



Open Road Activation

Tap into our
network of
power
readers

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

Meet our audience of 3 million power readers



HIGHLIGHTS

91%
read 10+
books a year

73%
read 20+
books a year

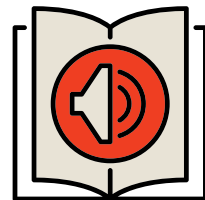
55%
read 30+
books a year



98%
read ebooks



71%
read hardcovers
and paperbacks



46%
listen to
audiobooks

Advanced Targeting That Sells Books in Every Format

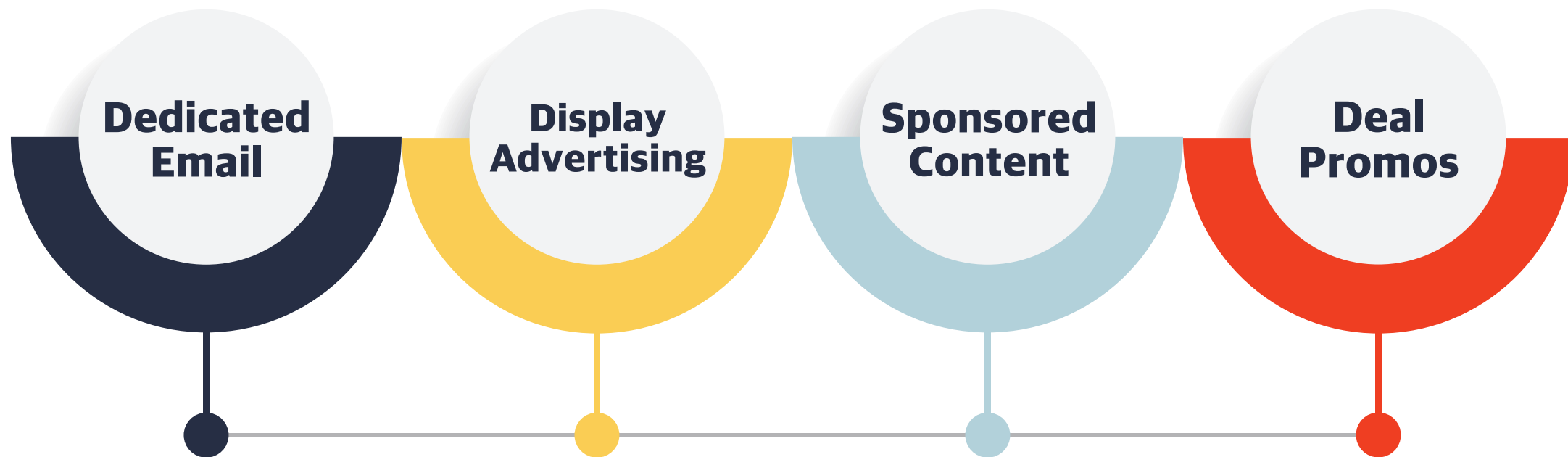


CATEGORY > SUBCATEGORY > AUTHORS > TITLES



We can reach readers interested in any book

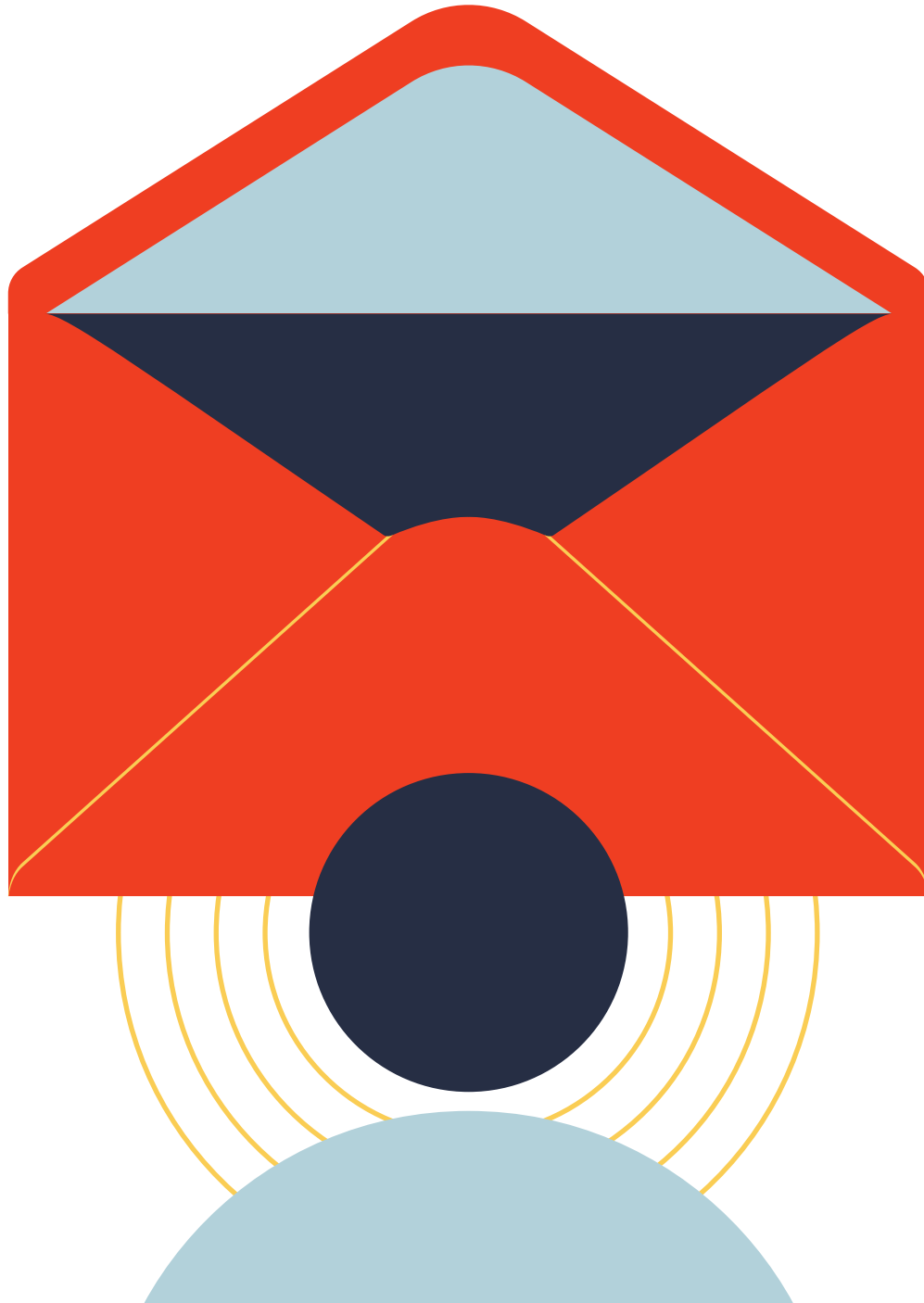
Ways you can reach our audience



BUILD A CUSTOM CAMPAIGN WITH MULTIPLE ELEMENTS



Dedicated Email



Dedicated Email

Three highly effective and flexible options based on your budget and goals

