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LOVE BOOKS TOURS - PRICE LIST 2026

About Love Books Tours

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

We work with a carefully curated community of engaged readers and content creators across the UK, US, and international markets, delivering structured campaigns designed to increase visibility, discoverability, and meaningful reader engagement.

What We Stand For

At Love Books Tours, we believe in authentic book promotion built on trust, transparency, and respect for both authors and reviewers.

We do not sell reviews or guarantee review outcomes.

Any reviews shared during our campaigns are independent, reader-led opinions. Our role is to facilitate exposure and create opportunities for genuine connections between books and readers, not to influence ratings, language, or review outcomes.

Our primary focus is meaningful engagement rather than inflated metrics.

How We Work

Our campaigns prioritise:

- Authentic reader engagement over guaranteed outcomes
- Clear scheduling, communication, and accountability
- Organic reach, with no follow-for-follow schemes or engagement groups
- Compliance with advertising standards and platform guidelines
- Respect for reviewers' independence and authors' creative work

All campaigns are managed end-to-end by our experienced team, including host recruitment, scheduling, content coordination and campaign follow-up.

We place strong emphasis on professionalism, transparency, and creating a positive experience for everyone involved.

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.

Whether working with independent authors, small presses, or traditional publishers, we tailor our campaigns to suit each book's format, goals, and budget.

At the heart of everything we do is a simple belief: great books deserve to find their readers.

Clients are booking a professionally managed promotional campaign delivered over an agreed timeframe, rather than a guaranteed number of reviews, sales, downloads, or participant posts.

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.

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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.

Our Services

Whether you're launching your debut novel or promoting your latest release, we offer a range of campaigns designed to help your book connect with readers in an authentic and meaningful way.

One-Day Campaigns

Best for: Building excitement around a specific moment.

Choose from:

- Cover Reveal – Introduce your book to readers before publication.
- Publication Day Blitz – Celebrate your release day and encourage discovery.
- Out Now / Booster Blitz – Give your book a fresh promotional push after publication.
- Author Intro – Introduce yourself and your work to the Love Books Tours community.
- Book Promo Day – Shine a spotlight on your book with dedicated promotional content.

Pricing

UK Clients (VAT included): £72

US / Non-UK Clients: \$77

Bookstagram Tours

Best for: Sustained visibility and reader engagement.

Our Bookstagram Tours place your book in front of dedicated readers over multiple days, helping to build awareness and conversation around your title.

Available as UK-only, US-only, or mixed campaigns.

Pricing

UK Clients (VAT included)

- 3 days (up to 6 hosts) – £72
- 5 days (up to 10 hosts) – £120
- 7 days (up to 14 hosts) – £156
- 10 days (up to 28 hosts) – £216
- 14 days (up to 50 hosts) – £312

US / Non-UK Clients

- 3 days – \$75
- 5 days – \$128
- 7 days – \$160
- 10 days – \$220
- 14 days – \$320
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Based on current host preferences, we generally recommend 3–7-day campaigns for digital-only tours. For 10–14-day campaigns, offering print copies often leads to significantly stronger sign-up rates.

Kindle Unlimited Boost Tours

Designed exclusively for books that are already published and currently enrolled in Kindle Unlimited.

These campaigns focus on increasing visibility, encouraging downloads, and driving KU page reads through authentic reader engagement from our community of Bookstagrammers and avid Kindle Unlimited readers

Choosing the Right Tour Length

Based on our experience, shorter campaigns generate the strongest momentum and engagement for books already available through Kindle Unlimited.

For this reason, Kindle Unlimited Boost Tours are offered as 3-, 5-, and 7-day campaigns.

These tours are designed to create a concentrated promotional push that encourages readers to download your book while it's readily available through their KU subscription.

Please note that this service is intended for books already published on Amazon and enrolled in Kindle Unlimited. It is not suitable for pre-orders or unreleased titles.

What's Included?

- Dedicated Kindle Unlimited-focused recruitment
- Tour scheduling and host coordination
- Tour graphics provided to hosts
- Ongoing host communication and reminders
- Follow-up on missed posts
- End-of-tour report, including links to participating posts

UK Kindle Unlimited Boost Tours

(VAT Included – 20%)

3-Day KU Boost Tour (up to 6 hosts)

£72

(£60 + £12 VAT)

5-Day KU Boost Tour (up to 10 hosts)

£120

(£100 + £20 VAT)

7-Day KU Boost Tour (up to 14 hosts)

£156

(£130 + £26 VAT)

USA / International Kindle Unlimited Boost Tours

(No VAT Applicable)

3-Day KU Boost Tour (up to 6 hosts)

\$75

5-Day KU Boost Tour (up to 10 hosts)

\$128

7-Day KU Boost Tour (up to 14 hosts)

\$160

Optional Add-On

Read on Kindle Unlimited Blitz

Already seeing great momentum and want an additional promotional push? Add a Read on Kindle Unlimited Blitz booster campaign at any time to help maintain visibility and encourage further downloads.

