

# OPEN ROAD ACTIVATION

TAP INTO OUR NETWORK OF MILLIONS OF READERS

Smart, audience-  
focused options

Meets a full range  
of marketing and  
publishing goals

Frontlist  
and  
backlist

All formats:  
print, ebook  
& audio

PUT THE **RIGHT BOOK** IN FRONT OF THE **RIGHT READER**

# AUDIENCE

## EMAIL SUBSCRIBERS



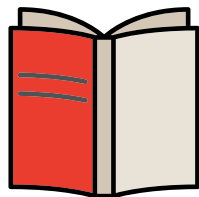
**91%**  
read 10+  
books a year

**73%**  
read 20+  
books a year

**55%**  
read 30+  
books a year



**98%**  
read  
ebooks



**71%**  
read hardcovers  
and paperbacks



**46%**  
listen to  
audiobooks

## WEBSITE VISITORS



**1.2 M**  
Monthly  
Pageviews



**3m 55s**  
Average  
Dwell Time



**3.26%**  
of visitors click to  
purchase a book  
while on-site

## NON-BOOK AFFINITIES

- 30-minute Meals
- Art & Theater
- Comics & Animation
- Green Living
- Mobile Devices & Applications
- Movies & Television
- News & Current Events
- Personal Finance & Investing
- Pets
- Travel

# OUR PROPERTIES

We feature six genre-specific properties, each with its own website, newsletter and social channels. Our combination of platforms and audience segmentation allows us to create highly targeted, multi-channel campaigns that maximize consumer engagement and increase discoverability of your titles.



**EARLY BIRD BOOKS**  
**ALL GENRES**  
**DEALS-FOCUSED**

EarlyBirdBooks.com

Email and web audience  
of power readers

•  
Interest across 50+ genres  
and hundreds of niches

•  
High engagement and  
purchase activity across formats

•  
Website composed of reader-centric,  
search-optimized content

**THE ARCHIVE**

**HISTORY, WAR,  
BIOGRAPHY &  
HISTORICAL FICTION**

ExploreTheArchive.com

**THE LINEUP**

**TRUE CRIME,  
HORROR &  
PARANORMAL**

The-Line-Up.com

**A LOVE SO TRUE**  
**ROMANCE**

ALoveSoTrue.com

**MURDER & MAYHEM**

**MYSTERY  
& THRILLER**

Murder-Mayhem.com

**THE PORTALIST**

**SCIENCE  
FICTION &  
FANTASY**

ThePortalist.com

 **THE READER**  
**LITERARY &  
HISTORICAL FICTION**

Email only

 **OPEN ROAD**  
YOUNG READERS  
**CHILDREN'S TO  
YOUNG ADULT**

Email only

# GENRES

Our audience reads across a wide range of genres. When creating a campaign for your specific title, we can target custom segments that combine reading preferences with click and engagement behavior to ensure the best performance.

## FICTION

- Commercial Fiction
- Historical Fiction
- Literary Fiction
- Poetry
- Women's Fiction

## MYSTERY & THRILLER

- Action & Adventure
- Cozy Mystery
- Crime Fiction
- Historical Mystery
- Mystery
- Psychological Thriller
- Suspense Thriller

## SCIENCE FICTION, FANTASY & HORROR

- Dystopian Fiction
- Fantasy
- Horror
- Paranormal
- Science Fiction
- Speculative Science Fiction
- Steampunk
- Time Travel
- Urban Fantasy
- Young Adult Fantasy

## ROMANCE

- Contemporary Romance
- Erotica
- Fantasy Romance
- Historical Romance
- Romantic Suspense
- Young Adult Romance

## NONFICTION

- Advice & How To
- Biography
- Business
- Christian Nonfiction
- Cooking
- Crafting
- Entertainment
- General Nonfiction
- Health
- History
- Home & Design
- Humor
- Memoir
- Military & War
- Paranormal
- Philosophy
- Politics & Current Events

- Reference
- Religion & Spirituality
- Science
- Self-Help
- Travel
- True Crime
- World History


## YOUNG READERS

- Children's
- Middle Grade
- Teen & Young Adult

We can target readers based on multiple dimensions, including location, interests, behavior, retailer preference, and more.

# DEDICATED EMAILS

Our dedicated emails are quick, easy, highly effective, and flexible. Choose one of our three options based on your budget and goals. All options can feature one or multiple titles and can link to your choice of sites.



New from the  
Master Storyteller

STEPHEN KING  
FAIRY TALE

BUY NOW

STEPHEN KING  
FAIRY TALE

The legendary author goes into the deepest well of his imagination in this spellbinding novel about a seventeen-year-old boy who inherits the keys to a parallel world where good and evil are at war, and the stakes could not be higher—for that world or ours.