☑ **FEATURE ONE OR MULTIPLE TITLES** ☑ **LINK TO YOUR CHOICE OF SITES**

TITLE AWARENESS

Reach 300,000 power readers

\$3,000

PERFORMANCE PLUS

Reach up to 50,000 targeted readers in your genre

\$1,750

PERFORMANCE

Reach more than 25,000 highly targeted readers interested in books like yours

\$1,000

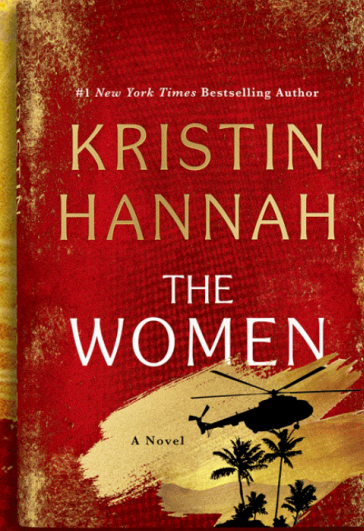
RE-TARGETING

Follow up with clickers from a previous email

+\$500

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Includes dedicated email to 25k targeted readers

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\$2,000

AUDIENCE DEVELOPMENT

Receive the email address of every reader who enters the giveaway

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EARLY BIRD BOOKS

THIS MESSAGE IS BROUGHT TO YOU IN PARTNERSHIP WITH [DORLING KINDERSLEY](#).



