

Media Pack

The YA Book Prize



About the prize

The YA Book Prize launched in 2014 to celebrate great fiction for young adults written by authors based in the UK and Ireland. It aims to get more teenagers reading and buying books. The prize is organised by book trade magazine The Bookseller and it has been run in partnership with Edinburgh International Book Festival since 2022.

The shortlist is selected by a team at The Bookseller and the winner is selected by a panel of expert and teenage judges, who are asked to pick the book they believe is the best-written and that they would be most likely to

share with young adults. The 10 shortlisted authors are invited to take part in Edinburgh International Book Festival's Schools Programme, reaching hundreds of teenagers, and the winner is also announced live at the event.

Past winners include Alice Oseman, Juno Dawson, Louise O'Neill and Patrice Lawrence, and the prize has attracted high-profile judges such as Laura Bates, Akala and David Almond.

There is a strong, dedicated social media following for the award and the shortlist is shadowed in schools.

The winner's view

The YA Book Prize does such a good job of shining a spotlight on the diversity of both young adult novels and authors in the UK, and it's always an honour to be shortlisted.

Juno Dawson
2020 winner



Photography: Alex Cameron

Our audience



Photography: Mihaela Bodlovic

1

Teenagers and young adults

Engaged readers across the UK and Ireland who are actively buying, reading, and sharing the latest YA fiction.

3

Schools and librarians

Educators who use the prize to inspire students through school shadowing schemes and festival outreach programmes.

2

The digital book community

A dedicated social media following of “BookTokkers” and “Bookstagrammers” who drive trends and shadow the shortlist online.

4

Industry tastemakers

A network of high-profile authors, expert judges and publishers who recognise the prize as the gold standard for YA fiction.

About

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The Bookseller

The Bookseller has been the business magazine of the book industry since 1858; incorporating the even earlier Bent's Literary Advertiser, established in 1802.

It is one of the UK's longest-standing magazines. Thebookseller.com is the UK book trade's most-visited website; with the largest book trade-focused editorial team in the UK, it is *the* place to go for breaking news, in-depth features and more.

The Bookseller is on Instagram at @_thebookseller and on X at @thebookseller, where it has more than 249,000 followers. The business is based in London and owned by The Stage Media Company Ltd.

thebookseller.com

About

Edinburgh International Book Festival

Established in 1983, Edinburgh International Book Festival is the world's leading independent book festival and a cornerstone of Scotland's cultural calendar. It champions the power of the written word, hosting the most compelling voices in contemporary literature, philosophy, and ideas, while reaching thousands of young readers through its pioneering education programmes.

EIBF's commitment to democratising access to literature extends beyond the festival fortnight, with year-round initiatives that bring books, authors, and ideas to communities across Scotland. Through partnerships with schools, libraries and cultural organisations, EIBF continues to foster a love of reading and critical thinking among the next generation.

edbookfest.co.uk

The 2025 ceremony





Photography: Aleksandria Rudenko

The winner's view

Winning the YA Book Prize has been a huge honour and an incredible career milestone... I feel like winning the YA Book Prize has also led to many more opportunities for me, and to more teens having access to my books.

Adiba Jaigirdar
2022 winner

Sponsorship Opportunity

Become the official sponsor of the YA Book Prize, the premier award celebrating the best young adult fiction in the UK and Ireland.

Now in its second decade, this well-established and highly respected prize is a fixture of the literary calendar, known for launching careers and setting the genre standard. Align your brand with this high-profile opportunity, backed by the authority of The Bookseller, to champion incredible storytelling for a dedicated young audience.

Details of our sponsorship benefits can be found below.

	Sponsorship benefits	Details/Quantity
Pre-event	'Sponsored by' to appear on all marketing collateral	●
	100 word company profile featured on YA Book Prize webpage	●
	Use of the official YA Book Prize sponsor logo in your company advertising	●
	Logo on YA Book Prize webpages	●
	Logo on print and digital promotions for the YA Book Prize	●
	Mention as official sponsor across social media	●
	Digital ad impressions on The Bookseller website	100,000
During event	Immersive branding at the event	●
	Complimentary tickets to the panel discussion and awards ceremony	Two
	Advert in The Bookseller magazine, distributed at the event	Full page
After event	Newsletter banner, sent to The Bookseller's 30,000 subscribers	●
	Company name on news story announcing the winners	●
	Logo included in the post-event social media post	●
PACKAGE PRICE		£8,000

If you are interested in becoming a sponsor or have ideas on how you could support and help promote the YA Book Prize, we would love to hear from you.

Contact

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For more information about the YA Book Prize, and The Bookseller's other industry-leading events, visit

thebookseller.com/events