

Reach **2.6 million**
consumers across six
distinct properties.

We are Open Road Integrated Media.

Open Road Integrated Media is a prestige content brand delivering digital experiences that entertain and inform readers around the world; our network of digital properties produces compelling stories that keep audiences engaged—across devices. Our catalog includes more than 32,000 titles that we market on behalf of leading publishers around the globe.

We research audience demand, develop engaging content, and launch campaigns powerfully to bring in readers via 6 distinct sites, newsletters, and social channels. This approach works beautifully for our titles and our vast network of partner titles—readers know they will find high quality and engaging books when they turn to ORIM. We're delighted to include your books here as well.



2021 Media Kit

Daniel Berkowitz, Director, Audience Monetization
dberkowitz@openroadmedia.com

Why work with us?

- Target 2.6M engaged consumers
- Drive sales and traffic to online retail
- Build awareness
- Improve SEO and discovery
- Acquire new audience

Our Brands

EARLY BIRD BOOKS
Book deals/Recommendations
Reach 1.3M consumers

THE LINEUP
True crime, Horror, Creepy
Film - TV - Culture - Books
Reach 850K consumers

THE PORTALIST
Sci-fi & Fantasy
Books - Pop culture
Reach 175K consumers

MURDER & MAYHEM
Mysteries & Thrillers
Books - Culture
Reach 135K consumers

THE ARCHIVE
Obscure History
Pop culture - books
Reach 160K consumers

A LOVE SO TRUE
Romance & Relationships
Books - Media
Reach 80K consumers

How do we work?

Themed Lists (Early Bird Books): "7 Books Like *Before We Were Yours*"

Feature Articles with Excerpts (Murder & Mayhem): "A Young Woman is Haunted by a Childhood Disappearance in This Psychological Thriller"

Dedicated Giveaways (The Lineup): "[CLOSED] Enter for Your Chance to Win Our Ghost Hunt Getaway Prize Package!"

Dedicated Emails (Children of Blood and Bone): "Children of Blood and Bone Will Transfix You"

Deal Promotions (The Archive): "Lingo by Gaston Dorren \$1.99 (Originally \$16.99)"

Social Promotions (Early Bird Books): "Fans of Lisa Wingate's hit novel 'Before We Were Yours' will love these emotional stories about orphans and family."

600 x 300 Display Ads (Find Me Gone): "How far would you go to keep your secrets buried?"

THE LINEUP

Reach 850K Fans who love True Crime, Horror and the Paranormal

www.the-line-up.com

The Lineup (TLU) is a unique community for fans of all things creepy. Want to promote a new true crime series, movie or podcast? Build audience around a new product or haunting experience? Delight uber-fans who are opening mystery subscription box Creepy Crate? Consider The Lineup: our signature property. The Lineup's audience is 70% female and primarily under the age of 35.

2021 Editorial Calendar

Here are just a few features we're planning for 2021. Don't see anything that fits? Email us for a custom proposal.

450K average monthly pageviews

118K newsletter subscribers

275K social followers

JANUARY

- All the Upcoming Horror Movies You Need to See in 2021
- The Most Anticipated True Crime and Horror Books of 2021

MAY

- 13 Real-Life Haunted Houses You Can Actually Visit
- 11 Grisly Serial Killer Thriller Movies Like *SAW: Spiral*

SEPTEMBER

- Fall 2021 Horror, True Crime, and Paranormal Frontlist
- American Horror Story*: 11 Chilling Real-Life Events That Inspired the Show

FEBRUARY

- 13 Romantic Horror Shows to Binge-Watch Together This Month
- 11 Must-Read Paranormal Romance Books

JUNE

- 13 Terrifying Books for Fans of *The Conjuring 3: The Devil Made Me Do It*
- Summer of Screams: The Best Scary Books to Bring with You to the Beach This Summer