The Marvel Cinematic Universe (MCU) is vast, incredibly varied, and richly complex. Different worlds, different timelines, countless characters. Fortunately our sister site, *The Portalist* is giving away 10 copies of Marvel's official guide to that universe—before it publishes on October 24. *The Marvel Cinematic Universe: An Official Timeline* will answer the biggest questions that MCU fans have: what happened, when, where, and why.

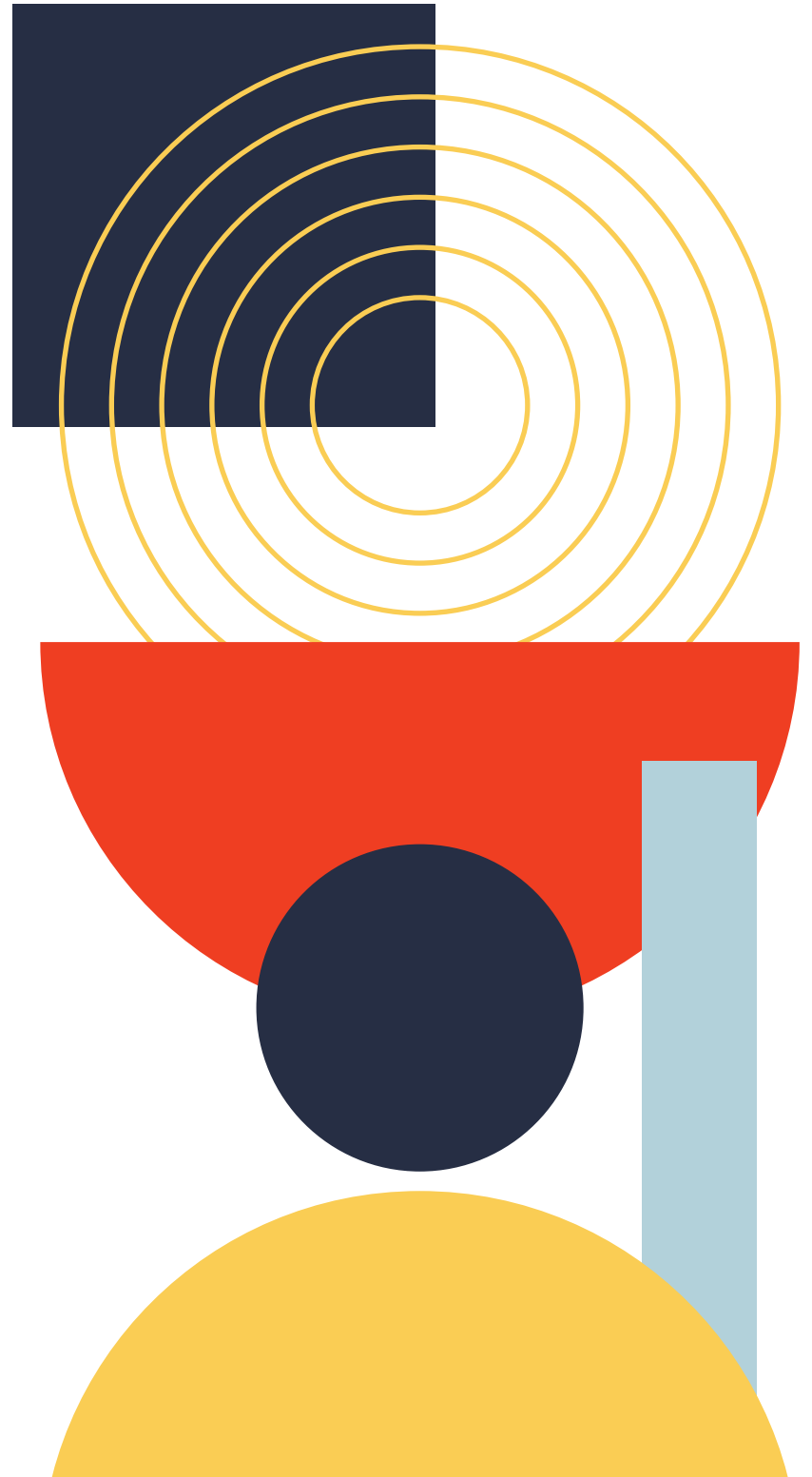
Follow the entire story of the MCU, from before the Big Bang to the Blip and beyond. Along the way, learn more about the evolution of the Iron Man armors, the hunt for the Infinity Stones, and the formation of the Multiverse. Want to know how many times aliens have invaded Earth, or the complete history of Cap's shield? Look no further!

