



THE BOOK DRAGON LTD

SILVER DRAGON MEMBERSHIP

Enhanced visibility, promotional opportunities and author support throughout the year.

£20 per month or £200 annually

PERFECT FOR

Authors looking to expand their reach through additional promotional opportunities, reviews and ongoing guidance.

STOCKING AND SALES



- 12 months' stocking of paperback and hardback titles in Chapters & Chai
- Listing of paperback, hardback and eBook titles on The Book Dragon Ltd website (where supplied)
- 70% royalties on eligible sales
- Quarterly royalty statements and payments

PROMOTION AND VISIBILITY

Choose two of the following promotional opportunities during your membership:

In-Store Book Signing

- A three-hour book signing (11:00am–2:00pm) at Chapters & Chai in Stockton-on-Tees.
- The author attends in person to meet readers and sign books.
- Dates are subject to availability.

Monthly Spotlight

- Feature one book or series as part of one of our themed monthly spotlights.
- The Author Services Manager promotes your featured book or series to customers throughout the day.
- The author is not required to attend.
- Dates are subject to availability.

AUTHOR SUPPORT

- Two reviews by Smurgle during the membership period
- Two BookTok videos during the membership period
- Two author readings during the membership period
- Check-in every two months with the Author Services Manager
- 15% discount on Alden editing services
- Access to The Book Dragon Premium Affiliate Programme

ONBOARDING BENEFITS

- Meet the Author Video Opportunity
- Author profile on The Book Dragon website
- Author photograph on The Book Dragon website
- Making the Most of Your Book Signing at Chapters & Chai
- Using Recognition to Strengthen Your Author Brand
- 5 hours of marketing and promotional support with Immortal Cravings
- 50% discount on additional Immortal Cravings support purchased

AT A GLANCE

Royalty Rate	70%
Promotional Opportunities	2
Reviews by Smurgle	2
BookTok Videos	2
Author Readings	2
Check-ins	Every 2 Months
Alden Editing Discount	15%
Premium Affiliate Programme	Included

IMPORTANT INFORMATION

- Membership term: 12 months
- Membership benefits must be used within the membership period
- Marketing and promotional support with Immortal Cravings is available once to new Silver Dragon members and may be claimed at any time during their first membership year.
- Promotional opportunities are subject to availability
- Alternative stock quantities may be agreed where required
- Full details are contained within the Membership Terms & Conditions