UK Clients: £72 (including VAT)

US / International Clients: \$77

Please note that, as with all Love Books Tours campaigns, while we facilitate exposure and reader engagement, we cannot guarantee downloads, page reads, sales, or retailer reviews. Our role is to connect your book with genuine readers and create opportunities for authentic discovery.

Audiobook Tours

Best for: Connecting your audiobook with enthusiastic listeners.

A focused campaign designed specifically for authors and publishers using Audible or author-provided promo codes.

Our Recommendation

Audiobook campaigns rely on a more specialised pool of listeners than traditional Bookstagram tours. Based on our experience, shorter campaigns generate the strongest engagement and are generally the most successful.

For this reason, Love Books Tours offers a dedicated 5-day audiobook campaign designed to maximise visibility while maintaining a high-quality listener experience.

What's Included?

- Dedicated audiobook listener recruitment
- Tour scheduling and host coordination

- Ongoing host communication and reminders
- Follow-up on missed posts
- End-of-tour report, including links to participating posts
-

Pricing

UK Clients (VAT Included – 20%)

5-Day Audiobook Tour (up to 10 promo codes) – £120
(£100 + £20 VAT)

US / International Clients

5-Day Audiobook Tour (up to 10 promo codes) – \$128

Please note that audiobook campaigns are dependent on the availability of suitable listeners and promo codes. While we will always recruit enthusiastically, we cannot guarantee that all available promo codes will be allocated or that retailer reviews will be posted.

Read-Alongs

Best for: Creating deeper reader connections and sustained engagement.

Our Read-Alongs encourage readers to immerse themselves in your story through guided discussion and community interaction. These campaigns are ideal for books that inspire conversation, foster meaningful reader relationships, and build loyal audiences.

What's Included?

- Dedicated host recruitment and coordination
- Curated discussion questions created by the Love Books Tours team
- Reader community interaction via Instagram group chat
- Ongoing host support and reminders
- End-of-campaign reporting
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Choosing the Right Read-Along

Mini Read-Along (14 Days)

Best for: Authors looking for a shorter digital campaign with focused reader engagement.

Full Read-Along (30 Days)

Best for: Authors seeking deeper discussion, stronger community building, and extended visibility.

Digital Read-Alongs

Mini Read-Along (14 Days)

UK Clients (VAT Included): £210

US / International Clients: \$225

Includes:

- Dedicated host recruitment
- Instagram group chat
- Curated discussion questions
- End-of-campaign reporting

Full Digital Read-Along (30 Days)

UK Clients (VAT Included): £420

US / International Clients: \$450

Includes:

- Dedicated host recruitment
- Instagram group chat
- Ten curated discussion prompts created by the Love Books Tours team
- Ongoing host communication and reminders
- End-of-campaign reporting
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Print Read-Alongs (30 Days)

Perfect for creating an immersive reader experience and encouraging deeper engagement with your book.

Print Read-Along

UK Clients (VAT Included): £540 plus postage

US / International Clients: \$575 plus postage

Includes:

- Print host recruitment
- Instagram group chat
- Ten curated discussion prompts created by the Love Books Tours team
- Ongoing host communication and reminders
- End-of-campaign reporting

Print & Goodie Box Read-Along

Create an unforgettable experience for your readers through a beautifully curated campaign that combines discussion, community, and thoughtful extras.

UK Clients (VAT Included): £696 plus postage

US / International Clients: \$710 plus postage

Includes:

- Everything included in the Print Read-Along package
- Goodie box coordination and management by Love Books Tours

Please note: For Goodie Box Read-Alongs, all books and goodie box items must arrive at Love Books Tours HQ no later than six weeks before the campaign start date. This allows sufficient time for packing, organisation, and dispatch to participating readers.

Our Approach to Read-Alongs

At Love Books Tours, we carefully curate the discussion questions used throughout our read-alongs. These prompts are designed to encourage thoughtful conversation, highlight key themes, and help readers connect more deeply with your story.

The result is a shared reading experience that goes beyond a traditional review campaign and creates lasting engagement within the reading community.

Not sure which option is right for your book?

We're always happy to help. Simply get in touch and we'll recommend the campaign that best suits your goals, timeline, and budget.

Book Audit Service

Best for: Independent authors who are struggling with low visibility, disappointing sales, or poor reader engagement.

Sometimes, the issue isn't that readers don't want your book. It's that they aren't finding it,

understanding it, or feeling compelled to click "Buy Now."

Our Book Audit Service has been designed to provide authors with constructive, practical feedback and actionable recommendations to help improve discoverability and conversion.

