



## Shopping for Content on Kindle 2nd Generation



# Shopping for Content on Kindle 2nd Generation

## [Shopping for Content on Kindle](#)

- [Buying Content](#)
- [Connecting to the Kindle Store](#)
- [Navigating the Kindle Storefront and Menu](#)
- [Browsing Store Categories](#)
- [Searching the Kindle Store](#)
- [Viewing Product Details](#)

## [Shopping the Kindle Store on Amazon.com](#)

- [Finding Content in the Kindle Store](#)
- [Ordering from the Kindle Store](#)
- [Receiving Your Kindle Store Purchases](#)
- [Using Gift Cards for Kindle Purchases](#)

## Shopping for Content on Kindle

Shopping the Kindle Store on your Kindle is a convenient way to find and buy Kindle books, newspapers, magazines, and if you are a U.S. customer, Kindle active content and blogs for your Kindle. If you are in the *Whispernet* coverage area, your purchases from the Kindle Store are delivered to your Kindle, typically in less than 60 seconds. Books you purchase are automatically stored in your Kindle library on Amazon.com. Books available for re-download appear in your Archived Items when you remove them from your Kindle. Additional information is available on the [Your Kindle Library Content](#) Help page.

## Buying Content

The Kindle Store uses [1-Click Ordering](#) and accepts most major credit and debit cards. You can view a list of payment methods we accept on the [Paying by Credit Card and Check Card](#) Help page. All prices are listed in U.S. Dollars (USD). To view or change the current payment method associated with your Kindle, please visit [Manage Your Content and Devices](#) on Amazon.com.

## Connecting to the Kindle Store

If you are in an area where *Whispernet* coverage is available, you have direct access to the Kindle Store on your Kindle through the built-in *Whispernet* feature. This allows you to wirelessly purchase and download Kindle books, newspapers, magazines, and if you are a U.S. customer, blogs and Kindle active content right from your Kindle.

**Note:** If you are a U.S. customer using Kindle (Free 3G) connected to *Whispernet* while traveling outside the United States, service fees may apply. Please see [Traveling with Your Kindle](#) for more information.

### To connect to the Kindle Store:

1. If *Whispernet* is not already on, press the Menu button and select "Turn Wireless On" using the 5-way controller.

2. Verify your connection by checking the connection status indicator in the upper right-hand corner of the Kindle screen.
3. Press the Menu button and select "Shop in Kindle Store" using the 5-way controller.

## Navigating the Kindle Storefront and Menu

The Kindle storefront and menu both provide multiple options for discovering books and periodicals. The storefront, titles, and prices you see may vary depending on your country or region. See [Viewing and Updating Your Country or Region](#) and [Using Kindle \(Free 3G\) if You Live Outside the United States](#) for more information. Blogs and Kindle active content are not available outside the United States.

