



LOVE BOOKS TOURS - PRICE LIST 2026

About

Love Books Tours is a UK-based, Instagram-focused book promotion service delivering Bookstagram Tours, Read-Alongs, ARC Insight Services, Publication-Day Campaigns, Cover Reveals, Giveaways, and author-led Instagram Lives for authors and publishers.

We work with a curated network of engaged reviewers across the UK, US, and international markets, running structured, time-bound campaigns designed to increase visibility, discoverability, and reader engagement across social media and retail platforms.

What we stand for

Love Books Tours does not sell reviews. **No professional tour organiser should.**

All reviews shared during our campaigns are independent, reader-led opinions. Our role is to facilitate exposure and engagement, not to influence ratings, language, or outcomes.

Our primary focus is engagement, not inflated or artificial metrics.

How we work

Our campaigns prioritise:

- Authentic reader engagement, not guaranteed outcomes
- Clear scheduling, communication, and accountability
- Organic reach, with no follow-for-follow or engagement groups
- Compliance with advertising standards and platform guidelines

All campaigns are managed end-to-end, including host recruitment, scheduling, content coordination, giveaways, Live events, and follow-up. We place strong emphasis on professionalism, transparency, and respect for both reviewers' time and authors' work.

We support a wide range of genres, with particular strength in crime, thriller, fantasy, women's fiction, speculative fiction, and inclusive stories, including LGBTQIA+ representation. We work with both independent authors and traditional publishers, tailoring campaigns to suit each book's format, budget, and objectives.

Our Team

Kelly – Owner & Tour Director

Oversees all campaigns, strategy, and client relationships.

Daisy – Author & Reviewer Liaison

Manages host and client communication, tour coordination, and reviewer support.

Dwayne – New Business & Customer Care

Handles new enquiries, client onboarding, and ongoing customer support.

Our Aim

We do not promise sales or ratings.

We deliver structured visibility, meaningful engagement, and professional campaign management, helping books reach the right readers in a way that is ethical, transparent, and sustainable.

Why Choose Love Books Tours as Your Organiser?

Choosing the right tour organiser matters. Your book, your time, and your budget deserve to be handled professionally, ethically, and with purpose.

We prioritise engagement, not empty numbers

Our campaigns are designed to create visible, meaningful engagement, not vanity metrics. Recent Love Books Tours campaigns have generated over 700,000 views in 30 days, driven by organic reader interaction — not follow trains, engagement pods, or paid amplification.

We do not sell reviews — ever

We believe strongly that reviews must remain independent and honest. We facilitate exposure and conversation; we do not influence ratings or outcomes. This protects authors, reviewers, and your long-term credibility.

Structured campaigns with real accountability

Every campaign is carefully planned and managed, with:

- Clear schedules and posting dates
- Active host communication and reminders
- Follow-up on missed posts
- Transparent reporting

You always know what is happening and when.

A trusted, curated reviewer network

We work with a vetted community of reviewers across the UK, US, and international markets who understand disclosure requirements, platform guidelines, and professional conduct. This ensures your book is shared responsibly and respectfully.

Support for indie authors and publishers alike

We proudly support independent authors alongside traditional publishers, tailoring campaigns to suit your goals, genre, format, and budget — including digital-only campaigns where support is often most needed.

Ethical, compliant, and reputation-safe

Our campaigns follow UK advertising standards, platform rules, and best practices. We actively discourage follow trains, engagement groups, and AI-generated review content to protect both your reputation and ours.

More than just posts on a grid.

In addition to Bookstagram tours and read-alongs, we offer:

- Cover reveals
- Giveaways
- Publication-day campaigns
- Author-led Instagram Lives
- ARC Insight Services

All coordinated to work together as part of a cohesive promotional strategy.

A hands-on, experienced team

You're not passed to a queue — you're working with real people who care about getting it right.

Clear expectations, no false promises

Our Services

One-Day Campaign Pricing

(Campaigns run worldwide – pricing based on client location)

 UK Clients (VAT Included – 20%)

- Cover Reveal – £72
(£60 + £12 VAT)
- Publication Day Blitz – £72
(£60 + £12 VAT)
- Out Now / Booster Blitz – £72
(£60 + £12 VAT)
- Author Intro – £72
(£60 + £12 VAT)
- Book Promo Day – £72
(£60 + £12 VAT)

 **US / Non-UK Clients**

- Cover Reveal – \$77
- Publication Day Blitz – \$77
- Out Now / Booster Blitz – \$77
- Author Intro – \$77
- Book Promo - \$77

ARC Insight Services

Our ARC Insight Services are designed to give authors early, ethical reader feedback ahead of publication. This service focuses on insight and reader response — not paid reviews — and is ideal for pre-launch refinement and buzz-building.

ARC Insight Crew – Core

What's included:

- Up to 15 genre-specific ARC readers
- Early ePub distribution
- 10 structured feedback questions
- Collated reader insight summary highlighting key themes and reactions
- Turnaround: 10–14 days

Pricing:

-  UK: £162 (incl. VAT)
(£135 + VAT)
-  US / Rest of World: £135 (no VAT)

ARC Insight Crew – Plus

What's included:

Up to 30 genre-specific ARC readers

- Early ePub distribution
- 10 structured feedback questions
- In-depth trend analysis across responses
- Marketing language insight (how readers naturally describe the book)
- Enhanced buzz and positioning insight
- Turnaround: 10–14 days

Pricing:

 UK: £270 (incl. VAT)

(£225 + VAT)

 US / Rest of World: £225 (no VAT)

Important Notes

ARC feedback is confidential and shared directly with the author

ARC readers are not paid for reviews

Social posting is optional and never guaranteed

This service can be booked standalone or as a pre-tour add-on

Bookstagram Tours

A dedicated social media book tour is the perfect way to generate buzz and connect with the right audience.