OCTOBER

- Every *Halloween* Movie, Ranked
- The Best Horror Books to Read This October

MARCH

- Spring 2021 Horror, True Crime, and Paranormal Frontlist
- The Best New True Crime Documentaries to Watch on Netflix, Hulu, and Amazon Prime Video

JULY

- The Best Horror Movies of 2021 (So Far)
- The Best Horror Books for Every State

NOVEMBER

- 9 Haunting New Paranormal Podcasts to Listen to This Fall
- 13 New True Crime Audiobooks You Need to Hear

APRIL

- 13 Post-Apocalyptic Monster Movies to Watch Now That You've Seen *A Quiet Place Part II*
- 11 Riveting New True Crime Podcasts You Need to Hear This Spring

AUGUST


- 13 Scary Books to Read if You Loved *Candyman*
- The Best Horror Movies to Watch on Netflix, Hulu, and Amazon Prime Video

DECEMBER

- The Best Horror Movies of 2021 That We Can't Stop Talking About
- The Best Horror and True Crime Books of 2021

THE LINEUP

Editorial Opportunities

	DESCRIPTION	PRICING
Dedicated Email	<ul style="list-style-type: none"> Send a dedicated email with custom CTA to our targeted list 	\$1250
Feature Article	<ul style="list-style-type: none"> Dedicated editorial, 800-1600 words, SEO-optimized Promoted via the site, social, and email Includes dedicated email promotion with custom CTA 	\$2000
Short Article	<p>Dedicated editorial, 300-500 words, SEO-optimized.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$700
Themed List	<ul style="list-style-type: none"> Include 1 title in a themed list, SEO-optimized +\$300 per extra title Promoted via the site, social, and email 	\$1500+
Author Interview	<p>Run an interview with your author, 800-1,600 words.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$1250
Guest Post	<p>Have your author write an 800-word guest post.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$750
Excerpt	<p>Run an excerpt from an upcoming title.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$700
Dedicated Giveaway Package	<p>Acquire emails by offering an exclusive giveaway.</p> <ul style="list-style-type: none"> Sponsor receives emails of ALL entrants Promoted via the site, social, and email Includes dedicated email promotion and paid social advertising 	\$4000
Creepy Crate	<p>Ask about this unique opportunity to be featured in our bi-monthly mystery box!</p> <ul style="list-style-type: none"> Sponsor a 'takeover' box Feature a book or galley Include a product sample or coupon 6 weeks of front billing in editorial content, dedicated emails, social promotion, influencer outreach, and more. 	<p>Ask for details</p> 

THE LINEUP

Editorial Opportunities - Continued

	DESCRIPTION	PRICING
Email Display Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> • Featured in The Lineup content newsletter • Only one 600x300 ad featured per email 	<p>\$300</p> <p>Reserve</p>
Deal Promos	<p>Downpricing a title? Feature it in The Lineup weekly deals newsletter.</p> <p>Remember: Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<p>\$150</p> <p>Nominate</p>
Website Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> • Please contact us to inquire about rates. 	
Website Takeover	<ul style="list-style-type: none"> • Please contact us to inquire about rates. 	
Monthly Bundled Giveaway	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> • Promoted via the site, social, and email • Participants receive winner's name only • Participants are asked to promote via 1-2 social posts 	<p>Free!</p>



Book Deals & Recommendations

www.earlybirdbooks.com/articles

You likely know Early Bird Books as one of the largest daily book deal emails in the world. Our EBB deals newsletter reaches 1.3 million readers interested in multiple genres. [View a breakdown of audience size by genre.](#)

Did you know we also reach book buyers via the Early Bird Books site and The Reader email? Come talk with us to promote a new book or author, build your mailing list or get readers hooked on a series. EBB's audience is 75% female, and 50% over the age of 55.

2021 Editorial Calendar

Here are just a few features we're planning for 2021. Don't see anything that fits? Email us for a custom proposal.

