

Reach **3 million** consumers across six distinct properties.

This is
Open Road Activation

Open Road Integrated Media enables publishers to select the branded content options that work for your goals and your budget. Launch frontlist titles through a bevy of smart, audience-focused strategies that will showcase titles on targeted digital properties, reaching audiences of up to 3 million voracious readers through Open Road's branded marketing vehicles and social platforms.

Set the length and budget of your campaign, and Open Road will use our proprietary data science technology to connect readers with your books. Your titles can be featured in in-house ads, website takeovers, targeted content pieces, social and Amazon ads, and more. Open Road's experts will position your title to succeed.



2022 Media Kit

Daniel Berkowitz, Director, Audience Monetization
DBerkowitz@OpenRoadMedia.com

Why work with us?

Target 3M engaged consumers

Drive sales and traffic to online retail

Build awareness

Improve SEO and discovery

Acquire new audience

Establish new authors

Our Brands



EARLY BIRD BOOKS

Book Deals & Recommendations
Reach 1.5M consumers

MURDER & MAYHEM

Mysteries & Thrillers
Books - Culture
Reach 135K consumers

THE LINEUP

True Crime, Horror, Creepy
Film - TV - Culture - Books
Reach 800K consumers

THE ARCHIVE

History & Pop
Culture - Books
Reach 175K consumers

THE PORTALIST

Sci-Fi & Fantasy
Books - Pop Culture
Reach 200K consumers

A LOVE SO TRUE

Romance & Relationships
Books - Media
Reach 100K consumers

How do we work?

Themed Lists

7 Uproarious Books for Fans of British Comedies

PROMOTED BY OPEN ROAD MEDIA | By Xavier Piedra

Published Jun 19, 2019

Photo Credit: Pixabay

Featured Articles with Excerpts

Secrets Unravel in Lizzy Barber's Exciting New Thriller *A Girl Named Anna*

If your whole life is a lie, who do you trust?

PROMOTED BY MIRA BOOKS | By Kaytie Norman

Published Sep 3, 2019

Dedicated Emails

[CLOSED] Win the First Two Books in a New Graphic True Crime Series

Introduce teens to the true crime world or explore infamous cases for yourself with the Unsolved Case Files series.

By The Lineup Staff

Published Sep 6, 2021

Dedicated Giveaways

"A fully immersive, intricately crafted story inspired by the pages of history...Simply enthralling."

—LISA VINSANTE, #1 New York Times author of *Before We Were Yours*

YELLOW WIFE

By SARAH JOHNSON

READ MORE

Social Promotions

Early Bird Books

Not only do these books read like the best works of fiction, but they have a surprising basis in reality, making them all the more fascinating.

Display Ads

Second World War Carrier Campaigns

By David Wragg

\$1.99

ORIGINALLY \$10.99

Aerial warfare was essential in the Unit-

Deal Promotions

"A magnificent fantasy epic to discover."

"A MAGNIFICENT FANTASY EPIC" (NPR)

GRACE KINGS WALL STORMS VEILED THRONE

KEN LIU KEN LIU KEN LIU

BUY NOW

THIS MESSAGE IS SPONSORED BY SIMON & SCHUSTER.

With the invasion of Dara complete, and the Wall of Storms breached, the world has opened to new possibilities for the gods and peoples of both empires as Ken Liu continues his "magnificent fantasy"

Full-Service Ads Package

Send us your title, the length of your campaign, and your desired impression goal, and we'll handle the rest. Open Road will fit your campaign to the perfect channel match to create a campaign that will reach the readers you want.

	DESCRIPTION	PRICING
Tier 1	<ul style="list-style-type: none">• 80,000 - 110,000 impressions• 5,000 - 6,500 clicks	\$1000
Tier 2	<ul style="list-style-type: none">• 180,000 - 225,000 impressions• 10,000 - 15,000 clicks	\$2000
Tier 3	<ul style="list-style-type: none">• 350,000 - 500,000 impressions• 20,000 - 30,000 clicks	\$3000
Custom	Please contact us for your custom-built package and budget!	



