



Advertising Opportunities



Supporting Independent Booksellers for 15 years

In 2026, Hive has been running for 15 years, providing an ethical alternative when shopping online got books and entertainment product, as well as supporting Independent bookshops on the high street. We give a commission from every sale on the site to a bookseller signed up to the Hive network.

When a consumer checks out their order, they can either choose where to direct the commission earned from their sale, and if they don't select, it will be assigned to the geographically closest shop.

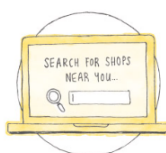
Many of the booksellers part of the Hive network earns hundreds each month, which all goes back towards them ordering more stock for their store.

What is Hive All About?

Our network



We're connected to hundreds of independent bookshops across the UK



You can use our bookshop finder to search for shops near you and check their opening hours



You can choose which bookshop to collect your order from (or have it delivered at home)



At Hive, we love high street shopping. From browsing to buying, finding new shops to meeting passionate staff.

[Read More \[+\]](#)



And most of all, we love bookshops. If we could live in a bookshop, we'd probably do it. Wouldn't you?

[Read More \[+\]](#)



We're really proud to support an independent bookshop with every single sale we make.

[Read More \[+\]](#)

Advertising Opportunities

Hive is a consumer facing website launched in 2011 with the unique aim of supporting a network of independent bookshops. Hive supports bookshops in two ways: by providing them with that all important online presence and more uniquely by giving back a percentage of each sale made on Hive to the customer's local or nominated bookshop. Hive is actively marketed via paid search, affiliate marketing, email marketing and social media.

Homepage Banners

Going for Impact? This is your slot. Perfect for announcing a new title or series, this is the most impactful space on the site, and will be seen by tens of thousands.

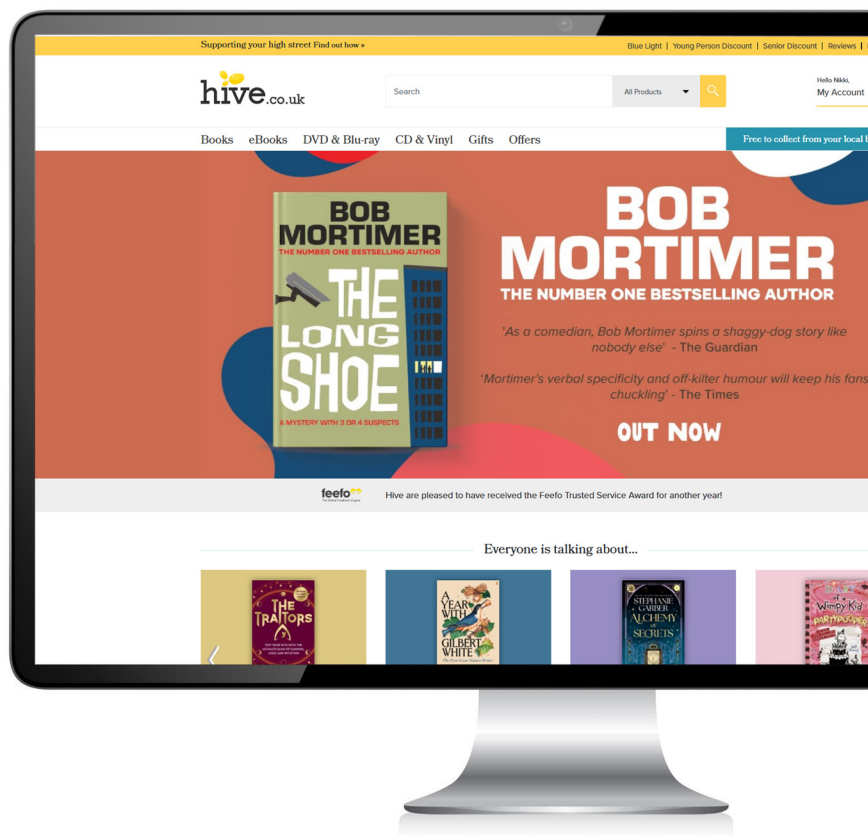
1 week slot - £600
2 week slot - £1000

Your activity will also include a FOC social media post out to our list of 18,000 follows across our platforms.

