



**SPRINGER NATURE
AUTHOR
AFFILIATE PROGRAM
AWIN**

GUIDE

FOR OUR AUTHORS

If you are a Springer Nature author and would like to promote your scientific content, the Springer Nature Author Partner Program is perfect for you. With your expertise, you enrich the lives of many readers and offer them valuable and exciting insights into the world of science. To give you the opportunity to earn extra money with your contributions, we offer you our Springer Nature Author Partner Program—a simple and convenient solution for earning attractive commissions.

WHY SHOULD YOU PARTICIPATE?

SIMPLE

You link from your website, blog, newsletter, or social media account to your books on the link.springer.com website using a link provided by us.

FREE

Participation in the Springer Nature Author Affiliate Program is, of course, free of charge and completely risk-free for you. There are no minimum sales or other performance targets that you must meet. You also don't need any programming skills.

ATTRACTIVE

You receive a fair and attractive commission that is higher than that offered by other affiliate providers such as Amazon. The commission is 30% of the net retail price (retail price minus VAT) per copy sold of the clicked and linked title.

INDIVIDUAL

Whether it's just one book or several, you are free to decide which books you want to link to. We will be happy to create suitable advertising materials for you on request.

PERSONAL

Do you have any questions or requests? You have a direct contact person who will be happy to help you: Sterenn Le Moigne (authors-affiliate@springer.com)

HOW DOES IT WORK?

1. Sign up for our affiliate program at

<https://ui.awin.com/publisher-signup/en/awin/step1?advertiser=26429>.

2. Decide which of your books you would like to link to. You can change this later if you wish.

3. You generate a link on our partner Awin's platform. This link leads directly to the product detail page of your selected books on link.springer.com.

4. For each copy of the clicked and linked title sold, you receive a 30% commission on the net retail price (retail price minus VAT).

WHAT OPTIONS DO YOU HAVE FOR LINKING?

TEXT LINK

For example: "Order now on Springer Nature Link" or "Order here"

GRAPHIC

For example, the Springer Nature logo or the cover of the book with a link behind it

REGISTRATION

1. Account creation

Publisher name: Enter the name you would like to appear on Awin (e.g., your name or pseudonym).

The screenshot shows the Awin registration process at Step 1: Account Setup. The Awin logo is at the top center. Below it, a progress bar indicates four steps: 1. Account Setup (active), 2. Promotional Type, 3. Promotional Space, and 4. Verification. Two informational messages are displayed: one regarding fraud and compliance standards, and another stating the user is signing up to promote Springer Nature Link Shop. The form fields include: Company Name (text input), Tax Residency (dropdown menu), First Name (text input), Last Name (text input), Email (text input), Confirm Email (text input), Password (text input), and Confirm Password (text input). A 'Next Step' button is located at the bottom right of the form. At the very bottom, a language selection bar lists: Dansk, Deutsch, English (UK), English (US), Español, Français, Italiano, Nederlands, Norsk, Polski, Português (Brasil), Svenska.

2. Publisher segment

As an author, you will usually select “Content” in the publisher segment: as a subcategory in the Content segment, it is best to select “Content Creator and Influencer” or “Editorial Content.”

The screenshot shows the Awin registration process at Step 2: Promotional Type. The Awin logo is at the top center. Below it, a progress bar indicates four steps: 1. Account Setup, 2. Promotional Type (active), 3. Promotional Space, and 4. Verification. An informational message states the user is signing up to promote Springer Nature Link Shop. The form fields include: Primary Region (dropdown menu) and Promotional Type (a list with expandable options: Content (0/11), Display (0/8), Email (0/3), and Search (0/6)). 'Back' and 'Next Step' buttons are at the bottom right. At the very bottom, a language selection bar lists: Dansk, Deutsch, English (UK), English (US), Español, Français, Italiano, Nederlands, Norsk, Polski, Português (Brasil), Svenska.

3. Advertising space

URL: Enter the URL of your website, social media profile, blog, etc. here.

Description:

- Add a brief description of your website/blog, etc.
- **Clearly identify yourself as an SN author:** To do this, provide your ORCID and the ISBN number of your current publication with SN.

Industry: Select “Retail & Shopping” and the subcategory “Books & Subscriptions.”



1 Account Setup 2 Promotional Type 3 Promotional Space 4 Verification

🔔 You are signing up to Awin to promote Springer Nature Link Shop.

