INTRODUCING

shereads

She Reads is a digital magazine that averages nearly 2 million views a year with the latest book recommendations, reviews, author interviews, new release spotlights, book-to-screen news 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, Amazon and Barnes & Noble affiliate partnerships help drive readers to their retailer of choice
- Daily coverage including trending news, timely book recommendations paired with pop culture relevance, and industry-wide recognized Most Anticipated lists
- A go-to for exclusive author interviews, first looks, cover reveals, partnered Netflix book adaptation announcements, and book-to-screen news since 2021.

AS SEEN IN

sheknows Ms. Career Girl WOMEN.COM

HAS PARTNERED WITH

Harlequin BAKER PUBLISHING GROUP WB

SEARCHLIGHT PICTURES HBOmax



Our multi-brand book audience includes:

20+ MILLION

VISITORS SINCE SHEREADS.COM LAUNCHED

5+ MILLION

VIEWS ON SOCIAL MEDIA IN THE PAST 90 DAYS

200K+

SOCIAL MEDIA FOLLOWERS

60K+

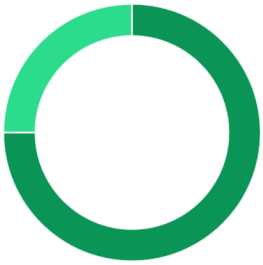
SUBSCRIBED NEWSLETTER CONTACTS

20K+

VOTES IN THE BEST OF 2025 AWARDS

**She Reads is a part of Spark Point Studio, a multi-brand book content, marketing and publicity agency.*

A CLOSER LOOK AT OUR READERS



75% FEMALE

25% MALE



PRIMARY AUDIENCE BETWEEN 24 – 44

GEN Z READERS ACCOUNT FOR 25% OF AUDIENCE

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



75% OF AUDIENCE BASED IN THE UNITED STATES, CANADA AND GREAT BRITAIN



83%

ORGANIC SEARCH TRAFFIC FROM READERS SEEKING BOOK, TV AND MOVIE RECOMMENDATIONS

Our lists dominate page one search results!



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?"

UP TO
200K+
VISITORS A MONTH

OVER
35K
INSTAGRAM FOLLOWERS

7X
INDUSTRY-STANDARD CLICK RATES

UP TO
2MM
ANNUAL VISITORS

THE CLASSICS

A la carte advertising options

SPONSORED POSTS

- Partner with She Reads for a custom piece of content to run. From cover reveals to sponsored roundups, your post will have a lifetime placement on She Reads.
- **$450**

ONSITE ADVERTISING

- Promote your book through ad placements across our site with 25-50% share-of-voice
- **$250/wk**

NEWSLETTER AD

- We'll feature your book in our popular newsletter as a solo advertisement, providing ad design with your chosen hyperlinks.
- **$350**

DEDICATED SOLO NEWSLETTER

- 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**

SPONSORED SOCIAL MEDIA GIVEAWAY

- Reach thousands of social media followers, gain new followers and bring awareness to your release with a collaborative Instagram giveaway of your book.
- **$450**

COVER REVEALS AND FIRST LOOKS

- Get the news out about your new cover, share an excerpt, or do a custom She Reads Q&A to get early readers interested in preordering.
- **$450**

Advertising Packages

EVERYTHING IS BETTER WHEN YOU BUNDLE! GETTING EYES ON A BOOK SOMETIMES TAKES MORE THAN ONE TRY. REACH OUR AUDIENCES IN A VARIETY OF WAYS WITH OUR ADVERTISING PACKAGES THAT TARGET ON-SITE VISITORS, SOCIAL MEDIA FOLLOWERS AND NEWSLETTER SUBSCRIBERS IN A MEMORABLE WAY THAT HELPS READERS CLICK THAT "ADD TO CART" BUTTON.

THE STARTER SHELFIE

$3500

Want to reach our audience in the most targeted—and budget-friendly—way? The Starter Shelfie gets a book featured on each of our platforms in a way that readers won't be able to scroll past.

- 2 weeks of on-site ads
- Book placement at the top of 2 roundups + feature image in one
- Newsletter Ad
- In-feed Instagram post linking to roundup OR giveaway
- Author interview



In-Feed Social Media Post



Sponsored Posts



Newsletter Ad Placement



In-House Designed Site Ads



THE FULLY BOOKED BUNDLE

$6,000

Want to take the She Reads audience by storm? The Fully Booked Bundle is a way to ensure you've done the most effective targeting we have to offer. Combining an extended campaign timeline with a multi-pronged approach to reaching our audience on every platform, this all-inclusive bundle will help a book (or event) find its way to your target audience.

- **1 week SheReads.com homepage takeover, have all the included content featured on the homepage OR option to sponsor the Digitial Issue**
- **4 weeks of on-site ads**
- **One Dedicated newsletter and one ad placement**
- **Place your book at the top of two roundups + feature image in one**
- **Two social media in-feed posts: one stylized/designed photo of the book linking to a roundup and one Reels featuring the author**
- **Author interview**
- **Book giveaway on Instagram**



Newsletter Ad Placement



In-House Designed Site Ads

Sponsored Posts

THE JUDGING BY THE COVER

$4,500

Our digital issues are a huge attraction on She Reads. We have featured some of the top authors in the industry on our covers including Carley Fortune, Tia Williams, Kristin Hannah, Rebecca Yarros, Jesse Q. Sutanto, and Julia Whelan. Become a cover star with our digital issue-focused ad package.