A treasured keepsake for any movie buff, filled with exclusive infographics, illuminating timelines, and amazing movie stills, this book will have pride of place on any MCU fan's shelf.

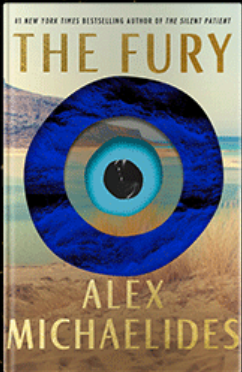
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Giveaways typically receive between 500 and 1,500 entrants

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FLOATING HOTEL

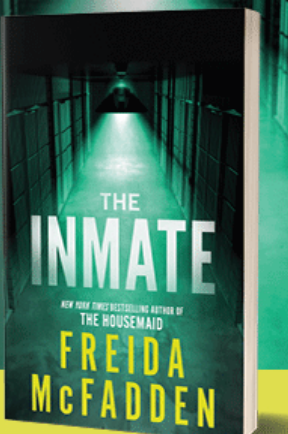
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Cindy Herman-Strawhecke, PhD

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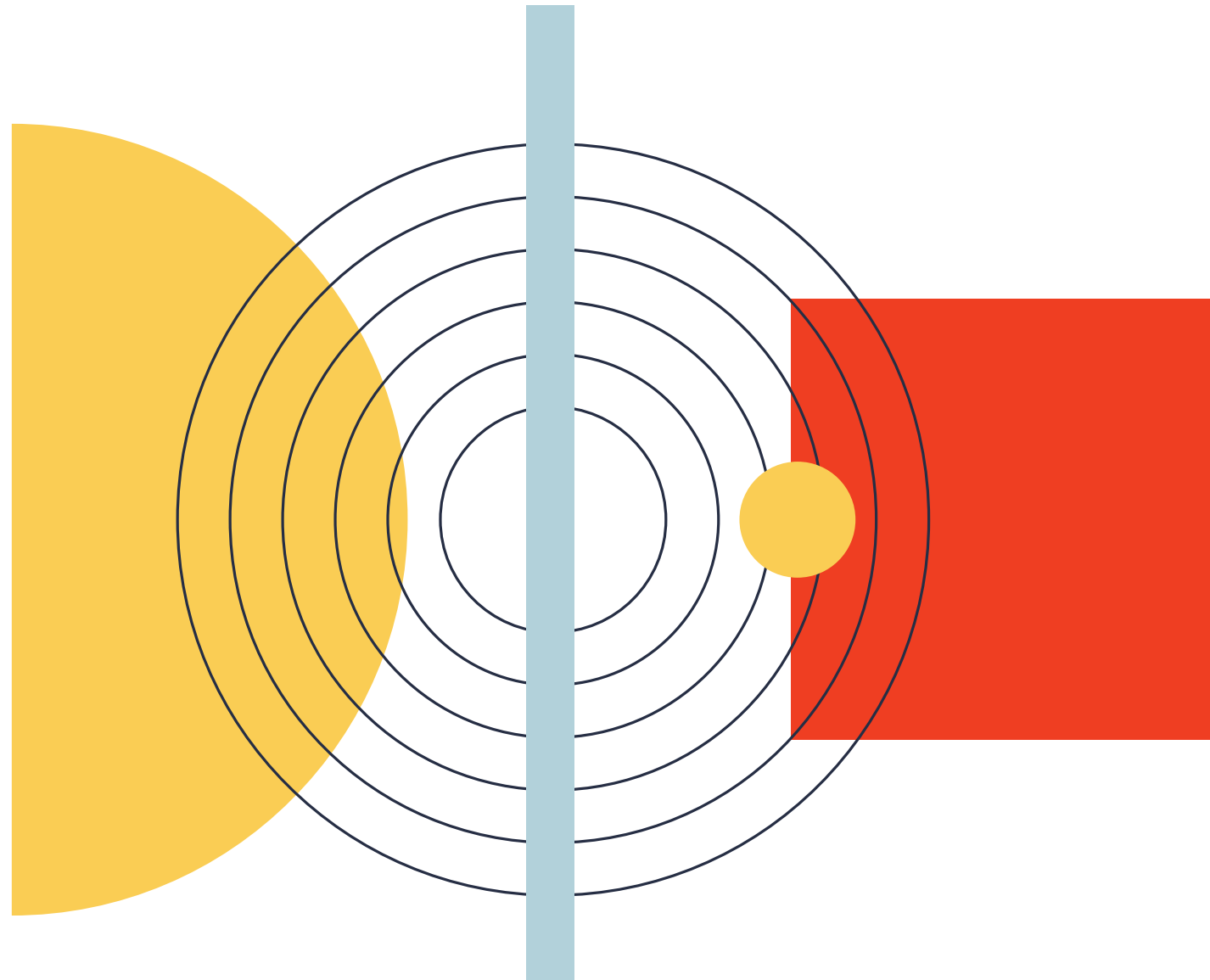
NEWSLETTER ADS

