

OverDrive Magazines

Promote your OverDrive magazine collection to help your community stay informed and entertained without leaving the Libby app. It is the perfect way to enrich the content offered through your library.

To support your marketing efforts, we developed a marketing kit to help you spread the word in your physical location as well as through digital channels. Below is guidance on how the marketing materials can be used.

What's included in the kit:

8.5x11 Flyer – This print document is perfect to place at the front desk or near your physical magazine collection.

11X17 Poster – This print document is perfect to hang by the front desk or in an entry way.

Bookmark – Drop these in the physical issues to remind people they can checkout their favorite magazines from home.

1080x1080 Image – Use this image to spread the word about magazines on your social media platform, website and email newsletter.

1200x630 Image – Use this image to spread the word about magazines on your social media platform, website and email newsletter.

One-Tap Magazine Folder – In this folder you will find multiple images in different sizes that highlight new magazine product functionality and features. Use these images to let the community know about the Newsstand, Magazine Rack and subscription options. You will find a programing guide with additional suggested social media copy for those specific features.

Looking to spread the word on social media about magazines? Here's some suggested post copy:

Feel free to customize these posts to suit your library's branding and style!

Social Post #1

Dive into a world of knowledge and inspiration with our extensive magazine collection at [Library Name]! From fashion to science, there's something for everyone. Hop on Libby and discover the magic of magazines!

Social Post #2

Did you know we've got more than just books? Our library boasts an incredible array of magazines covering a wide range of interests! Grab a cozy spot and immerse yourself in the latest trends and stories! All available in Libby.

Libby.

The library reading app