Buy Now

*Depending on author, title, and seasonality, you can expect cost-per-click to range from \$0.50 to \$1.50.*

## DEDICATED EMAIL OPTIONS

### TITLE AWARENESS

**\$3,000**

Maybe you have a new book from one of your major authors, or maybe you have a debut author whose cover you want in front of as many readers as possible. Our Title Awareness email is a great fit to ensure reach and viewability, prioritizing impressions and sending your title to 300,000 readers.

### PERFORMANCE PLUS

**\$1,750**

Let our team match your title to a targeted segment of at least 50k readers who we know will love it. This is the perfect email to package with our newsletter display ads and website ads to get your cover in front of segmented readers multiple times.

### PERFORMANCE

**\$1,000**

Looking to drive reader engagement on a smaller budget? With our Performance email, our team assembles a precise segment of up to 25k hyper-targeted readers who are looking for their next book.

# GIVEAWAYS

Our giveaways are a great way to get early and finished copies of your books into the hands of interested readers, and to acquire their email addresses.

Giveaways typically receive between 500 and 1,500 entrants. Performance varies based on author popularity, the prize package offered, the audience targeted, and many other factors.

## **TITLE AWARENESS GIVEAWAY**

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**\$1,250**

With our Title Awareness giveaway, we will create your landing page, promote it through social media and our newsletters, and advertise it through a dedicated email to a hyper-targeted list of up to 25k readers.

## **AUDIENCE DEVELOPMENT GIVEAWAY**

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**\$2,250**

Get all the benefits of our Title Awareness giveaways, plus receive the email address of every reader who enters the giveaway.

# EBOOK DEAL PROMOS

Ebook price promotion is a proven strategy to increase sales and breathe new life into backlist and recently published ebooks. Our deal promos go out to a voracious audience looking for their next read. Simply down-price your ebook to \$2.99 or lower and let our readers discover, buy, discuss, and review.

Each deal promo features the cover, a short description of the book, and buy links for the five major US ebook retailers: Amazon, Barnes & Noble, Apple Books, Kobo, and Google Play.



EARLY BIRD BOOKS

**\$250**



THE READER

**\$100**

**THE LINEUP**

**\$75**

THE PORTALIST

**\$75**

MURDER & MAYHEM

**\$75**

THE ARCHIVE

**\$75**

A LOVE SO TRUE

**\$50**

## BULK PRICING

Buy five or more promos for 10% off, 10 or more promos for 15% off, and 25 or more promos for 20% off.

*Ask us about our annual plans.*

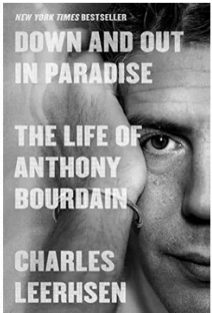
# EBOOK DEAL PROMOS

## SPOTLIGHT EMAILS

\$300 - \$500

Do you have a book that published in the last few months but didn't get the sales you were expecting? Or maybe it's performed well but sales are starting to slip? Or it's working and you want to double down. Price your ebook at \$7.99 or less and slot it into our various Spotlight emails to boost sales. Each email will feature up to 10 titles and drive traffic directly to the five major US ebook retailers.

Slots are \$500 for one title, \$400 each for packages of five, and \$300 each when buying out the entire 10-slot email.



**Down and Out in Paradise**  
By Charles Leerhsen

NEW TO **EARLY BIRD BOOKS**

**The *New York Times* bestselling, "gritty, well-researched" biography of iconic celebrity chef Anthony Bourdain (*The Economist*)**

**\$6.99** ~~\$14.99~~  
EXPIRES 3/24/23

"Filled with fresh, intimate details," this "unvarnished account" (*The New York Times*) of the beloved *Kitchen Confidential* author and star of *Parts Unknown* draws on exclusive sources to "contextualize Bourdain's on-screen charisma and off-screen despair by revealing childhood traumas that shaped the man who was revered by some, feared by others and loved by all" (*BookPage*).