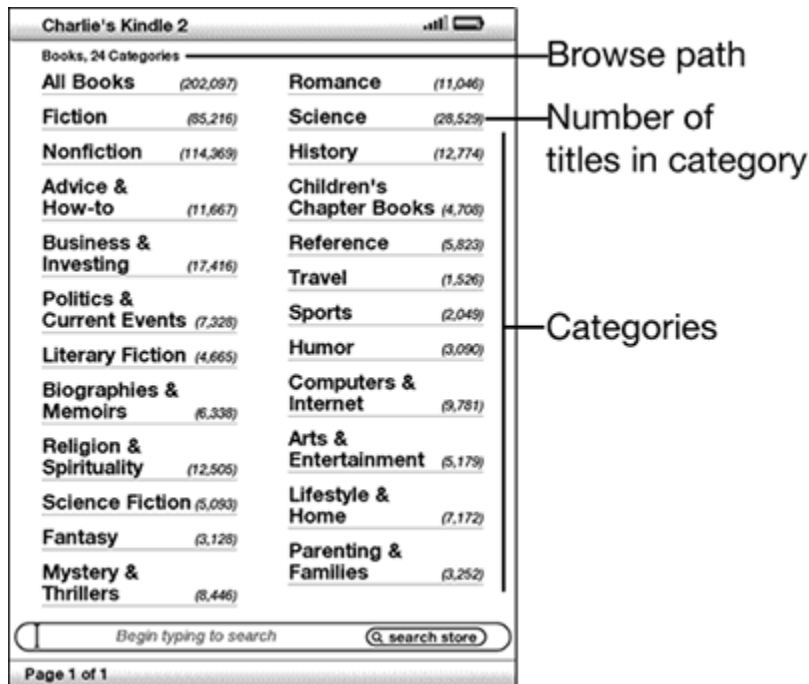


- **Browse the Kindle Store:** Displays the currently available content by type in the Kindle Store.
- **New York Times Best Sellers List:** Displays a list of titles from the New York Times best-sellers list.
- **Kindle Top Sellers:** Displays a list of the best-selling titles in the Kindle store.
- **New & Noteworthy Books:** Displays a list of new or noteworthy books on the Kindle Store.
- **Kindle Daily Post:** Displays a daily blog from Amazon on content-related topics.
- **Recommended for You:** Displays items recommended for you by Amazon based on your previous digital and physical purchases.
- **Search Store:** Enter your search criteria here and Amazon will search the entire Kindle Store for matches and return the search results.
- **Kindle Storefront:** Takes you to the Kindle Storefront.
- **Books:** Displays the books currently available in the Kindle Store.
- **Newspapers:** Displays the newspapers currently available in the Kindle Store.
- **Magazines:** Displays the magazines currently available in the Kindle Store.

- **Blogs:** Displays the blogs currently available in the Kindle Store for U.S. Customers.
- **Your Wish List:** displays Kindle items you have previously noted as something that might be of interest to you.

## Browsing Store Categories

Once you've accessed a category from the storefront or store menu, you can further refine your browsing by topic. For example, within "Books," you can refine listings to "Fiction," "Nonfiction," "Advice & How-to," etc. Each browse page shows the path that you have taken at the top so you can easily retrace your steps.



- **Browse path:** Shows the steps on the path you used to get to the current page.
- **Number of titles in the category:** Shows the number of items available in the particular category.
- **Categories:** Groups the content by topics of interest to make browsing easier. Select the category you are interested in to show only items in that particular subject.
- **View subcategories within...:** Select this option inside main categories so you can narrow your search further.

**Tip:** To retrace your steps while browsing, scroll to the very top of the current category page and select a category from the browse path to return to that section. You can also use the Back button to return to previously browsed pages.

## Searching the Kindle Store

The quickest path to finding what you want in the store is to search for keywords such as the author or title. The Search box is always visible at the bottom of every page in the Kindle Store.

### To search the Kindle Store:

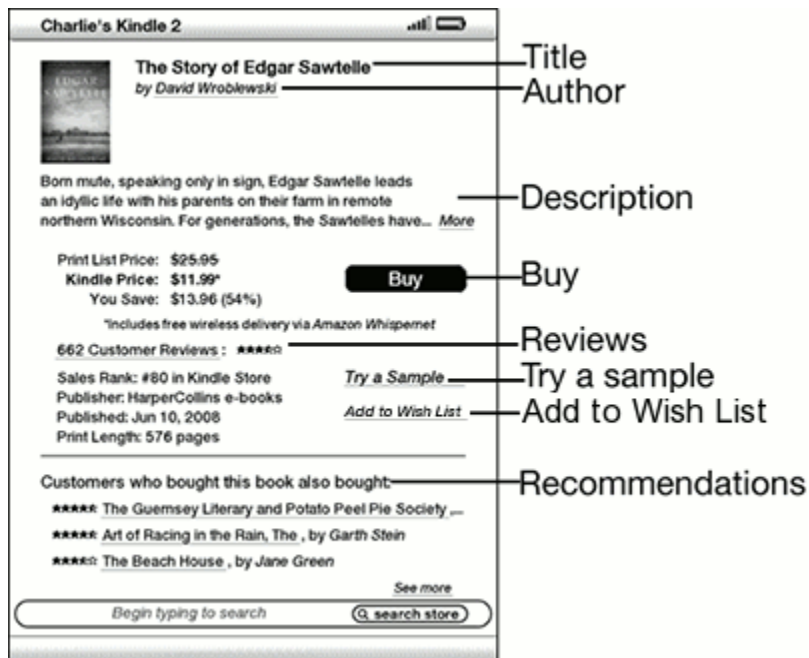
1. Type your search term. It will automatically appear in Search box regardless of where the cursor is positioned on the page.
2. Select "search store" using the 5-way controller.