650K
average monthly pageviews

70K
newsletter subscribers

130K
social followers

JANUARY

New Books We Can't Wait to Read in 2021
Modern Books for Fans of Ernest Hemingway

FEBRUARY

Must-Read Books by Iconic Black Authors
The Best Modern Retellings of Cinderella

MARCH

Editor's Choice: What to Read Next
Historical Fiction Books About Incredible Women

APRIL

The Best Book Club Books for Spring 2021
Books for Fans of Luanne Rice

MAY

Thriller Books to Send Chills Down Your Spine
New Books by Diverse Authors

JUNE

The Best Beach Reads of 2021
These Books Are the Perfect Presents for Father's Day

JULY

Short Books to Bump Up Your Summer Reading
Travel Books That Take You Around the World

AUGUST

Books to Read Before You Die
Must-Read Books for Elena Ferrante Fans

SEPTEMBER

Bittersweet Books for When You Need a Good Cry
Nonfiction Books That Can Really Teach You Something

OCTOBER

Indie Books That Belong On Your TBR List
The Best New Suspense Books to Read This Fall

NOVEMBER

Historical Fiction Books About Life on the Home Front
Books That Remind Us to Be Thankful

DECEMBER

The Best Books of 2021
Book Bundles That Make Perfect Holiday Gifts

Editorial Opportunities

	DESCRIPTION	PRICING
Dedicated Email	<ul style="list-style-type: none"> Send a dedicated email with custom CTA to our targeted list 	\$1250
Feature Article	<ul style="list-style-type: none"> Dedicated editorial, 800-1600 words, SEO-optimized Promoted via the site, social, and email Includes dedicated email promotion with custom CTA (The Reader) 	\$2000
Short Article	<p>Dedicated editorial, 300-500 words, SEO-optimized.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$700
Themed List	<ul style="list-style-type: none"> Include 1 title in a themed list, SEO-optimized +\$300 per extra title Promoted via the site, social, and email 	\$1500+
Author Interview	<p>Run an interview with your author, 800-1,600 words.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$1250
Guest Post	<p>Have your author write an 800-word guest post.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$750
Excerpt	<p>Run an excerpt from an upcoming title.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$700
Dedicated Giveaway Package	<p>Acquire emails by offering an exclusive giveaway.</p> <ul style="list-style-type: none"> Sponsor receives emails of ALL entrants Promoted via the site, social, and email Includes dedicated email promotion (The Reader) and paid social advertising 	\$5000

Editorial Opportunities - Continued

	DESCRIPTION	PRICING
Email Display Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> • Featured in The Reader content newsletter • Only one 600x300 ad featured per email 	<p>\$300</p> <p>Reserve</p>
Deal Promos	<p>Downpricing a title? Feature it in our signature deals newsletter, Early Bird Books.</p> <p>Please contact us if you are interested in buying multiple slots for a bulk rate.</p> <p>Remember: Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<p>\$300</p> <p>Nominate</p>
Website Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> • Please contact us to inquire about rates. 	
Website Takeover	<ul style="list-style-type: none"> • Please contact us to inquire about rates. 	
Monthly Bundled Giveaway	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> • Promoted via the site, social, and email • Participants receive winner's name only. • Participants are asked to promote via 1-2 social posts 	<p>Free!</p>

THE PORTALIST

A Haven for Science Fiction and Fantasy Fans

www.theportalist.com

Put your brand, product, book or author in front of an engaged audience enthusiastic about all things science fiction and fantasy. We cover adult and YA books, film/TV, the bizarre and pop culture. The Portalist's audience is 50% male and 50% female, with 54% between the ages of 25-44.

2021 Editorial Calendar

Here are just a few features we're planning for 2021. Don't see anything that fits? Email us for a custom proposal.

