

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

We are  
**Open Road Integrated Media.**

Open Road Integrated Media is a prestige content brand delivering digital experiences that entertain and inform readers around the world; our network of digital properties produces compelling stories that keep audiences engaged—across devices. Our catalog includes more than 35,000 titles that we market on behalf of leading publishers around the globe.


We research audience demand, develop engaging content, and create omni-channel campaigns to bring in readers via six distinct sites, newsletters, and social channels. This approach works beautifully for our titles and our vast network of partner titles—readers know they will find high quality and engaging books when they turn to ORIM. We're delighted to include your books here as well.




## **2022 Media Kit**

Daniel Berkowitz, Director, Audience Monetization  
[DBerkowitz@OpenRoadMedia.com](mailto: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**

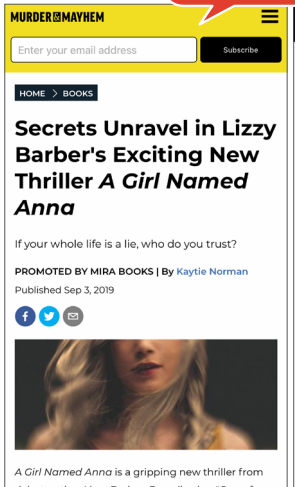
**Romance & Relationships**  
**Books - Media**  
Reach 100K consumers