## Viewing Product Details

The product detail page for books and periodicals displays whenever you select a specific title while you're browsing or searching the Kindle Store. Detail pages display the most pertinent information about an item.

The example below shows you a product detail page for a book available along with descriptions of the page features you can select with the 5-way controller.



- **Author:** Displays search results for other books by the author in the Kindle Store. If more than one author wrote the book, selecting this item will show a menu of the authors from which to choose.
- **Description:** Provides a synopsis or description of the content. Select "more" to see the full text.
- **Buy:** Purchases the item using your default Amazon 1-Click payment method and sends it wirelessly to your Kindle for free.

- **Reviews:** Displays the customer reviews and links to editorial reviews and the review submission page so you can write your own review.
- **Try a Sample:** Downloads the beginning of the book for free so you can sample it before buying.
- **Add to Wish List:** Adds the item to your Amazon Wish List so you can peruse or purchase it later from your Kindle or your Wish List on Amazon.com (<http://www.amazon.com/wishlist>).
- **Customers who bought this book also bought:** Displays a list of items purchased by Amazon customers who also bought this item.

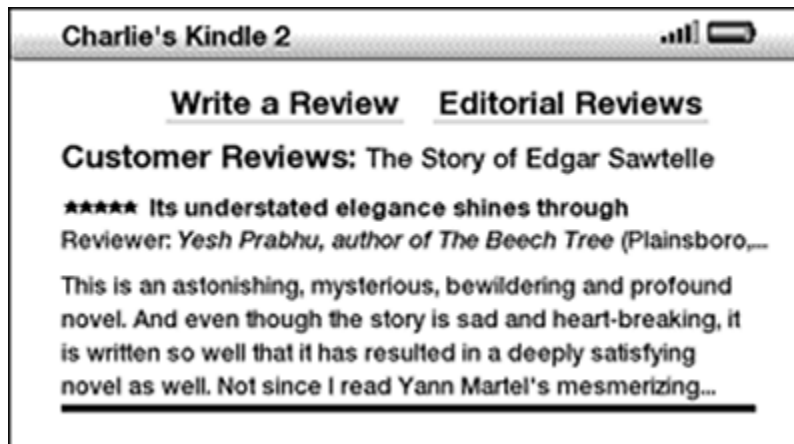
## Additional Details for Periodicals

The product detail page for newspapers, magazines, and blogs is similar to the product detail page for books, but it contains different purchasing options:

- **Subscribe now with 14-day Free Trial:** select this to start your subscription. All newspapers, magazines, and blogs come with a free trial to start your subscription, and you can cancel your subscription on the Manage Your Content and Devices page on Amazon at any time during this period. After the trial period, your subscription will automatically be delivered at the regular monthly price.
- **Buy Current Issue:** purchases the current issue of the newspaper or magazine and sends it to your Kindle.

## Looking Up and Writing Reviews

The Reviews page lists Customer Reviews for the item you're viewing, gives you access to Editorial Reviews, and allows you to submit your own reviews.



**To get to the Reviews page for a specific item:** Select "Customer Reviews" from the product detail page for that item.