PROPERTY	PRICE
Early Bird Books	\$250
The Reader	\$100
The Lineup	\$75
The Portalist	\$75
Murder & Mayhem	\$75
The Archive	\$75
A Love So True	\$50

WEBSITE ADS

WEBSITE	7-DAY COST	14-DAY COST
The Lineup	\$600	\$1,200
The Portalist	\$600	\$1,200
Murder & Mayhem	\$500	\$1,000
The Archive	\$500	\$1,000
A Love So True	\$400	\$800

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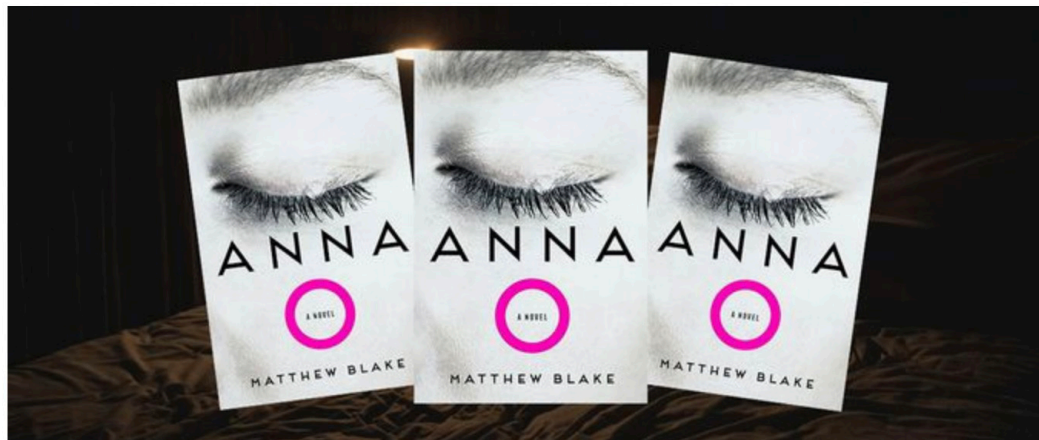
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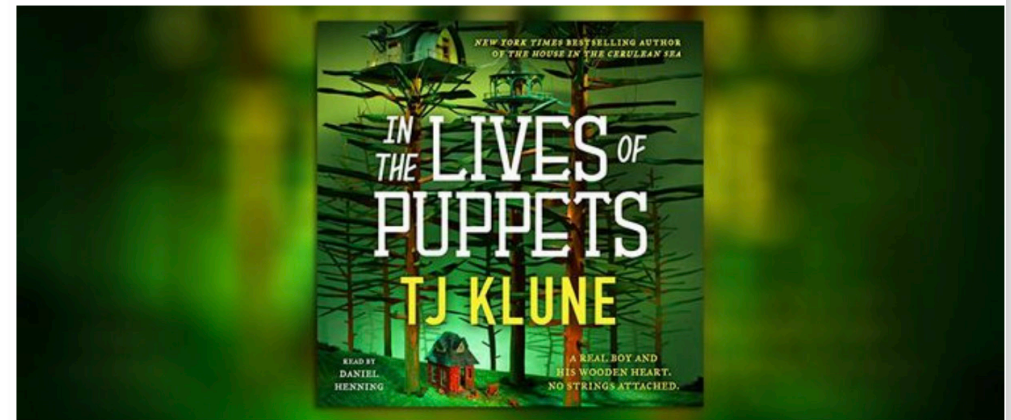
PROMOTED BY HARPER | By [Isabel Montero](#) | Published Dec 22, 2023



