



Simon Books Buddy FAQs

1. How can I request copies of your upcoming books?

Thank you for your interest! Please [fill out this form](#) to be considered for the Simon Books Buddy program.

We will review your submission, and upon acceptance, you'll receive a monthly email with a link to a title request form where you can choose to review offered titles. You will not receive a confirmation email upon acceptance into the program.

2. Am I guaranteed to receive a free copy if I've filled out the appropriate request forms?

Filling out the request forms does not guarantee acceptance into the program or that your requests will be fulfilled.

3. How do you select who will receive books?

The assigned marketers for each book will review the requests submitted via the forms and while each campaign has different goals and strategies, here are a few items we consider for all requests:

- Activity and engagement on the reviewer's given social media platform (Instagram, TikTok, Blog, etc). While we like to see high follower or subscriber numbers, we also value high engagement in the form of comments, likes, post frequency, and related metrics. Due to high interest, the minimum follower count for acceptance into the program is 2,500.
- We prioritize creators who review the genres that are published by our flagship imprint (Literary Fiction, Biography, Memoir, Narrative Nonfiction), and those who do not participate in engagement pods, follow trains, or use AI to generate content.
- Reviewers from marginalized and underrepresented groups will be given equitable consideration, but will be prioritized to the best of our abilities for titles and authors that speak to their specific identities and experiences.
- Over 18 years old.
- Based in the U.S. due to shipping rights and restrictions. We prefer that program members are not using mail forwarding services to receive copies internationally.

4. I'm an international influencer—can I still request books?

The Simon Books Buddy program is only open to U.S. residents at this time.

5. Is there a limit to how many books I can request each month?

Nope! Feel free to request any/all titles you're interested in reviewing.

6. How will I know if I've been selected and when will I receive the book?

After the deadline for each monthly title request form has passed, the assigned marketer will

send email confirmations to those selected to review. If you don't hear from us by 3 weeks after the forms close, please assume that you have not been selected to receive a copy.

Please allow 3-4 weeks for shipping if a physical copy was requested and approved. If you have not received your approved copy after 4 weeks, please contact marketing@simonandschuster.com.

7. What are your expectations for influencers when you send them a free copy to review?

We hope that you enjoy the complimentary book and share an honest review on the social platform of your choosing. We ask that you tag #SimonBooksBuddy and #FreeGift when you feature one of our books so that we know when a post goes up. In addition, please tag us @SimonBooks on [Instagram](#), [Facebook](#), [TikTok](#), [X](#), and [Threads](#)! On [Goodreads](#), please include a thank you to Simon & Schuster for the free review copy.

Posting your reviews on multiple platforms is a great way to generate buzz. Feel free to post on additional platforms like Amazon or NetGalley.

8. When should I post my review?

Feel free to post about the book anytime! We love seeing unboxing videos, book mail roundups, reading updates and honest reviews. Ideally, it's great to post reviews leading up to a book's publication day or during the first week of its release.

9. Should I tag Simon Books or the author in my reviews on socials?

Yes, please! Tag us @SimonBooks on [Instagram](#), [Facebook](#), [TikTok](#), [X](#), and [Threads](#). Please tag the author at their appropriate handles on all platforms.

10. I LOVED the book you sent me and I want to do more to support it on my channel. What should I do?

We're so glad you enjoyed the book! Please reach out to us at marketing@simonandschuster.com and we can talk to the assigned marketer about any additional promotions that might be available for this title. This includes, but is not limited to, giveaways, bonus content, and live events with our authors.

11. Why can I not request titles from other Simon & Schuster imprints?

This influencer program will not offer titles from other Simon & Schuster imprints beyond the Simon & Schuster flagship imprint (@SimonBooks) and 37 Ink. You can learn more about opportunities with Atria, Scribner, Gallery, Saga, S&S Audio, etc. on their imprint social pages.

12. When do new titles become available for request?

New monthly title request forms will be sent out to our Simon Books Buddies via email around the third Wednesday of every month. Each title request form will include a deadline, but typically the form will close at 11:59 PM EST on the following Monday. Please be sure to add marketing@simonandschuster.com to your list of verified domains to ensure you receive our emails in your inbox.

13. I am no longer receiving monthly title offerings. Why is this?

Due to interest in the program, we are now implementing a minimum follower count of 2,500 and are primarily seeking influencers whose focus is on books. If you are no longer receiving

monthly title offerings, you are welcome to reapply in the future if your social platforms have grown or if your content has shifted to focus on books. We are continually reviewing our members to ensure our books are receiving thoughtful reviews and high engagement. Please feel free to request titles of interest on NetGalley even if you do not meet our minimum requirements for the program. If you are not accepted into the program, you are encouraged to use our [Single Title Request Form](#) to request titles. *Please Note: Simon Books Buddy members will not be considered to receive titles via the Single Title Request Form.*

Don't see your question listed above? Email us at marketing@simonandschuster.com with any additional inquiries.