Book Deals & Recommendations

www.EarlyBirdBooks.com

You likely know Early Bird Books as one of the largest daily book deal emails in the world. Our EBB deals newsletter reaches 1.5 million readers interested in multiple genres.

Did you know we also reach book buyers via the Early Bird Books site and The Reader newsletter? 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.

2022 Editorial Calendar

Here are just a few features we're planning for 2022. Don't see anything that fits? Email us for a custom proposal.

450K
Average Monthly Pageviews

Up to **1.5M**
Subscribers

135K
Social Followers

JANUARY

The Best New Books to Read in 2022

Feel Good Books to Beat the Winter Blues

FEBRUARY

Cookbooks to Warm Up Your Kitchen

Unconventional Romance Books to Fall For

MARCH

Historical Books Like *Downtown Abbey*

Editor's Choice: What to Read Next

APRIL

The Best Book Club Books in Spring 2022

Books for Fans of Luanne Rice

MAY

The Best Books to Gift for Mother's Day

New Books by Diverse Authors

JUNE

The Best Books to Gift for Father's Day

Books to Read for Juneteenth

JULY

The Best Beach Reads in 2022

The Best Book Club Books in Summer 2022

AUGUST

Short Books to Boost Your Summer Reading

The Best New Literary Thriller Books

SEPTEMBER

Nonfiction Books to Keep Your Brain Buzzing

Bittersweet Books for When You Need a Good Cry

OCTOBER

The Best Book Club Books in Fall 2022

The Best, Coziest Fall Cookbooks

NOVEMBER

Books to Be Thankful for in 2022

Historical Fiction Books About Life on the Home Front

DECEMBER

Our Favorite Books to Gift in 2022

New Books We Can't Wait to Read in 2023





Editorial Opportunities

	DESCRIPTION	PRICING
Dedicated Email	<ul style="list-style-type: none"> Send a dedicated email with custom CTA to our targeted list 	\$2500
Dedicated Giveaway Package	Acquire emails by offering an exclusive giveaway. <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
Featured Article	Dedicated editorial, 800-1,600 words, SEO-optimized <ul style="list-style-type: none"> Promoted via the site, social, and email Includes dedicated email promotion with custom CTA (The Reader) 	\$2500
Hype Piece	Dedicated editorial, 300-500 words, SEO-optimized. <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	Run an interview with your author, 800-1,600 words. <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	Have your author write an 800-1,600 word guest post. <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	Run an excerpt from an upcoming title. <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



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 • Bulk rates available 	\$300 Reserve
Deal Promos  EARLY BIRD BOOKS	<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>	\$300 Reserve
Deal Promos  THE READER	<p>Downpricing a title? Feature it in our deals newsletters.</p> <p>Remember: Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	\$150 Reserve
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	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 	FREE!

THE LINEUP

Reach 800K Fans Who Love True Crime, Horror, and the Paranormal

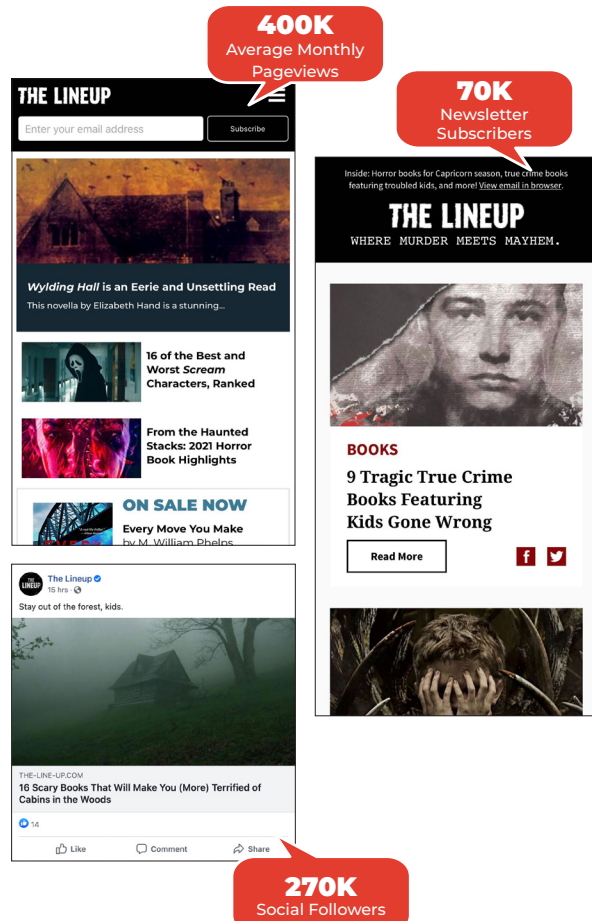
www.The-Line-Up.com

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 über-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.