- **Be the cover person for a month with homepage feature and unique landing page**
- **Dedicated newsletter**
- **Place your book at the top of two roundups + feature image in one**
- **Two social media in-feed posts: one stylized/designed photo of the book linking to a roundup and one Reels featuring the author**
- **Author interview**





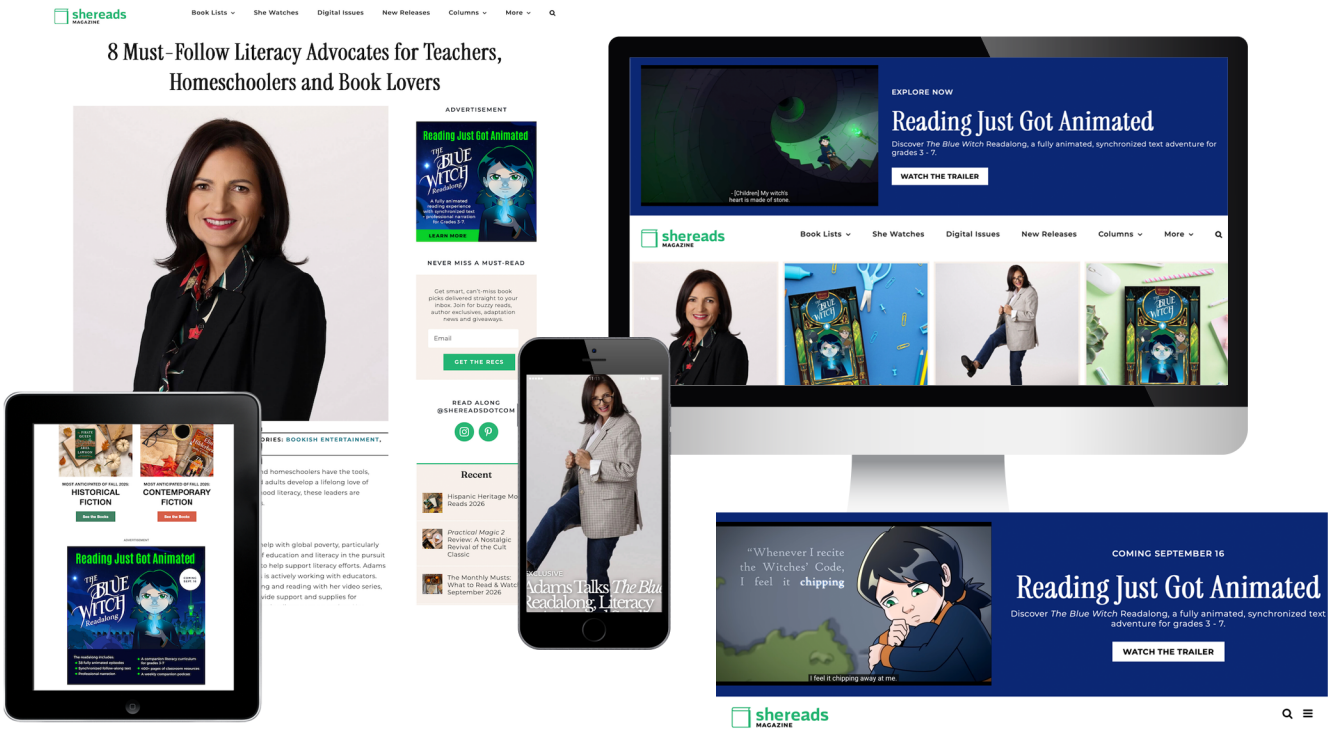
There is limited availability for digital issue cover features. Please reach out to us to hear about opportunities to sponsor a digital issue or pricing for a special edition issue outside the regular calendar.

THE MAIN CHARACTER CAMPAIGN

$10,000

Create “main character energy” on She Reads by taking over the whole site during seasonal events. Capitalize on high traffic times of year like summer reading, back-to-school season, Halloween and the holidays. Not only will you be hitting our audience during peak book purchasing seasons, you’ll be giving our audience opportunities all month long to fall in love with your book. Takeover She Reads for four weeks and get hundreds of thousands of eyes on your books.

- **4 week SheReads.com homepage takeover, have all the included content featured on the top homepage bar**
- **Sponsor one of the digital covers (She Reads or She Watches)**
- **4 weeks of onsite ads (above the menu XL ad, homepage banner, article page ad)**
- **1 dedicated newsletter and 2 newsletter ads**
- **4 articles (1 interview + 3 roundups/seasonal posts)**
- **4 social media posts (including 1 reel, 1 giveaway, 1 post, 1 carousel)**



LEAVE AN IMPRINT PUBLISHER PROGRAM

If you're a publisher and want to see multiple authors shine on the pages and feeds of She Reads, you're in the right place! Our new publisher pilot program gives you the opportunity to weave multiple authors into our content through sponsored posts (like roundups, first looks, cover reveals and more), onto the feeds of our Instagram page (through giveaways, reels and spotlights) and into the inbox of our devoted audience through a variety of newsletter inclusion options. The package feels both seamless and organic and leverages our top tier SEO-traffic and loyal following so your titles will reach readers in a way that feels authentic and engaging.