The Best Books of 2023: *In the Lives of Puppets* by TJ Klune

TJ Klune's cozy, queer sci-fi novel won the 2023 Goodreads Choice Award for Best Science Fiction Novel.

PROMOTED BY MACMILLAN | By [The Portalist Staff](#) | Published Dec 13, 2023



Every piece of content we create is promoted through our social media channels and newsletters

 EARLY BIRD BOOKS

THE LINEUP

THE PORTALIST

THE ARCHIVE

A LOVE SO TRUE

MURDER & MAYHEM

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AUTHOR INTERVIEW

Includes: Book covers and
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ASK US ABOUT OTHER OPPORTUNITIES

The screenshot shows a webpage header for 'EARLY BIRD BOOKS' with a 'Subscribe' button. The main heading is '10 Indigenous Authors You Should Read This Month'. Below the heading is a sub-heading 'Celebrate Native American Heritage Month with a powerful read.' and a line 'PROMOTED BY MILKWEED | By Orrin Grey | Published Nov 1, 2023'. A row of book covers is displayed, including 'ROSE QUARTZ' by Sasha taq̓sabl̓u LaPointe, 'THE SEED KEEPER' by Diane Wilson, and 'THE LOST JOURNALS OF SACAJEWEA' by Debra Magpie Earling. The article text begins with 'November is Native American Heritage Month here in the United States, and we're celebrating by highlighting the work of some of our favorite indigenous authors, both from the US and beyond. After all, indigenous writers come from just about every landmass on the globe, and they've written a wide array of exciting, evocative, transportive, and transformational works of all kinds, from histories and biographies to poems and novels.' It then says 'Ready to find a new favorite author? Check out one of these 10 indigenous writers this November!' and features a section for 'The Seed Keeper' by Diane Wilson, which is named one of the best books of 2021 by various publications. A quote from the *Minneapolis Star Tribune* describes the book as a 'moving and monumental debut novel' about Rosalie Iron Wing, a Dakota woman whose life in foster care has been shaped by her father's teachings. Another quote from *Book Riot* describes it as a 'gripping story of life, legacy, and "a love for nature you can feel seeping through each page"'.



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Ebook Deal Promos

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- ✔ REACH MORE READERS
- ✔ BREATHE NEW LIFE INTO BACKLIST BOOKS

Good Omens

By Neil Gaiman



\$1.99 ~~\$9.49~~

EXPIRES 4/24/24

Fantasy



According to *The Nice and Accurate Prophecies of Agnes Nutter, Witch*, the world will end on a Saturday. Next Saturday, in fact. So the armies of Good and Evil are amassing, Atlantis is rising, frogs are falling, tempers are flaring. Everything appears to be going according to Divine Plan. Except a somewhat fussy angel and a fast-living demon are not actually looking forward to the coming Rapture.

Amazon

Apple Books

Barnes & Noble

Awesome Architecture Activities for Kids

By Andrea Mulder-Slater



\$2.99 ~~\$7.99~~

EXPIRES 4/2/24

Children's



Get kids excited about architecture with hands-on activities

Kids will explore the key principles of building and design through creative projects like constructing a bridge, designing a garden, and planning a shopping center.

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