier!) reiterating your involvement and excitement about being involved

@Mentions: @nbmagazine

#Hashtags: #NBMagazine #BloggersBookPrize22 #bookreview #readingclub

Contact Details

If you have any questions, please feel free to contact **Amy** at amy@nbmagazine.co.uk

Thank you!