Everyone is talking about....

This space that sits prominently on our homepage showcases what is what, what people are talking about, what may be on the news or TV this week.

1 week slot - £300



Site Banners

Advertise titles, series, authors and these are placed in a few places on the site. The main 'books' homepage, the relevant category page and if relevant, the promotions page.

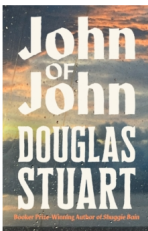
1 week slot - £300

Product placement

A dedicated push for your chosen title on its relevant category page. We'll also support this with social media activity. This is a templated space with a jacket and copy.

1 week slot - £250

Pre-Order Today



John of John - Douglas Stuart

The stunning new novel from the Booker Prize-winning, Sunday Times-bestselling author of Shuggie Bain and Young Mungo.

Out of money and with little to show for his art school education, John-Calum Macleod takes the ferry home to the island of Harris to find that not much has changed except for him.

In the windswept croft where he grew up, Cal resumes his old life, caught between the two poles of his childhood: his father John, a sheep farmer, weaver, and pillar of their local Presbyterian church, and his Glaswegian grandmother Ella, who has kept a faltering peace with her son-in-law for decades. While Cal wonders if any lonely men might be found on the barren hillsides of home, John is dismayed by his son's long hair and how he seems unwilling to be saved.

As the seasons pass, everything is poised to change as the threads holding together the fragile community become increasingly entangled. John of John is the heartbreaking story of a young man's return home and how the bonds of family life are torn by the weight of expectation.

It confirms Douglas Stuart as one of the great British writers at work today.

RRP £20.00 **£16.85**

Pre-Order +

Current Offers



New Hobby Books with up to 20% off



Save on Kid's Picture Books



Up to 20% off Lonely Planet Travel Guides



Up to 20% New Adult Romantasy

For over 10 years we have run a monthly feature, highlighting a features Author, Book and Children's Book of the Month. This feature gets high engagement and heavily promote throughout the month.

With prominent marketing throughout the month, this is a great way to really shout about your book or author.

Coverage

Not only will the feature you book sit prominently on our homepage for the duration of the month, you would also get:

- Social Media post, across all of our platforms
- Large feature in our Monthly Feature email, which goes to over 70,000 readers.
- Your feature stays live on the site for 4 months in our archive.

Costs

- £500 per feature, per month

Reach

- Expected 60-70,000 homepage hits during a 1 month period
- 70,000 emails
- 18,000 social media followers

Additional Exposure

To help the feature reach more people, and obtain maximum impact, you can support it too. Share our emails, link to Hive in your own coverage and shout about this great opportunity!

If you author can do the same, we can reach as many people as possible to help your ROI.

Rising Writers

At Hive we are big on supporting upcoming talent, as such we make a big fuss of our Rising Writers feature.

Each month we shine a spotlight on a debut author being published that month. It just needs to be their very first book in it's first format. I am afraid we will omit any celebrity authors, we are aiming these at those voices just starting out!

We just need you to send these over to us, with a photo of your author and a short biography. We'll do the rest.

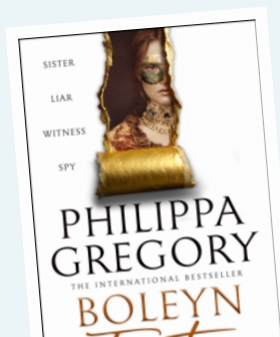
Cost - £ FREE!



Children's Book of the Month

The Roots We Share 100 words that bring us together

There are times when the world feels more divided than ever. But it is in these times that we must unite rather than divide us. *The Roots We Share* is a collection of 100 words that bring us together.