## How do we work?

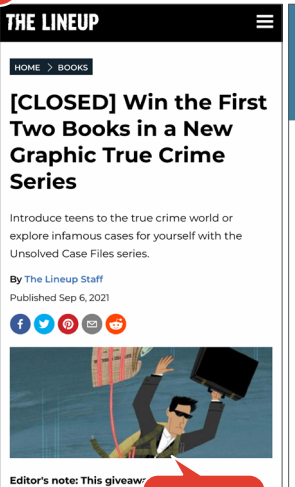
Themed Lists



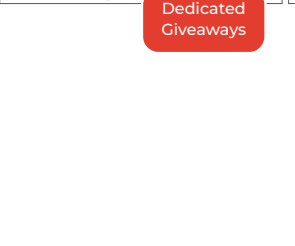
Featured Articles with Excerpts



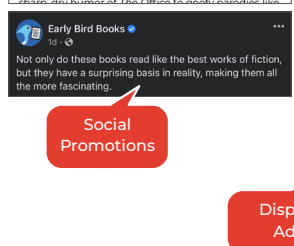
Dedicated Emails




Dedicated Giveaways



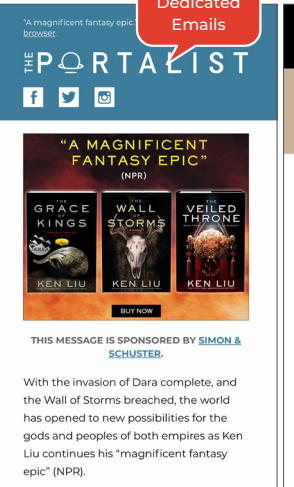
Social Promotions



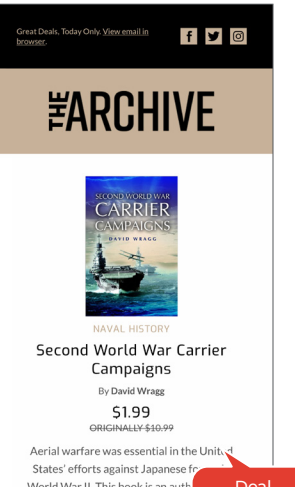
Display Ads



Dedicated Emails



Deal Promotions





## Book Deals & Recommendations

[www.EarlyBirdBooks.com](http://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
<b>Dedicated Email</b>	<ul style="list-style-type: none"> <li>Send a dedicated email with custom CTA to our targeted list</li> </ul>	<b>\$2000</b>
<b>Dedicated Giveaway Package</b>	Acquire emails by offering an exclusive giveaway. <ul style="list-style-type: none"> <li>Sponsor receives emails of ALL entrants</li> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion (The Reader) and paid social advertising</li> </ul>	<b>\$5000</b>
<b>Featured Article</b>	Dedicated editorial, 800-1,600 words, SEO-optimized <ul style="list-style-type: none"> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion with custom CTA (The Reader)</li> </ul>	<b>\$2500</b>
<b>Hype Piece</b>	Dedicated editorial, 300-500 words, SEO-optimized. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$700</b>
<b>Themed List</b>	<ul style="list-style-type: none"> <li>Include 1 title in a themed list, SEO-optimized <b>+\$300 per extra title</b></li> <li>Promoted via the site, social, and email</li> </ul>	<b>\$1500+</b>
<b>Author Interview</b>	Run an interview with your author, 800-1,600 words. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$1250</b>
<b>Guest Post</b>	Have your author write an 800-1,600 word guest post. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$750</b>
<b>Excerpt</b>	Run an excerpt from an upcoming title. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$700</b>



## Editorial Opportunities - Continued

	DESCRIPTION	PRICING
<b>Email Display Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Featured in The Reader content newsletter</li> <li>• Only one 600x300 ad featured per email</li> <li>• Bulk rates available</li> </ul>	<b>\$300 Reserve</b>
<b>Deal Promos</b>  <b>EARLY BIRD BOOKS</b>	<p>Downpricing a title? Feature it in our signature deals newsletter, Early Bird Books.</p> <p>Please <a href="#">contact us</a> if you are interested in buying multiple slots for a bulk rate.</p> <p><b>Remember:</b> Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<b>\$300 Reserve</b>
<b>Deal Promos</b>  <b>THE READER</b>	<p>Downpricing a title? Feature it in our deals newsletters.</p> <p><b>Remember:</b> Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<b>\$150 Reserve</b>
<b>Website Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Please <a href="#">contact us</a> to inquire about rates.</li> </ul>	
<b>Website Takeover</b>	Please <a href="#">contact us</a> to inquire about rates.	
<b>Monthly Bundled Giveaway</b>	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> <li>• Promoted via the site, social, and email</li> <li>• Participants receive winner's name only.</li> <li>• Participants are asked to promote via 1-2 social posts</li> </ul>	<b>FREE!</b>

## THE LINEUP

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

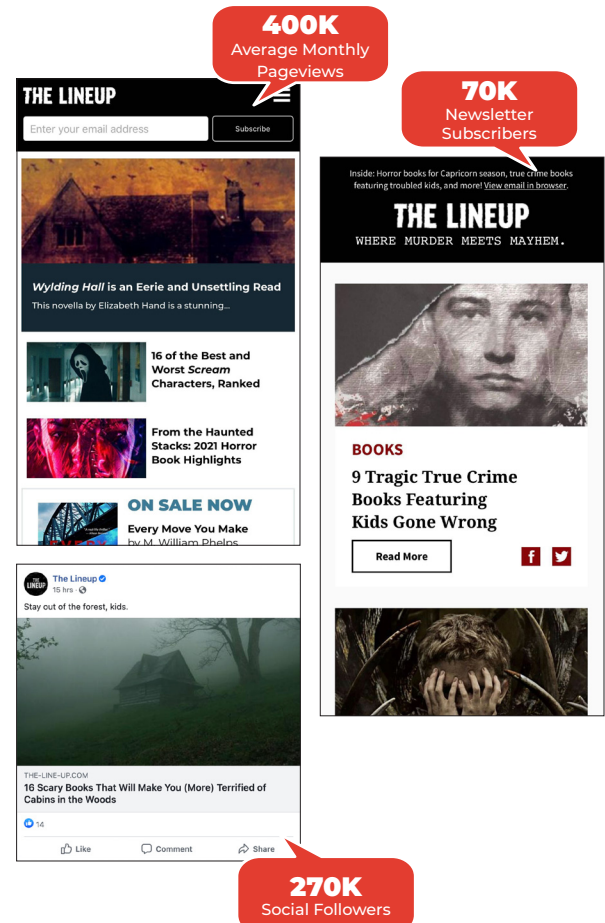
[www.The-Line-Up.com](http://www.The-Line-Up.com)