Each campaign includes a detailed tour schedule, blogger coordination, and an end-of-tour report with review links.

UK Only Bookstagram Tours (VAT Included – 20%)

- **3-day** (up to 6 hosts)
£60 + £12 VAT = **£72**
- **5-day** (up to 10 hosts)
£100 + £20 VAT = **£120**
- **7-day** (up to 14 hosts)
£130 + £26 VAT = **£156**
- **10-day** (up to 28 hosts)
£180 + £36 VAT = **£216**
- **14-day** (up to 50 hosts)
£260 + £52 VAT = **£312**

USA Only Bookstagram Tours

(No VAT applicable)

- **3-day** – \$75
- **5-day** – \$128
- **7-day** – \$160
- **10-day** – \$220
- **14-day** – \$320

UK prices include VAT at 20%. US prices are VAT-free.

Audiobook Tours

A focused way to promote your audiobook and reach engaged listeners. Perfect for using your Audible or author-provided promo codes effectively.

UK (incl. VAT)

- 7-day Audiobook Tour (up to 20 codes) – £168
(£140 + VAT)
- 10-day Audiobook Tour (up to 30 codes) – £228

(£190 + VAT)

 US / Rest of World (no VAT)

- 7-day Audiobook Tour (up to 20 codes) – \$180
- 10-day Audiobook Tour (up to 30 codes) – \$245

Read-Along Campaigns

A Love Books Tours Read-Along offers deep reader engagement over several weeks, combining social posting, discussion questions, and authentic reader-led reviews.

Features

- Readers participate at their own pace
- 10 discussion prompts across 4 weeks
- Print, digital, or goodie box options
- Encourages Amazon & Goodreads reviews

Pricing

 UK (prices include VAT)

- **Print + Goodie Box** (30 days) – **£696**
(£580 + VAT, plus postage)
- **Print (no goodies)** (30 days) – **£540**
(£450 + VAT, plus postage)
- **Digital Only** (30 days) – **£420**
(£350 + VAT)
- **Digital Only** (14 days) – **£210**
(£175 + VAT)

 US / Rest of World (no VAT)

Print + Goodie Box (30 days) – \$710 / £580 (plus postage)

Print (30 days) – \$575 / £450 (plus postage)

Digital Only (30 days) – \$450 / £350

Digital Only (14 days) – \$225 / £175

Special Offer Packages (Booking from February 2026)

Campaigns run worldwide – pricing based on client location

 UK Clients (VAT Included – 20%)

Social Promo – £120

(£100 + £20 VAT | Save £20)

Includes - two one day promotional days.

Cover Reveal

Publication Day Blitz

Author Intro Day

Book Intro Day

COPPER PACKAGE – £168

(£140 + £28 VAT | Save £20)

Includes:

One-day promotion of your choice

5-Day Bookstagram Tour

BRONZE PACKAGE – £276

(£230 + £46 VAT | Save £20)

Includes:

Cover Reveal

Publication Day Blitz

7-Day Bookstagram Tour

SILVER PACKAGE – £336

(£280 + £56 VAT | Save £30)

Includes:

Cover Reveal

Publication Day Blitz

10-Day Bookstagram Tour

GOLD PACKAGE – £408

(£340 + £68 VAT | Save £40)

Includes:

Cover Reveal

Publication Day Blitz

14-Day Bookstagram Tour

How It Works

- Book Your Campaign: Complete the booking form and email Kelly with your cover, ePub and author photo.
- Receive Your Tour Guide: We match hosts to your genre and audience, then send you a detailed tour guide with your schedule and key information on tour etiquette.

BOOK HERE - <https://forms.gle/X7ThyVKRTWRhc6jJ7>

Do you have questions about the options, and would love a free courtesy call to talk more about it?

Book a chat here <https://calendly.com/dwaynelovebookstours/30min?month=2025-11>

Email: Kelly@lovebookstours.com

Payment Options: Credit/Debit Card or Klarna

Terms & Conditions

No Refunds Policy

All bookings with Love Books Tours are non-refundable once confirmed and invoiced.

This includes, but is not limited to, Bookstagram Tours, Read-Alongs, Audiobook Tours, ARC services, and add-ons.

As campaign spaces, reviewer allocation, and promotional scheduling are secured in advance, we are unable to offer refunds for cancellations, changes in circumstances, or dissatisfaction with outcomes.

No Guaranteed Number of Reviews

Love Books Tours does not guarantee a specific number of reviews on any platform, including Amazon, Goodreads, or social media.

While we work hard to recruit engaged, genre-appropriate reviewers and encourage participation, reviews are created by independent readers who volunteer their time and opinions.

Reviewer Autonomy & Right Not to Post

All reviewers participating in Love Books Tours campaigns retain full autonomy over whether they post a review.

Reviewers may choose not to post a review if:

- they did not enjoy the book,
- they were unable to finish the book,
- or they feel they cannot provide a fair and constructive review.

This policy protects the integrity of reviewers and ensures ethical, authentic reader engagement.

Vat Registration: 510739606