130K average monthly pageviews

25K newsletter subscribers

20K social followers

JANUARY

- The 10 2021 Sci-Fi and Fantasy Releases We're Most Excited to Read
- The New Fantasy TV Series We Can't Wait to Watch in 2021

FEBRUARY

- Books That Prove Black SFF Has Been Around for Centuries
- The Worst Fantasy Boyfriends to Celebrate Valentine's Day With

MARCH

- 20 Great Sci-Fi Movies Directed by Women
- 11 Magical Fantasy Books Inspired by Irish Mythology

APRIL

- Everything to Know About Cli-Fi, the Genre That Explores Our Imperiled Planet
- 2021 Con Season: The SFF Conventions That Should Be on Your Radar

MAY

- The 2021 Nebula Award Winners: How Many Have You Read?
- TK Caitlin R. Kiernan Books You Won't Be Able to Forget

JUNE

- LGBTQ Sci-Fi Movies to Watch This Pride Month (and the Entire Year)
- How Octavia Butler's Legacy Informs Our World in 2021

JULY

- 10 Aldous Huxley Books to Celebrate the Author's Birthday

AUGUST

- Witness Them! The 2021 Hugo Award Winners
- The Most Highly-Anticipated SFF Releases of Fall 2021

SEPTEMBER

- Easy Ways to Celebrate National Read a Book Day on September 6th
- Giveaway: The Best SFF Books of 2021 So Far

OCTOBER

- 10 Terrifying Tales of Haunted Spaceships

NOVEMBER

- 10 Foolproof Tips for a Successful Nanowrimo
- The 10 Best Sci-Fi and Fantasy Books of 2021

DECEMBER

- Review: Dune, the Movie
- The 2022 Sci-Fi and Fantasy Releases We're Eagerly Anticipating
- TK Predictions for 2022 from Science Fiction

THE PORTALIST

Editorial Opportunities

	DESCRIPTION	PRICING
Dedicated Email	<ul style="list-style-type: none"> Send a dedicated email with custom CTA to our targeted list 	\$1000
Feature Article	<ul style="list-style-type: none"> Dedicated editorial, 800-1600 words, SEO-optimized Promoted via the site, social, and email Includes dedicated email promotion with custom CTA 	\$1700
Short Article	<p>Dedicated editorial, 300-500 words, SEO-optimized.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$600
Themed List	<ul style="list-style-type: none"> Include 1 title in a themed list, SEO-optimized +\$200 per extra title Promoted via the site, social, and email 	\$1200+
Author Interview	<p>Run an interview with your author, 800-1,600 words.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$1000
Guest Post	<p>Have your author write an 800-word guest post.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$600
Excerpt	<p>Run an excerpt from an upcoming title.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$600
Dedicated Giveaway Package	<p>Acquire emails by offering an exclusive giveaway.</p> <ul style="list-style-type: none"> Sponsor receives emails of ALL entrants Promoted via the site, social, and email Includes dedicated email promotion and paid social advertising 	\$3000

Editorial Opportunities - Continued

	DESCRIPTION	PRICING
Email Display Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> • Featured in The Portalist content newsletter • Only one 600x300 ad featured per email 	<p>\$250</p> <p>Reserve</p>
Deal Promos	<p>Downpricing a title? Feature it in The Portalist deals newsletter.</p> <p>Remember: Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<p>\$125</p> <p>Nominate</p>
Website Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> • Please contact us to inquire about rates. 	
Website Takeover	<ul style="list-style-type: none"> • Please contact us to inquire about rates. 	
Monthly Bundled Giveaway	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> • Promoted via the site, social, and email • Participants receive winner's name only. • Participants are asked to promote via 1-2 social posts 	<p>Free!</p>

MURDER & MAYHEM

For Fans of Mystery & Thrillers

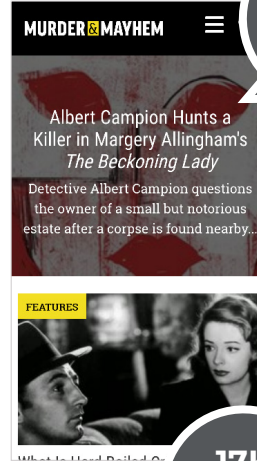
www.murder-mayhem.com

Our fastest-growing property, Murder & Mayhem delivers the best in mystery & thrillers—from forgotten masterpieces of detective fiction’s Golden Age to the latest heart-pounding tales of twisted suspense. We cover books, film, TV, and culture.