Promotional Space URL:

Description:

Sectors:

- > Finance & Insurance (0/7)
- > Retail & Shopping (0/40)
- > Telcos & Services (0/22)
- > Travel (0/11)

Back Next Step

Dansk Deutsch English (UK) English (US) Español Français Italiano Nederlands Norsk Polski Português (Brasil) Svenska

4. Verification

Fill out the form with your details and select “Online payment” as the verification method. The program itself is free of charge, but a €1 fee will be charged for verification, which will be refunded to you immediately after verification.



1 Account Setup 2 Promotional Type 3 Promotional Space **4 Verification**

🔔 You are signing up to Awin to promote Springer Nature Link Shop.

Country:

Flat:

Building Number:

Street Name:

City / Town:

County:

Postcode:

Telephone Number:

I would like to subscribe to Awin newsletters. (You can opt-out at any time by clicking the unsubscribe link within the newsletter.)

Tick this box to confirm you have read and agree to the [Privacy Policy](#), [User Agreement](#) and [Awin's Terms & Conditions](#).

[Back](#) [Join Our Network](#)

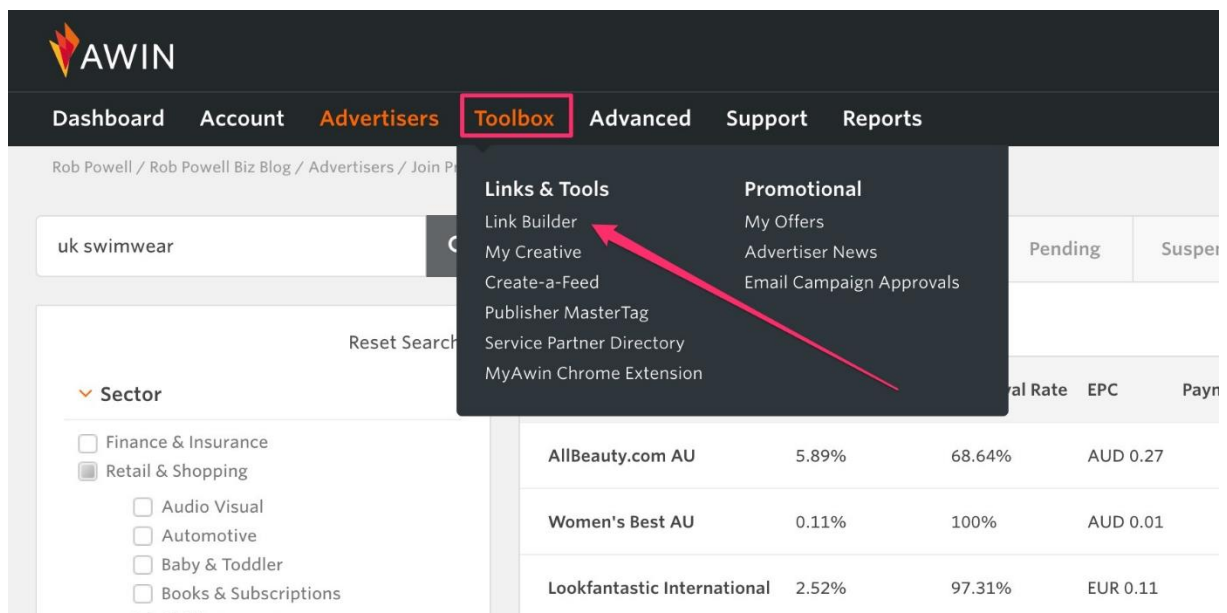
Dansk Deutsch **English (UK)** English (US) Español Français Italiano Nederlands Norsk Polski Português (Brasil) Svenska

CREATING AN AFFILIATE LINK

To create affiliate links on Awin, it is best to use the Link Builder (in Tools > Link Builder) to insert a target URL and generate a custom tracking link.

How to create links with the Awin Link Builder:

1. **Log in:** Log in to the Awin platform: <https://ui.awin.com/idp/de/awin/login>
2. **Open Link Builder:** Navigate to **“Toolbox” > “Link Builder.”**
3. **Select advertiser:** Select Springer Nature Link Shop from the list.
4. **Insert target URL:** Copy the URL (e.g., link to your book on link.springer.com) you want to link to and paste it as the target URL.
5. **Generate link:** Click **“Generate Link”** to get your individual tracking link.



You can find more information about how to create an affiliate link [here](#) and you can visit the Awin Partner Success Center [here](#).

We refer to the labeling requirement: Labels must be clear and unambiguous, typically using terms such as “advertisement,” “ad,” or “affiliate link.” Ideally, these should appear directly on the link to prevent any potential legal consequences.