



What is *NextReads*?

- *NextReads* is an email newsletter subscription service that provides reading suggestions for all ages in more than 20 reading interest categories.
- An email-based outreach service, *NextReads* not only promotes your library and its collection, but reaches remote users and visitors to your virtual library branch – your website!
- Since patrons are able to sign up for whatever newsletters they want, they will receive reading suggestions tied directly to their interests – with your library’s branding on each newsletter.
- Title selections are made by professional librarians using the same sources libraries use for collection development, ensuring that selected titles are ones that you are likely to own and that you will want to promote.
- Each book in every newsletter is accompanied by a brief, original annotation packed with Readers’ Advisory content and handcrafted by professional librarians.
- Each entry has a link to your library’s catalog. Patrons can simply click on the link, search your catalog, and place holds on titles they are interested in.
- The newsletters are sent out to subscribers on a regularly scheduled basis with no additional work required by library staff. However, the option to edit the newsletters – even to create your own newsletters – is always available.

For more information about *NextReads*, [click here](#).