What's Included?

Dwayne will conduct an in-depth review of your book and online presence to identify areas that

may be impacting your sales potential.

The audit may include:

- Cover analysis and market suitability
- Blurb review
- Category and keyword recommendations
- Social media presence review

What You'll Receive

- A personalised written report outlining findings and recommendations
- Clear, actionable steps you can implement immediately
- Honest and supportive feedback tailored to your goals as an author

Investment

UK Clients: £50 (including VAT)

US / International Clients: \$65

The Book Audit Service is priced per individual title.

If you have multiple books or an existing series that you would like reviewed, bespoke pricing and

discounted package rates may be available. Please get in touch to discuss your requirements.

Please Note

The Book Audit Service is designed to provide guidance and recommendations based on current

market trends and best practices. While many authors find these insights valuable, Love Books

Tours cannot guarantee increased sales, rankings, page reads, or specific outcomes following

implementation.

The final decisions regarding any changes remain entirely with the author

Special Offer Packages

Our packages combine some of our most popular services at a reduced rate, helping you build momentum before, during, and after publication.

Digital Launch Packages

Perfect for authors working with digital review copies only.

Starter Digital Package

Best for: First-time campaigns and smaller budgets.

Includes:

- Publication Day Blitz
- 3-Day Digital Bookstagram Tour (up to 6 hosts)

UK: £120 (including VAT)

US / International: \$130

Save £24 / \$22

Bronze Digital Package

Best for: Building momentum around release week.

Includes:

- Publication Day Blitz
- 5-Day Digital Bookstagram Tour (up to 10 hosts)

UK: £168 (including VAT)

US / International: \$180

Save £24 / \$25

Silver Digital Package

Best for: Authors wanting a stronger digital presence.

Includes:

- Cover Reveal
- Publication Day Blitz
- 7-Day Digital Bookstagram Tour (up to 14 hosts)

UK: £252 (including VAT)

US / International: \$290 Save £48 / \$24

Print Launch Packages

Perfect for authors and publishers offering physical review copies.

Bronze Print Package

Includes:

- Cover Reveal
- Publication Day Blitz
- 7-Day Bookstagram Tour
- Up to 14 print hosts

UK: £276 (including VAT)

US / International: \$290

Save £24 / \$24

Silver Print Package

Includes:

- Cover Reveal
- Publication Day Blitz
- 10-Day Bookstagram Tour
- Up to 30 print hosts

UK: £336 (including VAT)

US / International: \$350

Save £24 / \$24

Gold Print Package

Includes:

- Cover Reveal
- Publication Day Blitz
- 14-Day Bookstagram Tour
- Up to 50 print hosts

UK: £408 (including VAT)

US / International: \$425

Save £48 / \$49

Social Promo Package

Perfect for keeping your book visible throughout its publishing journey.

Choose any two:

- Cover Reveal
- Publication Day Blitz
- Author Intro Day
- Book Promo Day
- Out Now / Booster Blitz

UK: £120 (including VAT)

US / International: \$130

Save £24 / \$24

Kindle Unlimited Packages

Designed exclusively for books that are already published and currently enrolled in Kindle Unlimited.

These packages are ideal for increasing visibility, encouraging downloads, and driving KU page reads through authentic reader engagement.

Kindle Unlimited Starter Package

Perfect for giving your book a fresh promotional boost.

Includes:

- Read on Kindle Unlimited Blitz
- 5-Day Kindle Unlimited Boost Tour (up to 10 hosts)

UK: £168 (including VAT)

US / International: \$180

Save £24 / \$25

Kindle Unlimited Plus Package

Ideal for authors seeking a larger promotional push for an established KU title.

Includes:

- Read on Kindle Unlimited Blitz
- 7-Day Kindle Unlimited Boost Tour (up to 14 hosts)

UK: £204 (including VAT)

US / International: \$210

Save £24 / \$27

Please note:

- Digital-only campaigns generally perform best over 3–7 days.
- Longer Bookstagram campaigns tend to achieve stronger sign-up rates when print copies are available.
- Kindle Unlimited Packages are intended for books already published and enrolled in Kindle Unlimited.
- While we facilitate authentic promotion through our reader community, we cannot guarantee downloads, page reads, sales, or retailer reviews.

How It Works

1. Choose Your Campaign

Select the campaign that best suits your goals, budget, and stage of publication. Not sure which option is right for you? We're always happy to offer guidance and recommendations.

2. Complete the Booking Form

Once you've decided on your campaign, simply complete our booking form and provide the requested materials, such as your book cover, ePub or audiobook files (where applicable), author photograph, and any other promotional assets.