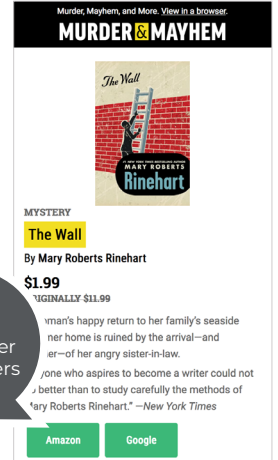
Murder & Mayhem represents a perfect opportunity to engage targeted, enthusiastic fans who buy books. Murder & Mayhem’s audience is 70% female.

2021 Editorial Calendar

Here are just a few features we’re planning for 2021. Don’t see anything that fits? Email us for a custom proposal.



110K+
average
monthly
pageviews



17K
newsletter
subscribers

JANUARY

- The Most Anticipated Mystery and Thriller Books of 2021
- New Mystery and Thriller Movies You Need to See in 2021

FEBRUARY

- 13 Romantic Mystery Shows to Watch This February
- 11 New Mystery Audiobooks You Need to Hear

MARCH

- Spring Mystery and Thriller Frontlist
- 11 Brilliant British Mystery Movies You Can Watch Tonight

APRIL

- 13 Riveting Spy Thrillers for James Bond Superfans
- The Best Mysteries and Thrillers Streaming on Netflix, Hulu, and Amazon Prime Video

MAY

- 11 Domestic Thriller Books You Need to Read
- 13 New Mystery and Thriller Books to Dive Into This Summer

JUNE

- 13 Award-Winning LGBTQ+ Mystery Books
- 11 Gripping Mystery and Thriller Beach Reads

JULY

- 13 Gritty Rural Noir Books That Belong on Your TBR List
- 11 Conspiracy Thrillers That Will Get Your Pulse Racing

AUGUST

- The Best New Crime Dramas to Binge-Watch This Fall
- 13 Suspense Books for Fans of Patricia Highsmith

SEPTEMBER

- Fall Mystery and Thriller Frontlist
- 13 Sweeping Historical Cozy Mysteries

OCTOBER

- 11 Spine-Tingling Paranormal Mystery Books
- 13 Supernatural Suspense Movies You Can Watch Tonight

NOVEMBER

- 13 Delectable Thanksgiving Cozy Mysteries
- 15 Thrilling Holiday Gifts for the Mystery Lover in Your Life

DECEMBER

- The Best Mystery and Thriller Books of 2021
- The Best Mystery Movies of 2021

MURDER & MAYHEM

Editorial Opportunities

	DESCRIPTION	PRICING
Dedicated Email	<ul style="list-style-type: none"> Send a dedicated email with custom CTA to our targeted list 	\$750
Feature Article	<ul style="list-style-type: none"> Dedicated editorial, 800-1600 words, SEO-optimized Promoted via the site, social, and email Includes dedicated email promotion with custom CTA 	\$1500
Short Article	<p>Dedicated editorial, 300-500 words, SEO-optimized.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$550
Themed List	<ul style="list-style-type: none"> Include 1 title in a themed list, SEO-optimized +\$200 per extra title Promoted via the site, social, and email 	\$1000+
Author Interview	<p>Run an interview with your author, 800-1,600 words.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$850
Guest Post	<p>Have your author write an 800-word guest post.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$550
Excerpt	<p>Run an excerpt from an upcoming title.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$550
Dedicated Giveaway Package	<p>Acquire emails by offering an exclusive giveaway.</p> <ul style="list-style-type: none"> Sponsor receives emails of ALL entrants Promoted via the site, social, and email Includes dedicated email promotion and paid social advertising 	\$2500