**To see Editorial Reviews from publications:** Select "Editorial Reviews" at the top of the Reviews page.

**To see the full text of a Review:** Select the review excerpt using the 5-way controller from the Reviews page. Reviews pages only display the first part of reviews to make browsing easier.

### **To submit your own Review:**

1. Select "Write a Review" at the top of the Reviews page.
2. Indicate the rating you think this item deserves by selecting the line with the appropriate number of stars.
3. Select "Title" and enter a title for your review. Select "ok" to submit your title.
4. Select "Review" and type your review on the lines provided. Select "ok" to submit your review.
5. To submit your rating and review, select "Submit." If you want to close this page without submitting your rating or review, select "Cancel."

### **Trying a Sample Book**

Most Kindle books allow you to download a sample before you decide to buy the item.

**To download a sample:** Select "Try a Sample" from any product detail page that offers this option.

The end of the sample book has a link to revisit the product detail page for the item or a link to purchase the item directly. In addition, while reading a sample, the Menu shows "Buy this Book Now" so you can purchase the sample at any time during your reading.

### **Returning an Item**

All of your Kindle Store purchases present an order cancellation feature at the time of purchase in case you change your mind or made a mistake.

**To cancel an order:** Select "Purchase by Accident? Cancel this Order" on the order confirmation page.

If this option is no longer available and you need help returning an item, contact Kindle Support via phone or e-mail by clicking the Contact Us button on this page.

### **Adding Items to Your Wish List**

The Kindle Store can save items that you want to look at or purchase later to your Amazon Wish List. This page lists the item's title, author, and average customer rating.

**To add an item to your list:** Select "Add to Wish List" from the product detail page for the item.

**To see Kindle items in your Wish Lists:** Select "Your Wish List" from the Store menu or view your Wish List on Amazon.com (<http://www.amazon.com/wishlist>).

**To remove an item from your Wish List:** Select "Delete" next to the item you want to remove when viewing your Wish List.

## **Shopping the Kindle Store on Amazon.com**

Shopping the [Kindle Store on Amazon.com](http://www.amazon.com/kindlestore) is a convenient way to find and buy books, newspapers, magazines, and if you are a U.S. customer, Kindle active content and blogs for your Kindle. If you are in the wireless coverage area, your purchases from the Kindle Store are delivered to your Kindle, typically in less than 60 seconds. Kindle content you purchase is automatically stored in your Kindle Library on

Amazon.com. Kindle content available for re-download appears in your Archived Items when you remove it from your Kindle. Additional information is available on the [Your Kindle Library Content](#) Help page.

## Sampling Kindle Content

You can try a sample of most Kindle content before you buy. For Kindle books, you'll see a **Send sample now** button on the right-hand side of the product detail page, which will download the beginning of the book to your Kindle for free. If you like what you read, make a purchase from the Kindle menu while reading the sample by selecting "Buy this Book Now." For subscription-based content, you can start a 14-day Free Trial subscription or use the **Buy Current Issue** button to purchase a single issue without starting a subscription.

## Availability and Prices of Kindle Content

The storefront, titles, and prices you see may vary depending on your country or region. See "Viewing and Updating Your Country or Region" for more information. The Kindle Store includes primarily English-language books and U.S. and international newspaper and magazine titles listed in U.S. Dollars (USD). Kindle active content and subscriptions to blogs are not available to customers outside the United States.

## Viewing and Updating Your Country or Region

We'll display your country or region at the top of the Kindle store so you know you're browsing the catalog of titles available for your country or region.

### Your Country or Region

[\(What's this?\)](#)

**United States**

### To select or change your home address and country:

1. Visit the [Manage Your Content and Devices](http://www.amazon.com/mycd) page (<http://www.amazon.com/mycd>).
2. Select the "Settings" tab.
3. Below "Country Settings", click the "Change" button if the displayed country is incorrect.
4. Choose an existing home address from your Amazon.com account or enter a new one.
5. Click the "Update" button when finished.