2022 Editorial Calendar

Here are just a few features we're planning for 2022. Don't see anything that fits? Email us for a custom proposal.



JANUARY

Most Anticipated Indie Horror and Thriller Books of 2022

Funny Horror Books

FEBRUARY

Books by Women of Color in Horror

Must-Read Paranormal Romance Books

MARCH

Spring 2022 Horror, True Crime, and Paranormal Frontlist

APRIL

Horror Books That Tackle Climate Change

MAY

Chilling Occult Horror Books

Grisly Serial Killer Movies
Like *Saw: Spiral*

JUNE

Horror Books About Summer Camp

Horror at the Drive-In

JULY

Best Horror Movies of 2022 (So Far)
The Best Horror Books of Every State

AUGUST

Slasher Horror Books
American Horror Story: 11 Chilling Real-Life Events That Inspired the Show

SEPTEMBER

Fall 2022 Horror, True Crime, and Paranormal Frontlist

The Best Horror Movies to Watch on Netflix, Hulu, and Amazon Prime Video

OCTOBER

Every *Halloween* Movie, Ranked

The Best Horror Books to Read This October

NOVEMBER

Hungry Horror – Books About Disturbing Appetites

Haunting New Paranormal Podcasts to Listen to This Fall

DECEMBER

2022 Horror Book Highlights

The Best Horror Movies of 2022 That We Can't Stop Talking About

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 	\$1000
Dedicated Giveaway Package	Acquire emails by offering an exclusive giveaway. <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 	\$2000
Featured Article	Dedicated editorial, 800-1,600 words, SEO-optimized <ul style="list-style-type: none"> Promoted via the site, social, and email Includes dedicated email promotion with custom CTA 	\$1800
Hype Piece	Dedicated editorial, 300-500 words, SEO-optimized. <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	Run an interview with your author, 800-1,600 words. <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	Have your author write an 800-1,600 word guest post. <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	Run an excerpt from an upcoming title. <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

THE LINEUP

Editorial Opportunities - Continued

	DESCRIPTION	PRICING
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. 	Ask for details
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 • Bulk rates available 	\$175 Reserve
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>	\$750 Reserve
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	<p>Please contact us to inquire about rates.</p>	
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 	FREE!

THE PORTALIST

A Haven for Science Fiction and Fantasy Fans

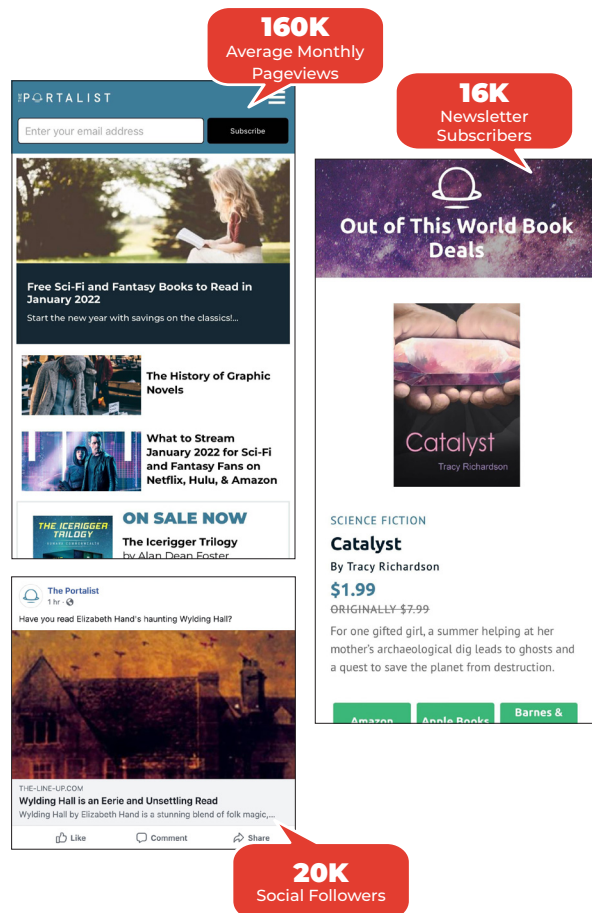
www.ThePortalist.com

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.