Book of the Month

Boleyn Trait

Jane Boleyn watches from the shadows of the Tudor court. Where nothing is more powerful than a secret - or more deadly. As the Boleyns rise, Jane rises with them. But the king's love is a fickle thing. And when the royal gaze turns elsewhere, Jane uses the only weapon she has: her voice.

To survive in this dazzling, dangerous world she has mastered many masks: loving wife, devoted sister, and obedient spy. Now she must step out of the shadows. She might outlive her rivals. She might know the court's darkest secrets. But power rests on the edge of a tyrant king's sword. Where will it fall next?

Email Opportunities

Our mailing list on Hive is over 70,000, with a high average open rate each month. As such, we are opening up the options for you to reach our audience.

Single Titles

Key Releases Email - £100 per title

This needs to be a title published in the relevant month.

Monthly Features Email - £100 per title

We have a new section to the email called - Discover something new



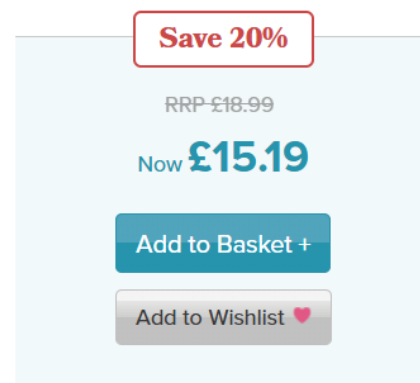
Promotions

Consider discount led promotions to the end consumer. Gardners would pass on your additional discount exclusively to Hive on a retro basis allowing promotion of a discount. Claiming as a retro means nobody loses.

We also have the ability to handle multi-buys, and fixed price bundles - with more coming for our 15th Birthday!

Talk to Nikki Daigneault to discuss how we may be able to arrange a promotion.

Your offer will be featured in our Monthly promotions email out to our full mailing list.



Looking for something different?

Exclusive extracts, articles or content

We want to bring the authors to the readers. We are keen to build in Author Q&A's and Interviews onto our emails schedule.

We are also looking to bring back the option to include something a bit special. Perhaps a delicious **sample recipe** from your new cookbook, or a **sample page or chapter** from your latest thriller - a little something to entice people to read more!

We are open to your ideas and feedback as to other ways we may be able to collaborate more!

Cover Reveals

Consider Hive for your cover reveal! We'll get behind you, build the hype and make a big splash!

Why not consider having your own Hive page?

It'll give you a page on the site, with your own custom URL promoting just your products. Something you are able to promote and share, and we'll work together to keep updated.

What you get:

- A bespoke landing page, branded to you.
- A bespoke URL: www.hive.co.uk/your-name
- We can work with you to do monthly or quarterly updates to the products to keep the page fresh and current.
- Quarterly social media promotion of your page.
- A dedicated member of the team who will work with you to build and maintain the page.

Add Ons:

- Bespoke emailer - **£750**
- Products going into a Google Shopping Campaign - **£500**

If you don't have your own

What you'll need to do:

- Outline what you'd like us to work together on this.
- Updates to products according to the schedule you have outlined.
- Details of any brand guidelines you need us to adhere to.
- Details of any promotional copy you would like featured.
- Help with traffic and directing people to the site.

Costs

- **£1500** for the first year
- **£750** per year for subsequent years.

Become an Affiliate

How it works:

If you own a website, you can become a member of our affiliate programme and earn commission by placing banners or links to hive.co.uk from your website or blog.

When someone visits hive.co.uk from a link on your website, and subsequently places an order with us, the referred sale is recorded and you are paid a commission based on the value of the sale.

Join today

It only takes a few minutes to join the programme. Once you have been approved by us you will be able to access links and start earning commission. We look forward to welcoming you onto the Hive affiliate programme soon. You can find out more and join right away on the Webgains website.