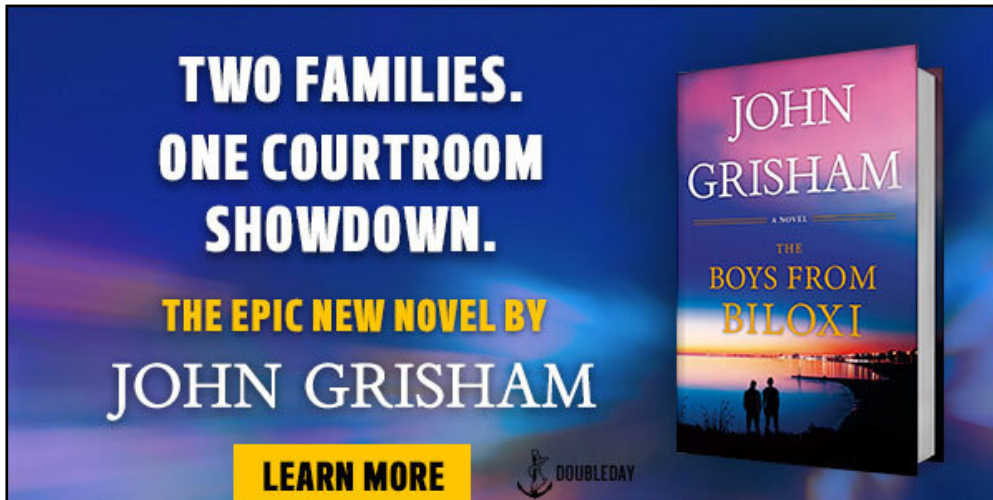
[Amazon](#) [Apple Books](#) [Barnes & Noble](#) [Google](#) [Kobo](#)



# DISPLAY ADVERTISING

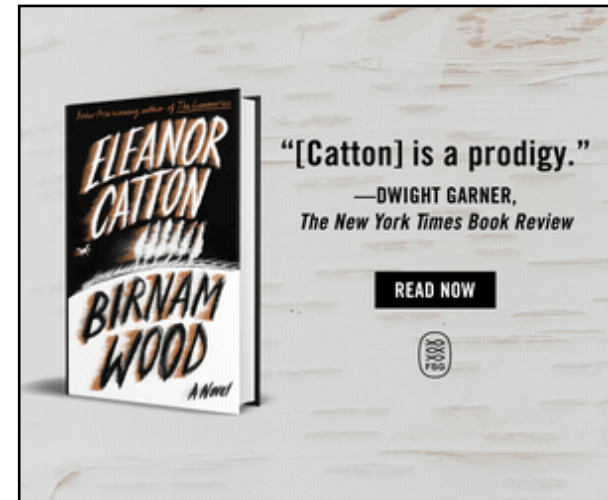
In addition to dedicated emails, we offer two other forms of display advertising: 600x300 ads in our newsletters and takeovers of our genre-focused websites.

## NEWSLETTER ADS



**Newsletter ads** are perfect for performance marketing campaigns that prioritize clicks. They fit equally well for books with tight budgets and as components of larger campaigns for books with higher budgets.

## WEBSITE ADS



**Website ads** and website takeovers are best for awareness campaigns, as they are an easy way to get your books in front of interested readers for multiple days.

# DISPLAY ADVERTISING

## NEWSLETTER ADS

PROPERTY	PRICE
Early Bird Books	\$200
The Reader	\$100
The Lineup	\$75
The Portalist	\$75
Murder & Mayhem	\$75
The Archive	\$75
A Love So True	\$50

## WEBSITE ADS

WEBSITE	DAILY IMPRESSIONS	3-DAY COST	5-DAY COST	7-DAY COST	14-DAY COST
The Lineup	50,000	\$725	\$1,025	\$1,325	\$2,375
The Portalist	20,000	\$500	\$650	\$800	\$1,325
Murder & Mayhem	12,000	\$425	\$525	\$625	\$975
The Archive	16,000	\$425	\$525	\$625	\$975
A Love So True	8,000	\$350	\$400	\$450	\$625

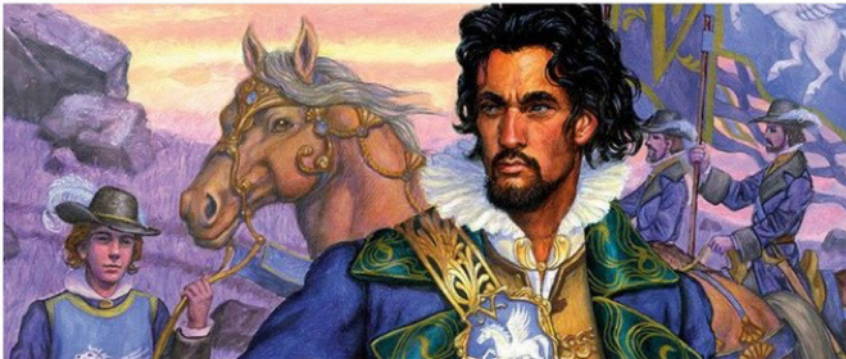
## BULK & BUNDLE PRICING

All newsletter ads can be purchased at a bulk rate when buying a package of five or more, or when combining with other services.