2022 Editorial Calendar

Here are just a few features we're planning for 2022. Don't see anything that fits? Email us for a custom proposal.



JANUARY

Books Like 'The Expanse' to Read After the Show's Finale

Frankenstein Movies That Will Give You Life

FEBRUARY

Books That Prove Black SFF Has Been Around for Centuries

The Worst Fantasy Boyfriends to Celebrate Valentine's Day With

MARCH

Authors to Read If You Love Robin Hobb

15 Women Who Shaped the Sci-Fi Genre

APRIL

Philip K. Dick Award-Winning Books That Sci-Fi Fans Need to Read

2022 Con Season: The SFF Conventions That Should Be on Your Radar

MAY

The 2022 Nebula Award Winners: How Many Have You Read?

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 to Remember Octavia Butler on What Would Have Been Her 75th Birthday

JULY

Unsettling Books Like 'Brave New World' by Aldous Huxley

The Best Completed Sci-Fi Book Series, As Chosen By Our Readers

AUGUST

Witness Them! The 2022 Hugo Award Winners

Giveaway: The Best SFF Books of 2022 So Far

SEPTEMBER

SFF Books to Read for Latinx Heritage Month

Review: Amazon's Lord of the Rings TV Series

OCTOBER

10 Terrifying Tales of Haunted Spaceships

What Is Nanowrimo? Everything You Need to Know to Write Your Novel This November

NOVEMBER

The Absolute Best Star Wars Gifts for the Geek in Your Life

Ranking Every Neil Gaiman TV Show and Movie Adaptation

DECEMBER

The 2023 Sci-Fi and Fantasy Releases We're Eagerly Anticipating

Predictions for 2023 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 	\$750
Dedicated Giveaway Package	Acquire emails by offering an exclusive giveaway. <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 	\$1800
Featured Article	Dedicated editorial, 800-1,600 words, SEO-optimized <ul style="list-style-type: none"> Promoted via the site, social, and email Includes dedicated email promotion with custom CTA 	\$1550
Hype Piece	Dedicated editorial, 300-500 words, SEO-optimized. <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	Run an interview with your author, 800-1,600 words. <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	Have your author write an 800-1,600 word guest post. <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	Run an excerpt from an upcoming title. <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

THE PORTALIST

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 • Bulk rates available 	\$125 Reserve
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>	\$75 Reserve
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	<p>Please contact us to inquire about rates.</p>	
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 	FREE!

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.

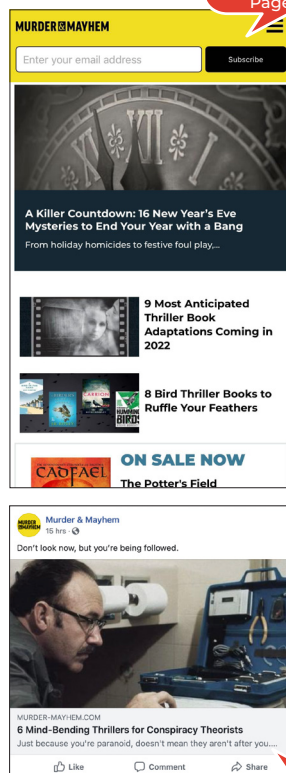
Murder & Mayhem represents a perfect opportunity to engage targeted, enthusiastic fans who buy books. Murder & Mayhem's audience is 70% female.

