

Amazon Prime Day was just announced, and some deals have already started

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Amazon Prime Day has officially been announced for October 13 and 14 of this year, and though it's later than usual, Amazon is making sure to put some early deals in place to get buyers in the shopping mood in the lead-up.

It's not just your typical swarm of Amazon devices seeing early discounts, though there's much of that, too. Amazon says it's focusing on small businesses this year, offering incentives to shop at them on Amazon before Prime Day, and making it easier to shop by region or owner of the local business. The company is also offering a \$10 reimbursement in the form of a Prime Day credit for any purchases of \$10 or more made with eligible small businesses from now through October 12. From this landing page, you can look through businesses by their local region or whether they are woman- or Black-owned, for instance.

In fact, it's a bigger Prime Day party than ever before, with Turkey and Brazil now included in the shopping holiday for the first time.

Here's a rundown of some of the deals and offers that have already started:

Amazon Devices

Echo Dot for \$39.98

Fire TV Recast for \$129.99

Toshiba 43-inch Smart HD Fire TV Edition TV for \$179.99

Subscriptions

Amazon Music, four months for \$0.99 for Prime Members

Audible Premium Plus, save \$50 for a year

Kindle Unlimited, new customers 50 percent off a 6-month subscription

Kindle book deals, get a \$5 credit with a \$20 purchase; Prime members get two select Kindle books for free

Amazon Fashion

Save up to 30 percent on select brands from Calvin Klein, Vineyard Vines, Alo Yoga, and more.

Amazon Brands

Save up to:

40 percent on select clothing styles including Amazon Essentials and Goodthreads

40 percent on pet essentials from Wag

20 percent on Belei skin care products

20 percent on baby essentials from Mama Bear

20 percent on health and personal care products from Solimo

20 percent on coffee and snacks from Amazon Fresh, Happy Belly, and Solimo

20 percent on health and wellness products from Revly, Amazon Elements, and Amazon Basic Care

Amazon Fresh

\$15 off your first order of \$50 or more, plus item level offers throughout the store

Home and Tools

Save up to 20 percent on:

Furniture from Modway, Lane Home Furnishings, Walker Edison Furniture Company, and Nathan James

Select rugs from brands including nuLOOM and Artistic Weavers

Martha Stewart Hunts Table Lamp Living Room Decor and Madison Park Signature Colette table lamp

DEWALT saws, drills, and driver and drill combo kits

Prime Video

Up to 50 percent off on select titles, today through Prime Day

Toys

Save up to 30 percent on select toys from Green Toys

Smart Home and Appliances

20 percent off Broan Appliances

15 percent off Midea compact refrigerators

30 percent off Kasa Smart Dimmer Switch by TP-Link

Lawn & Garden

Masterbuilt Electric Smoker and accessories

Black & Decker outdoor tools

20 percent off Back to the Roots Water Garden Self-Cleaning Fish Tank

Up to 27 percent off American Lawn Mower Company electric lawn mowers

11 percent off Champion 3400-Watt Portable Generator

Special Offers

Now through October 31, receive a \$100 gift card with approval of an Amazon Prime Rewards Visa Signature Card.

Cardmembers receive 5 percent back at Whole Foods Market and at Amazon.com and 2 percent back at restaurants, gas stations and drugstores. Restrictions apply.

Prime members can also ask “Alexa, what are my Prime Day deals?” while new Prime members who sign up using an Echo device will receive a \$5 Amazon credit by saying “Alexa, sign me up for Prime.”

Starting October 6

Toshiba 32-inch Smart HD Fire TV Edition TV for \$119.99

Insignia 43-inch Smart 4K UHD Fire TV Edition TV for \$199.99

Echo Show 5 \$40 off

Buy Echo Auto for your car and get six months of Amazon Music

Unlimited for \$19.99

Blink Mini indoor cameras—one for \$24.99, two for \$49.98, or get Echo Show 5 and Blink Mini for \$54.99

That's all for now, but we'll be back to guide you through all the *millions* of Prime Day deals Amazon promises!

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