# SPONSORED CONTENT

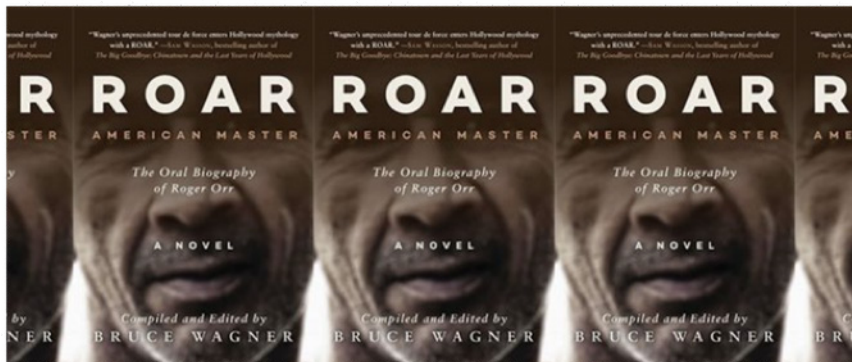
## Explore Mercedes Lackey's Beloved, Fantastical World of Valdemar

Unsure where to start with Valdemar? We're here to help.



## ROAR: An Oral Biography of a Fictional Life

Satirist Bruce Wagner has written a provocative new novel.



## WHY USE EDITORIAL CONTENT?

With our full-time editorial staff, we are uniquely positioned to offer a variety of editorial options to publishers who are looking for innovative ways to advertise their books.

We place a strong emphasis on keyword and topic research to align with consumer interest and intent as well as search engine optimization best practices. We ensure that your content will be discoverable for months and years after its initial publication. Additionally, every piece of content we create is promoted through our social media channels and newsletters.

No matter which option you select, you will have final approval of the articles that include your books and editorial.

In order to maximize exposure of your content, we recommend pairing it with a dedicated email; when packaged with our content options, email options are discounted 15%.

# SPONSORED CONTENT

## HYPE PIECE - \$750

Our hype pieces are short articles (300-500 words) about your author, book, or series. We will work with you to craft the hook for the article, and every hype piece features the book cover and buy links.

## EXCERPT - \$600

Excerpts are a great way to let readers test the waters of a new release. Send us any section that's between 800 and 1,200 words, and we'll publish it along with the book cover, a staff-written description of the book, and links to pre-order or purchase from online retailers.

## GUEST POST - \$600

If you have an author who is looking to publish additional material online to promote their work, then a guest post is a great fit. We'll work with your author to establish an audience-centered hook for the article, and they can send us over an 800-1,200-word article.

## THE LINEUP



### A Killer Comes Back to Finish the Job in *The Angel Maker*

Katie Shaw's blossoming world was wrecked once... can she survive the horrors again?

By [Catherine Phelan](#)

Published Oct 7, 2022



At age 17, Katie Shaw is ready to step off the precipice into a more adult life—one that means making her own decisions and living life boldly. But the very first time she chooses differently than her parents would expect, horror strikes.

# SPONSORED CONTENT

A LOVE SO TRUE 

Enter your email address

## The Best J.R. Ward Books to Become Obsessed With

Ward's stories of alpha male vampires, foxy fallen angels, and red-hot firefighters will grab your heart and never let go.

PROMOTED BY SIMON & SCHUSTER | By [Carolyn Cox](#)

Updated Apr 5, 2022 | Published Jun 18, 2019



J.R. Ward is the reigning queen of paranormal romance—and with her Firefighters series, she's even given non-vampire readers their own

## **AUTHOR INTERVIEW - \$750**

Let our editorial team interview your author about their new book, their writing life, or anything else they'd like to discuss. All interviews feature book covers and buy links for the author's titles.

## **FEATURED ARTICLE - \$1,000**

Our featured articles are longer versions of our hype pieces (800-1,000 words). Like our hype pieces, every featured article includes the book cover and buy links.

## **THEMED LIST - \$500-\$1,500**

Themed lists or "listicles" are a simple but powerful tool. Each book in our lists has its cover displayed, along with a short description and multiple buy links. We can either add your book to the top of an existing list for \$500, add your book to the top of a new list for \$850, or create a new list composed entirely of your titles for \$1,500.

# GET STARTED

**CONTACT**

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**BUSINESS DEVELOPMENT**  
**[HMOSELEY@OPENROADMEDIA.COM](mailto:HMOSELEY@OPENROADMEDIA.COM)**