2022 Editorial Calendar

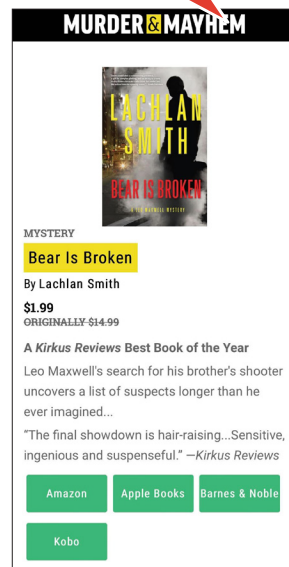
Here are just a few features we're planning for 2022. Don't see anything that fits? Email us for a custom proposal.

115K
Average Monthly
Pageviews

16K
Newsletter
Subscribers



20K
Social Followers



JANUARY

The Most Anticipated Mystery and Thriller Books of 2022

Mystery and Thriller Books Recommended by TikTok

FEBRUARY

Romantic Mystery Shows to Watch This February

New Mystery Audiobooks You Need to Hear

MARCH

Spring Mystery and Thriller Frontlist

Brilliant British Mystery Movies You Can Watch Tonight

APRIL

Riveting Spy Thrillers for James Bond Superfans

The Best Mysteries and Thrillers Streaming on Netflix, Hulu, and Amazon Prime Video

MAY

Domestic Thriller Books You Need to Read

New Mystery and Thriller Books to Dive Into This Summer

JUNE

Award-Winning LGBTQ+ Mystery Books

Gripping Mystery and Thriller Beach Reads

JULY

Gritty Rural Noir Books That Belong on Your TBR List

Conspiracy Thrillers to Get Your Pulse Racing

AUGUST

Suspense Books for Fans of Patricia Highsmith

The Best New Crime Drama to Binge-Watch This Fall

SEPTEMBER

Fall 2022 Mystery and Thriller Frontlist

Cozy Mysteries Set in Fall

OCTOBER

Terrifying Paranormal Thrillers

Supernatural Suspense Movies on Netflix

NOVEMBER

Exciting Gifts for the Super-Sleuth in Your Life

Delectable Thanksgiving Cozy Mysteries

DECEMBER

The Best Mystery and Thriller Books of 2022

The Best Mystery and Thriller Films of 2022

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
Dedicated Giveaway Package	Acquire emails by offering an exclusive giveaway. <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 	\$1800
Featured Article	Dedicated editorial, 800-1,600 words, SEO-optimized <ul style="list-style-type: none"> Promoted via the site, social, and email Includes dedicated email promotion with custom CTA 	\$1550
Hype Piece	Dedicated editorial, 300-500 words, SEO-optimized. <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	Run an interview with your author, 800-1,600 words. <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	Have your author write an 800-1,600 word guest post. <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	Run an excerpt from an upcoming title. <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

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 The Reader content newsletter • Only one 600x300 ad featured per email • Bulk rates available 	\$125 Reserve
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>	\$75 Reserve
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	<p>Please contact us to inquire about rates.</p>	
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 	FREE!

THE ARCHIVE

Exploring History's Fascinating Chapters

www.ExploreTheArchive.com

Showcase your book, author, travel brand, or product on a fastgrowing site for curious fans of 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 they are heavy purchasers of books and other media.

2022 Editorial Calendar

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130K
Average Monthly
Pageviews

28K
Newsletter
Subscribers



17K
Social Followers

JANUARY

New History Books in 2022
The Haitian Revolution

MAY

Empowering Books That Will Lift
Your Spirits
Must-Read Travelogues

SEPTEMBER

History's Greatest Teachers
The World's Oldest Universities

FEBRUARY

Black History Books
Malcolm X

JUNE

World War II Historical
Fiction Books
Juneteenth: Books About
Emancipation

OCTOBER

The Salem Witch Trials
The October Revolution

MARCH

Books About Inspirational Women
Julius Caesar and the Ides of March

JULY

European History Books
The History of the Library
of Congress

NOVEMBER

The Napoleonic Looting of Art
Books About Exploration

APRIL

National Parks You Should Visit
Biographies of America's
Finest Leaders

AUGUST

Books About the Enlightenment
Sherman's March to the Sea

DECEMBER

Best History Books of 2022
Holiday Traditions Around
the World

Editorial Opportunities

	DESCRIPTION	PRICING
Dedicated Email	<ul style="list-style-type: none"> Send a dedicated email with custom CTA to our targeted list 	\$750
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Hype Piece	Dedicated editorial, 300-500 words, SEO-optimized. <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	Run an interview with your author, 800-1,600 words. <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	Have your author write an 800-1,600 word guest post. <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
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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 Reader content newsletter • Only one 600x300 ad featured per email • Bulk rates available 	\$125 Reserve
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>	\$75 Reserve
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	<p>Please contact us to inquire about rates.</p>	
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 	FREE!