MURDER & MAYHEM

Editorial Opportunities - Continued

	DESCRIPTION	PRICING
Email Display Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> • Featured in Murder & Mayhem content newsletter • Only one 600 x 300 ad unit featured per email 	<p>\$200</p> <p>Reserve</p>
Deal Promos	<p>Downpricing a title? Feature it in Murder & Mayhem deals newsletter.</p> <p>Remember: Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<p>\$100</p> <p>Nominate</p>
Website Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> • Please contact us to inquire about rates. 	
Website Takeover	<ul style="list-style-type: none"> • Please contact us to inquire about rates. 	
Monthly Bundled Giveaway	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> • Promoted via the site, social, and email • Participants receive winner's name only. • Participants are asked to promote via 1-2 social posts 	<p>Free!</p>

THE ARCHIVE

Exploring Little-Known History

www.explorethearchive.com

Showcase your book, author, travel brand, or product on a fast-growing site for curious fans of obscure history and travel. The Archive covers books, media, places and events. The audience is 52% male, with 40% over the age of 45. Not surprisingly, the audience is receptive to email and heavy purchasers of books and other media.

2021 Editorial Calendar

Here are just a few features we're planning for 2021. Don't see anything that fits? Email us for a custom proposal.

120K average monthly pageviews

26K newsletter subscribers

15K social followers

JANUARY

2021 History Releases
Books About the Civil Rights Movement

FEBRUARY

Malcolm X
Biographies of America's Finest Leaders

MARCH

Female Warriors Throughout History
The Boston Massacre and the American Revolution

APRIL

How Climate Change Lengthened the Great Depression
The History of the Library of Congress

MAY

World War II's Most Important Battles
Books About the War of the Roses

JUNE

Books about Space and Lunar Exploration
Juneteenth: Books About Emancipation

JULY

The Olympics from Antiquity to the Modern Era
WWI's Battle of the Somme

AUGUST

The Haitian Revolution
Lydia Litvyak: WWII Soviet Ace Pilot

SEPTEMBER

Ancient Battles That Shaped the World
History's Greatest Teachers

OCTOBER

The Truth Behind History's Greatest Haunts
The October Revolution

NOVEMBER

Native American History Books
WWI Books

DECEMBER

Best History Books of 2021
Historical Holiday Traditions

THE ARCHIVE

Editorial Opportunities

	DESCRIPTION	PRICING
Dedicated Email	<ul style="list-style-type: none"> Send a dedicated email with custom CTA to our targeted list 	\$1000
Feature Article	<ul style="list-style-type: none"> Dedicated editorial, 800-1600 words, SEO-optimized Promoted via the site, social, and email Includes dedicated email promotion with custom CTA 	\$1500
Short Article	<p>Dedicated editorial, 300-500 words, SEO-optimized.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$600
Themed List	<ul style="list-style-type: none"> Include 1 title in a themed list, SEO-optimized +\$200 per extra title Promoted via the site, social, and email 	\$1000+
Author Interview	<p>Run an interview with your author, 800-1,600 words.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$1000
Guest Post	<p>Have your author write an 800-word guest post.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$600
Excerpt	<p>Run an excerpt from an upcoming title.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$600
Dedicated Giveaway Package	<p>Acquire emails by offering an exclusive giveaway.</p> <ul style="list-style-type: none"> Sponsor receives emails of ALL entrants Promoted via the site, social, and email Includes dedicated email promotion and paid social advertising 	\$2500

THE ARCHIVE

Editorial Opportunities - Continued

	DESCRIPTION	PRICING
Email Display Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> Featured in The Archive content newsletter Only one 600x300 ad featured per email 	<p>\$200</p> <p>Reserve</p>
Deal Promos	<p>Downpricing a title? Feature it in The Archive deals newsletter.</p> <p>Remember: Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<p>\$100</p> <p>Nominate</p>
Website Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> Please contact us to inquire about rates. 	
Website Takeover	<ul style="list-style-type: none"> Please contact us to inquire about rates. 	
Monthly Bundled Giveaway	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> Promoted via the site, social, and email Participants receive winner's name only. Participants are asked to promote via 1-2 social posts 	<p>Free!</p>

A LOVE SO TRUE
Romance & Relationships
www.alovesotrue.com

A sweet little site for romance readers and those interested in the romance culture and relationships. We cover books, pop culture, and relationships. A Love So True's audience is 85% female.