BOOK HERE:

<https://forms.gle/X7ThyVKRTWRhc6jJ7>

3. We Take Care of the Details

Our team will coordinate every aspect of your campaign, including:

- Host recruitment and selection
- Campaign scheduling
- Graphic distribution
- Host communication and reminders
- Ongoing campaign support
- Follow-up and reporting

4. Receive Your Campaign Guide

Before your campaign begins, you'll receive a detailed guide containing your posting schedule, participating hosts, and everything you need to know about how your campaign will run.

5. Sit Back and Enjoy the Experience

We'll be there every step of the way to support both you and our hosts, allowing you to focus on engaging with readers and celebrating your book.

Need a Little Guidance?

If you'd like to chat through your options before booking, we'd love to help.

Book a complimentary discovery call with Dwayne here:

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

Ready to Get Started?

BOOK HERE:

<https://forms.gle/X7ThyVKRTWRhc6jJ7>

Email: kelly@lovebookstours.com

Payment Options

We offer flexible payment options to make booking your campaign as straightforward as possible.

Payments can be made securely via:

- Stripe (accepting all major credit and debit cards)
- 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, Kindle Unlimited Boost Tours, ARC services, and add-ons.

As campaign spaces, promotional schedules, and administrative resources are secured in advance, we are unable to offer refunds for cancellations, changes in circumstances, dissatisfaction with campaign outcomes, missed participant spots, or a lower-than-anticipated level of participation.

Clients are booking a professionally managed promotional campaign delivered over an agreed timeframe, rather than a guaranteed number of reviews, sales, downloads, or participant posts.

Campaign Participation & Missed Posts

Love Books Tours campaigns are priced according to the length and structure of the promotional campaign, rather than the number of reviews received or individual participant outcomes.

While we work hard to recruit suitable hosts, provide reminders, and follow up on missed content, we cannot guarantee that every allocated participant will post as planned.

By booking with Love Books Tours, clients acknowledge that they are purchasing a professionally managed promotional service. The value of the campaign lies in the planning, recruitment, administration, coordination, communication, and overall promotional activity undertaken by the Love Books Tours team.

As such, refunds, discounts, or partial credits will not be offered in relation to missed participant spots, withdrawals, or individual hosts choosing not to post.

Where possible, Love Books Tours will make reasonable efforts to fill vacant spaces and minimise disruption to the campaign. However, due to the voluntary nature of reviewer participation, this cannot be guaranteed.

Love Books Tours monitors campaigns throughout their duration and will make reasonable efforts to recruit replacement hosts where timing allows.

No Guaranteed Number of Reviews

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

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.

In line with ASA (UK), FTC (US), and consumer protection guidance, we do not require retailer reviews, request specific ratings, or influence review outcomes.

Review Guidelines & Retailer Reviews

As part of our commitment to ethical book promotion, Love Books Tours follows clear review guidelines designed to protect authors, reviewers, and the integrity of the reading community.

Our reviewers are encouraged to share honest and constructive feedback. However, retailer reviews remain entirely optional and are always at the reviewer's discretion.

Our current community guidelines are as follows:

- Amazon: Reviewers may choose to post 4- and 5-star reviews. We recommend a minimum length of 75 words to support Amazon's review guidelines.
- Goodreads: Reviewers may choose to post 4- and 5-star reviews.
- Instagram and social media: Reviewers may choose to share 3-, 4-, and 5-star reviews, with a recommended minimum of 75 words.

If a reviewer feels unable to recommend a book publicly as part of an organised campaign, we ask that they contact Love Books Tours directly so that alternative arrangements can be discussed where appropriate.

Reviewer Autonomy

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 were unable to finish the book.
- They feel they cannot provide a fair and constructive review.
- They decide not to share their reading experience publicly.

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

Love Books Tours does not require positive reviews, nor do we ask reviewers to change, edit, remove, or suppress their genuine opinions.

Campaign Amendments & Rescheduling

We understand that publishing timelines can sometimes change. Wherever possible, Love Books Tours will work with authors and publishers to accommodate revised publication dates and campaign requirements.

However, once a campaign has been confirmed and planning has commenced, any rescheduling requested due to delays on the author or publisher side may incur an administration fee.

Examples include, but are not limited to:

- Publication date changes
- Delays in providing promotional materials or assets
- Delays in supplying digital files or physical books
- Requests to move an already scheduled campaign to a new date

Rescheduling Fees:

- UK Clients: £25 (including VAT)
- US / International Clients: \$35

This fee reflects the additional administration involved in reorganising host schedules, updating campaign documentation, and reallocating team resources.

Rescheduling requests made less than 14 days before a campaign is due to begin may be subject to additional restrictions depending on host availability.

Where possible, we kindly ask that any changes are communicated as early as possible to minimise disruption to both our team and participating hosts.

VAT Registration

VAT Registration Number: GB 510739606

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