A LOVE SO TRUE

For Obsessive Romance Readers
& Relationship Tales

www.ALoveSoTrue.com

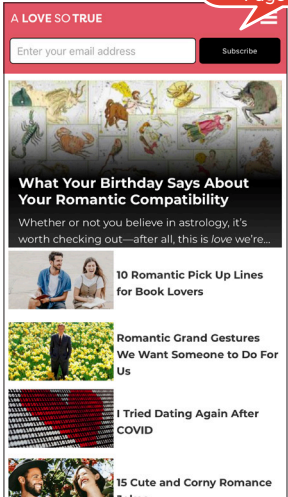
A sweet little site for romance readers and those interested in the romance culture and relationships. We cover books, pop culture, and relationships.

A Love So True's audience is 85% female.

2022 Editorial Calendar

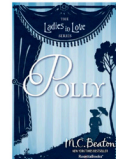
Here are just a few features we're planning for 2022. Don't see anything that fits? Email us for a custom proposal.

85K
Average Monthly Pageviews



20K
Newsletter Subscribers

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HISTORICAL ROMANCE

Polly
By M. C. Beaton
\$1.99
ORIGINALLY \$6.99

A flirtation across the social divide may lead to lasting love—or betrayal—in this sparkling Edwardian romance by the *New York Times* bestselling author.

Available on: Amazon, Apple Books, Barnes & Noble, Google, Kobo

JANUARY

The Best New Romance Books in 2022

Historical Romance Novels Like *Redeeming Love*

FEBRUARY

Romance Books to Heat Up Your Valentine's Day

The Best Black Romance Novels

MARCH

Fun Romance Reads Like *Marry Me*

Romance Novels for Fans of Courtney Milan

APRIL

Fresh Romance Books to Help You Spring Into Love

Time Travel Romance Books to Take You on a Journey

MAY

Funny, Feminist Romance Books Elle Woods Would Love

New Mafia Romance Books to Die For

JUNE

Our Favorite Romance Reads in June 2022

Out and Proud: Our Favorite Queer Romance Novels

JULY

Victorian Romance Books That Will Leave You Sweltering

The Best Romance Book Series You Need to Read Right Now

AUGUST

Romance Authors to Read If You Love Lisa Kleypas

Summer Fling Romance Novels

SEPTEMBER

Short and Steamy Romance Novels

We've Got a Crush on These Young Adult Romance Reads

OCTOBER

New Romantic Suspense Books to Send Tingles Down Your Spine

Shifter Romance Novels for Fans of Suzanne Wright

NOVEMBER

New Romance Reads We're Thankful For

Adorable Romance Novels That Deserve to Be Hallmark Movies

DECEMBER

Hanukkah Romance Books to Light You Up

The Best Romance Novels to Gift in 2022

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Editorial Opportunities

	DESCRIPTION	PRICING
Dedicated Email	<ul style="list-style-type: none"> Send a dedicated email with custom CTA to our targeted list 	\$500
Dedicated Giveaway Package	Acquire emails by offering an exclusive giveaway. <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 	\$1250
Featured Article	Dedicated editorial, 800-1,600 words, SEO-optimized <ul style="list-style-type: none"> Promoted via the site, social, and email Includes dedicated email promotion with custom CTA 	\$1200
Hype Piece	Dedicated editorial, 300-500 words, SEO-optimized. <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	Run an interview with your author, 800-1,600 words. <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	Have your author write an 800-1,600 word guest post. <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	Run an excerpt from an upcoming title. <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

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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 The Reader content newsletter • Only one 600x300 ad featured per email • Bulk rates available 	\$50 Reserve
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>	\$50 Reserve
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	<p>Please contact us to inquire about rates.</p>	
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 	FREE!