## Finding Content in the Kindle Store

Here's what you'll find available in the Amazon Kindle Store:

- **Books:** Thousands of titles, including new releases and many of the best sellers from leading publishers around the world.
- **Newspapers:** Top U.S. and international newspapers including *The New York Times*, *Wall Street Journal*, and *Le Monde*.
- **Magazines and Journals:** Top publications including *TIME*, *Atlantic Monthly*, and *Forbes*--all auto-delivered wirelessly to your Kindle before they hit the news stand.



- **Blogs:** More than 250 top blogs from the worlds of business, technology, sports, entertainment, and politics, including *BoingBoing*, *Slashdot*, *TechCrunch*, *ESPN's Bill Simmons*, *The Onion*, and *The Huffington Post*. Only available for U.S. customers.
- **Kindle active content:** Play games and use other software: to-do lists, calculators, interactive restaurant guides, workout trackers and more. Only available for U.S. customers.

## Browsing the Kindle Store

The Kindle Store on Amazon.com provides you with easy-to-browse categories and sub-categories on the left-hand side of the page to help you find content that suits your interests. Once inside a category, you can further refine your browse by the related topics listed. You can also easily retrace your steps using the browse path displayed in the upper left-hand corner of the Kindle Store.

## Searching the Kindle Store

When searching the Kindle Store on Amazon.com, you use the Amazon.com search engine to find relevant Kindle content associated with the keyword or phrase that you type into the search box. The search engine finds and displays lists of content along with descriptive images, titles, authors and price information. You can narrow results by category using the browse links to the left of the search results. You can also go back to remove your keyword and try another search.

## Getting the Details

The product detail page for Kindle content provides the most pertinent information to help you make a purchase decision. In addition to cover image, title, author, and pricing information, the product detail page gives you insight into the content from other Kindle users. For example, you can read customer reviews and check out "customer who bought this also bought" to find out what other customers have enjoyed. From the product detail page you can purchase Kindle books, newspapers, other periodicals, and if you are a U.S. customer, Kindle active content and blogs for your Kindle with Amazon.com 1-Click.

## Ordering from the Kindle Store

All purchases from the Amazon Kindle Store are completed using 1-Click ordering, which makes purchasing content as simple as clicking a button. To verify or change your 1-Click payment method, visit the [Manage Your Content and Devices](#) page.

If you want to use Amazon Gift Cards to buy content from the Kindle Store without entering a credit or debit card on your Amazon.com account, please see the [Using Gift Cards for Kindle Purchases](#) section below for information about setting up 1-Click ordering.

**Note:** Changing your default 1-Click payment method on Manage Your Content and Devices will change your 1-Click payment method for all Amazon.com transactions you make going forward. See the [Ordering via 1-Click](#) Help page for more information about using 1-Click ordering on Amazon.com.

### To make a purchase from the Amazon Kindle Store:

1. Visit the product detail page for the item you wish to purchase. Refer to the browse and search help above for assistance locating items.

2. Click the **Buy now with 1-Click** or **Subscribe now with 1-Click** button to complete your purchase. If you are logged into your Amazon.com account and have one or more registered Kindles, you'll see the option to choose a Kindle or your computer to receive the download.
3. Log-in if requested. The purchase will automatically be completed and sent to your Kindle after you log in.

If you have not registered your Kindle to your Amazon.com account, the purchase will not complete. You will need to register your Kindle from the device to complete the purchase.

## Ordering Titles Not Yet Released

If we know a title that is not yet released will be available for Kindle upon publication, we'll make it available in the Kindle store with an "Available for Pre-order" message on the detail page on Amazon.com.

To place a pre-order, simply click the **Pre-order with 1-Click** button on the product detail page. When the title is published, we'll charge your default 1-Click payment method and deliver it to your Kindle.

