

Working with Publishers

ive is a revolutionary initiative that is exclusively available for independent bookshops, providing the opportunity for them to have that all important online presence. The site is unique in that it pays commission to the consumer's chosen independent bookshop on every order placed. As a publisher, you can show your support for independent bookshops by linking products on your website through to Hive, it's really quick and easy to do!



Linking through to Hive

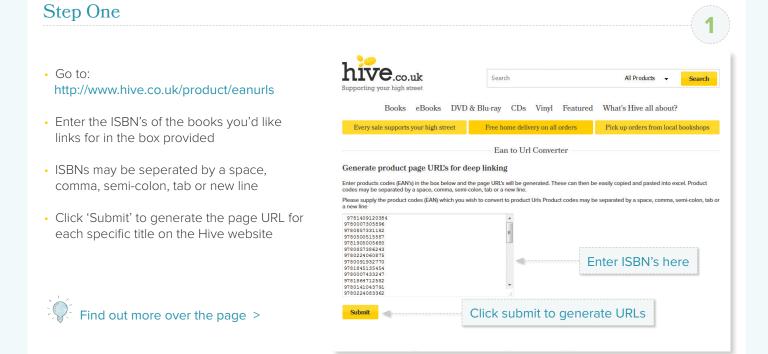
If you have a website and have a 'Buy' button or a retailer logo which sits on each of your product pages that links through to either a specific online retail website or to many different retailers, (Amazon, Waterstones, Foyles etc), we'd love you to link through to Hive too.

We've just launched a new and re-designed website, so if you linked through to the 'old' Hive website, these links will no longer be valid and will need to be updated.

The new link structure is as follows http://hive.co.uk/Search?keyword=9789876543246. You will need to change the root of the URL (in red) and append this with the relevant EAN/ISBN (in blue).

If you currently don't link through to us, you can use the link structure as above or use our handy tool to generate individual product page URL's.

It's a very simple and easy process, simply follow the steps below...

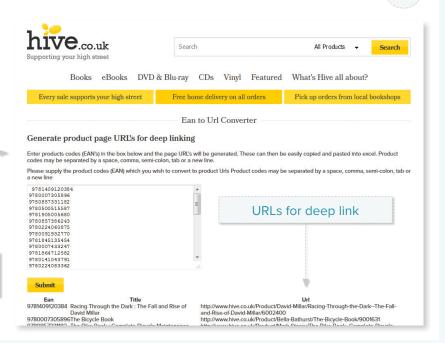


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- Cut and paste the URLs into Excel and you'll have the unique page URL for the deep link
- If you would like us to generate the links

 please email a file of ISBN's to Nikki
 Daigneault, Nikki.daigneault@gardners.com,
 and we'll do this for you

Don't worry, these instructions can also be found on the page!



Becoming a Hive Affilliate

If you would like to earn commission from any sales generated by directing traffic to Hive from your site, we would recommend you join our Affiliate programme. We have an active programme running on the WebGains affiliate platform which provides all the tools you'll need. It's simple, quick and free to join and you can start earning commission as soon as you've signed up.

For more information visit our affiliate page

http://www.hive.co.uk/Help/Affiliate-Programme

or drop an email to Affiliates@hive.co.uk and we'll be happy to help.

Advertising on Hive

We offer a range of advertising opportunities, including home page banners, hero product highlights on category homepage and more. We would be happy to discuss options and rates with you. For more information, please contact Nikki Daigneault, Nikki.daigneault@gardners.com.

Still have a query?

Not to worry, if you still have an unanswered question simply email Julie. Howkins@gardners.com and she will be more than happy to help.