6-Month Package

$6,000/month

• Sponsored content – Key titles included in 5 articles a month

• Newsletters – Premium, above the fold inclusion in newsletter content, opportunities for dedicated newsletters and book spotlights in regular newsletters

• On-site ads and homepage takeovers – custom book skins and ads on the homepage and individual post pages

• Digital Issue – Opportunities for inclusion in our highly popular digital issue. Cover features, sponsorships, in-issue ads and sponsored contents

• Preorder campaigns – Early book drops, first looks and cover reveals, preorder email campaigns and social media giveaways to drive early interest, reviews and preorders

• Social media – Utilizing in-feed posts, stories and reels to reach our 30K Instagram followers

LEAVE AN IMPRINT PUBLISHER PROGRAM

12-Month Package

$5,000/month

• Includes everything from the six-month package

• Features in our highly popular Holiday Gift Guide and She Reads Awards

• Monthly discount for booking the whole year

The Leave an Imprint Pilot Program for publishers is a brand-new offer from She Reads advertising that allows you to maximize the coverage for multiple titles on our site in a totally customizable way. Depending on the number of titles and your needs, we build a package that involves all our platforms to target the readers you're seeking for the top goals you have in mind. Our content is often on the first page of Google searches, and you can leverage that organic traffic and direct readers right to your books with this program that makes sure your books are everywhere.







Prices will vary depending on the number of authors as well as availability for a digital cover or the need for a special edition cover.

ONCE UPON A SPONSOR

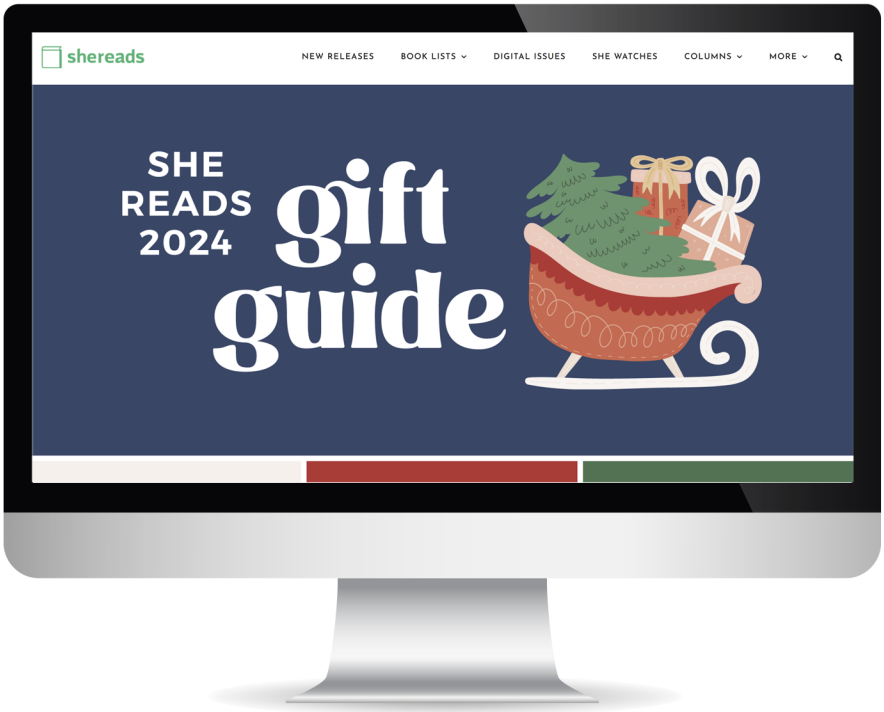
Contact for pricing

She Reads is known for our original content, our unabashedly bookish vibe and our industry recognized recommendations. From our Most Anticipated lists to our Best Books of the Year Awards to our Holiday Gift Guide and Digital Issues, we've gained a reputation for drawing in ready-to-buy readers during prime reading seasons. So join the story by sponsoring one of our major content campaigns.

Ad packages will vary depending on the time of year and type of content. Here's an example of what a sponsorship might look like:

Holiday Gift Guide Sponsorship

- **Month-long ad on the gift guide landing page**
- **Book included in a roundup on the gift guide**
- **Newsletter ad placement in the gift guide newsletter**
- **Social media giveaway during the month the gift guide is running (seasonally styled social media image designed in-house)**



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


Jodi Picoult


Dolly Parton


Yaa Gyasi


Kennedy Ryan


Nicholas Sparks


James Patterson


Jasmin Kaur


Chanel Cleeton


Lauren Groff


Chloe Gong


Silvia Moreno-Garcia


Emily Henry


Ana Huang


Tia Williams


Sonali Dev


Rebecca Yarros


Allison Winn Scotch


Isabel Ibañez


R.F. Kuang


Riley Sager