

INTRODUCING

shereads

Reaching more than 200k readers every month with the latest book recommendations, reviews, author interviews, new release spotlights, book-to-screen news and recommendations, and more.

REACH MORE READERS WITH SHE READS

Since launching in 2018, SheReads.com has become the **go-to destination** for readers to find their next book recommendation. Our readers are **more engaged** and **more loyal** than the standard online consumer.

- Enhanced “search by genre” features
- Bookshop affiliate links support independent bookstores
- Weekly/monthly columns including Best New Releases, In the Stacks with Traci Thomas, Booktok/Bookstagram Trending Titles, What Famous Authors Read, and more!
- A go-to for exclusive author interviews, partnered Netflix book adaptation announcements, and books-to-screen news since 2021.

AS SEEN IN

BRIT+CO. **Bookstr** **frolic**

HAS PARTNERED WITH

 **HarperCollins Publishers**

Kensington

 **blackstone publishing**



1.8 million+ pageviews in 2022

3.7 million+ pageviews since 2018

6 Million+ Annual Visitors

200k Average Monthly Visitors

Nearly **30k** Social and Newsletter Fans

Based on 2021 Google Analytics, Planoly and MailChimp reporting

A CLOSER LOOK AT OUR READERS



■ **75% FEMALE**
■ **25% MALE**

TYPICALLY BETWEEN 24-44 YEARS OLD

**Gaining mindshare especially with
24-34-year-old females**



**FROM THE UNITED STATES, CANADA
AND GREAT BRITAIN**



**83% ORGANIC
SEARCH TRAFFIC
FROM READERS
INTERESTED IN
BOOKS, MOVIES AND
ONLINE SHOPPING**

**Our book lists dominate
search results**



3.5K social
post saves to
refer back to
book choices



Over **3**
minutes on
site reading
content



More than
2x the industry
average
newsletter
open rate



7x higher
click-through rate
than traditional
ecommerce
emails

SOME OF OUR MOST POPULAR CONTENT INCLUDES:

1

ONSITE

200k average page views per month

83% organic search traffic means readers are genuinely looking for a book and trust our picks

Source: Google Analytics 2020

2

SOCIAL

20k+ Instagram followers

3x the average engagement rate

Source: Planoly Analytics

3

NEWSLETTERS

Almost **10k** active subscribers

Up to **38%** open rate (versus 15.6% for traditional ecommerce emails)

Up to **14%** click rate (versus just 2% for traditional ecommerce emails)

Source: Mailchimp Analytics 2020



CONNECT WITH ALL READERS

We're on a mission to help readers find great book recommendations, no matter their reading preferences. Some of our most popular content includes:

Most Anticipated Lists

Romance

Historical Fiction

Young Adult

Thriller

Women's Fiction

Book-to-Screen Adaptations

Summer Reading Roundups

Best of the Year Book Awards Lists

Pop Culture Recommendations

shereads

ADVERTISING OPPORTUNITIES

BE THE ANSWER TO "WHAT DO I WANT TO READ NEXT?"



THE CLASSICS

A la carte advertising options

<p>COVER REVEAL</p> <ul style="list-style-type: none">• Coordinate with SheReads for a cover reveal and/or an exclusive excerpt of a book to be shared from our social media channels.• \$450	<p>ONSITE ADVERTISING</p> <ul style="list-style-type: none">• Promote your book through ad placements across our site with 25-50% share-of-voice• \$250/wk
<p>NEWSLETTER AD</p> <ul style="list-style-type: none">• We'll feature your book in our popular newsletter as a solo advertisement, providing ad design with your chosen hyperlinks.• \$350	<p>DEDICATED SOLO NEWSLETTER</p> <ul style="list-style-type: none">• Our newsletters dominate the industry with a 37% open rate and 7x the click rate of normal ecommerce emails.• purchased a la carte or in a combined package• \$750
<p>PODCAST AD</p> <ul style="list-style-type: none">• Promote your book to 1000s of listeners looking for new book recommendations on our Thriller by the Bookclub podcast! Read in the voice of our hosts, these ads speak to the hearts of readers.• 30-second ad read, \$200/episode• 1-minute ad read, \$300/episode• Sponsor season (3 months) \$7000 <p>*Currently for thriller genre only</p>	

ADVERTISING PACKAGE

The Starter Shelfie, \$3,500

- 2 weeks of site ads on SheReads.com
- Place your book at the top of 2 roundups + used as feature image in one
- Newsletter ad
- Social media in-feed post of the book linking to the roundup with it at the top.
- 10 book challenge author interview

The Fully Booked Bundle, \$6,000

- 1 week SheReads.com homepage takeover, have all the included content featured on the homepage OR option to sponsor Digital Issue
- 4 weeks of site ads on SheReads.com
- Featured in a solo newsletter
- Place your book at the top of two roundups + used as featured image in one
- Two social media in-feed posts: one photo of the book with a link to featured roundup, one video of you in Reels talking about your book
- Author interview on site
- Book giveaway on social media (follow author, like post, tag friends)



The Judging By The Cover, \$4500*

- Be the cover person of the SheReads.com Digital Issue (homepage feature)
- Featured in a solo newsletter
- Place your book at the top of two roundups + used as featured image in one
- Two social media in-feed posts: one photo of the book with a link to featured roundup, one video of you in Reels talking about your book
- Author interview on site

***Digital Cover is highly selective and at the discretion of editorial**

LET'S COLLABORATE

Email us at hello@shereads.com to discuss your custom sponsorship options.

We've been honored to work with guest editors like:



Jodi Picoult



Dolly Parton



Yaa Gyasi



Kenya Hunt



Nicholas Sparks



James Patterson



Jasmin Kaur



Chanel Cleeton



Lauren Groff



Chloe Gong



Silvia Moreno-Garcia



Emily Henry



Zen Cho



Morgan Rogers



Sonali Dev



Maggie Shipstead



Allison Winn Scotch



Claire Ramirez



Dr Nguyễn Phan Quế Mai



Riley Sager