2021 Editorial Calendar

Here are just a few features we're planning for 2021. Don't see anything that fits? Email us for a custom proposal.

JANUARY

Historical Fiction Romances to Read Once You're Done Binging *Bridgerton*
Modern Romance Novels to Cozy Up to This Winter

FEBRUARY

Valentine's Day Books for Hopeless Romantics
The Best Black Romance Novels

MARCH

Romance Novels for Fans of Courtney Milan
Amish Romance Novels That Prove Less Is More

APRIL

Our Favorite Romance Reads in Spring 2021
Time Travel Romance Books That Will Take You on a Journey

MAY

Sports Romance Books That Will Win Your Heart
Mafia Romance Books That Are To Die For

JUNE

Out and Proud: Our Favorite Queer Romance Novels
Romantic Novels for Fans of *In the Heights*

JULY

The Best Romance Series Books You Need to Read Right Now
Victorian Romance Books That Will Steal Your Heart

AUGUST

College Romance Books That Make the Grade
Romance Authors to Read If You Love Lisa Kleypas

SEPTEMBER

Sweet and Sexy Young Adult Romance Books
Alpha Male Romance Books You Won't Be Able to Put Down

OCTOBER

Shifter Romance Books to Give You Goosebumps
Romantic Suspense Books That Will Send Tingles Down Your Spine

NOVEMBER

These Romance Novels Deserve to Become Hallmark Movies
Steamy Romance Novels That Give Us a Lot to Be Thankful For

DECEMBER

The Best Romance Books of 2021
Sweet Romance Books To Fit Any Gift List

A LOVE SO TRUE

Editorial Opportunities

	DESCRIPTION	PRICING
Dedicated Email	<ul style="list-style-type: none"> Send a dedicated email with custom CTA to our targeted list 	\$650
Feature Article	<ul style="list-style-type: none"> Dedicated editorial, 800-1600 words, SEO-optimized Promoted via the site, social, and email Includes dedicated email promotion with custom CTA 	\$1200
Short Article	<p>Dedicated editorial, 300-500 words, SEO-optimized.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$500
Themed List	<ul style="list-style-type: none"> Include 1 title in a themed list, SEO-optimized +\$100 per extra title Promoted via the site, social, and email 	\$800+
Author Interview	<p>Run an interview with your author, 800-1,600 words.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$750
Guest Post	<p>Have your author write an 800-word guest post.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$500
Excerpt	<p>Run an excerpt from an upcoming title.</p> <ul style="list-style-type: none"> Promoted via the site, social and email Add a dedicated email promotion for 25% off the normal rate 	\$500
Dedicated Giveaway Package	<p>Acquire emails by offering an exclusive giveaway.</p> <ul style="list-style-type: none"> Sponsor receives emails of ALL entrants Promoted via the site, social, and email Includes dedicated email promotion and paid social advertising 	\$1500

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Editorial Opportunities - Continued

	DESCRIPTION	PRICING
Email Display Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> • Featured in A Love So True content newsletter • Only one 600x300 ad featured per email 	<p>\$100</p> <p><u>Reserve</u></p>
Deal Promos	<p>Downpricing a title? Feature it in A Love So True deals newsletter.</p> <p>Remember: Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<p>\$100</p> <p><u>Nominate</u></p>
Website Ads	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> • Please <u>contact us</u> to inquire about rates. 	
Website Takeover	<ul style="list-style-type: none"> • Please <u>contact us</u> to inquire about rates. 	
Monthly Bundled Giveaway	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> • Promoted via the site, social, and email • Participants receive winner's name only. • Participants are asked to promote via 1-2 social posts 	<p>Free!</p>