## Receiving Your Kindle Store Purchases

If *Whispernet* coverage is available and your Kindle is connected wirelessly, your purchase should be delivered to your Kindle, typically in less than 60 seconds. You also have the option to download your purchase to your computer from the product detail page or the [Manage Your Content and Devices](#) page and [transfer the purchase via USB](#) to your Kindle.

**Note:** If you are a U.S. customer using Kindle (Free 3G) connected to *Whispernet* while traveling outside the United States, fees may apply. Please see [Traveling with Your Kindle](#) for more information.

### To receive your purchase wirelessly via *Whispernet*:

1. Make sure your Kindle is on and the wireless feature is active.
2. Press the Home key and locate your purchase in the listed titles. You'll typically receive delivery in less than 60 seconds.
3. If your item doesn't appear, open the Home menu and select "Check for New Items."

If you do not see the item listed, you may want to check your Show and Sort options at the top of the screen. You can also check your delivery status on the [Manage Your Content and Devices](#) page.

### To download your purchase to your computer at the time of purchase:

1. Select "Transfer via Computer" from the Deliver to: pull-down menu on the product detail page.
2. Save the file to your computer when prompted by your web browser.
3. Connect Kindle to your computer with the USB cable.
4. Use your computer's file browser to drag and drop the file to your Kindle.

### To download your purchase from [Manage Your Content and Devices](#) and transfer via USB:

1. Visit the [Manage Your Content and Devices](#) page (<http://www.amazon.com/mycd>).
2. Locate the item you wish to download in the "Your Content" tab

3. Click on the Actions button next to the title and choose "Download & transfer via USB" from the list.
4. Save the file to your computer when prompted by your web browser.
5. Connect Kindle to your computer with the USB cable.
6. Use your computer's file browser to drag and drop the file to your Kindle.

**Tip:** If wireless is available, we recommend downloading from your Archived Items onto your device.

For more information on using your Kindle's USB connection and transferring files from your computer to your Kindle, see the [Transferring, Downloading, and Sending Files to Kindle](#) Help page.

## Using Gift Cards for Kindle Purchases

You can use an Amazon Gift Card or Gift Certificate to purchase Kindle books. Any available balance will be used for your Kindle store purchase before your credit or debit card is charged. Your Gift Card balance, as well as promotional balances, cannot be used to pay for content with recurring subscription charges. Promotional balances also cannot be used to pay for books sold by the publisher.

### Updating 1-Click Settings for Gift Card Purchases

You are not required to have a credit or debit card on your Amazon.com account to make digital purchases, but you must establish a default 1-Click billing address on your Amazon.com account to use Amazon.com gift cards for digital purchases. If you don't already have a 1-Click billing address on your account, follow the instructions below to add an address without entering a credit or debit card to your account.

#### To add a 1-Click Billing Address for Gift Card purchases:

1. Visit the [Manage Addresses and 1-Click Settings](#) page in Your Account.
2. Click the **Enter a new address** button.
3. Enter the address information and click the **Continue** button.

Set the address as your default by clicking the link on the address labeled "Click here to make this your 1-Click default address." You may be prompted to associate a credit or debit card with the address, but entering one of these payment methods is not required.

You will need to enter a default payment method to place pre-orders for Kindle books. If there is a gift certificate balance available when the order completes, it will be used first.

## Redeeming Amazon.com Gift Cards

You must first redeem a Gift Card to Your Account. The funds will be applied automatically to your next Kindle book purchase on your Kindle or from the Kindle Store on Amazon.com.

#### To redeem a Gift Card to Your Account:

1. Visit the [Your Account](#) page.
2. Click "Apply a Gift Card to your account."
3. Sign in with your e-mail address and password.

4. Enter your claim code and click "Redeem now." Your funds will automatically be applied to your next order.

### **Consecutive orders may be combined**

Consecutive orders for individual books or other content may be combined into one transaction and appear as a single charge on your credit or debit card billing statement. When we combine your purchases into a single transaction, we'll send you an order confirmation e-mail listing the individual items purchased.