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
<b>Dedicated Email</b>	<ul style="list-style-type: none"> <li>Send a dedicated email with custom CTA to our targeted list</li> </ul>	<b>\$1000</b>
<b>Dedicated Giveaway Package</b>	Acquire emails by offering an exclusive giveaway. <ul style="list-style-type: none"> <li>Sponsor receives emails of ALL entrants</li> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion and paid social advertising</li> </ul>	<b>\$2000</b>
<b>Featured Article</b>	Dedicated editorial, 800-1,600 words, SEO-optimized <ul style="list-style-type: none"> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion with custom CTA</li> </ul>	<b>\$1800</b>
<b>Hype Piece</b>	Dedicated editorial, 300-500 words, SEO-optimized. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$700</b>
<b>Themed List</b>	<ul style="list-style-type: none"> <li>Include 1 title in a themed list, SEO-optimized <b>+\$300 per extra title</b></li> <li>Promoted via the site, social, and email</li> </ul>	<b>\$1500+</b>
<b>Author Interview</b>	Run an interview with your author, 800-1,600 words. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$1250</b>
<b>Guest Post</b>	Have your author write an 800-1,600 word guest post. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$750</b>
<b>Excerpt</b>	Run an excerpt from an upcoming title. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$700</b>



## THE LINEUP

## Editorial Opportunities - Continued

	DESCRIPTION	PRICING
<b>Creepy Crate</b>	<p>Ask about this unique opportunity to be featured in our bi-monthly mystery box!</p> <ul style="list-style-type: none"> <li>• Sponsor a 'takeover' box</li> <li>• Feature a book or galley</li> <li>• Include a product sample or coupon</li> <li>• <b>6 weeks of front billing</b> in editorial content, dedicated emails, social promotion, influencer outreach, and more.</li> </ul>	<b>Ask for details</b>
<b>Email Display Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Featured in The Reader content newsletter</li> <li>• Only one 600x300 ad featured per email</li> <li>• Bulk rates available</li> </ul>	<b>\$175 Reserve</b>
<b>Deal Promos</b>	<p>Downpricing a title? Feature it in The Lineup weekly deals newsletter.</p> <p><b>Remember:</b> Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<b>\$750 Reserve</b>
<b>Website Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Please <a href="#">contact us</a> to inquire about rates.</li> </ul>	
<b>Website Takeover</b>	<p>Please <a href="#">contact us</a> to inquire about rates.</p>	
<b>Monthly Bundled Giveaway</b>	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> <li>• Promoted via the site, social, and email</li> <li>• Participants receive winner's name only.</li> <li>• Participants are asked to promote via 1-2 social posts</li> </ul>	<b>FREE!</b>



## THE PORTALIST

**A Haven for Science Fiction and Fantasy Fans**

[www.ThePortalist.com](http://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.

160K

Average Monthly Pageviews

16K

Newsletter Subscribers

20K

Social Followers

### 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
<b>Dedicated Email</b>	<ul style="list-style-type: none"> <li>Send a dedicated email with custom CTA to our targeted list</li> </ul>	<b>\$750</b>
<b>Dedicated Giveaway Package</b>	Acquire emails by offering an exclusive giveaway. <ul style="list-style-type: none"> <li>Sponsor receives emails of ALL entrants</li> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion and paid social advertising</li> </ul>	<b>\$1800</b>
<b>Featured Article</b>	Dedicated editorial, 800-1,600 words, SEO-optimized <ul style="list-style-type: none"> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion with custom CTA</li> </ul>	<b>\$1550</b>
<b>Hype Piece</b>	Dedicated editorial, 300-500 words, SEO-optimized. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$600</b>
<b>Themed List</b>	<ul style="list-style-type: none"> <li>Include 1 title in a themed list, SEO-optimized <b>+\$200 per extra title</b></li> <li>Promoted via the site, social, and email</li> </ul>	<b>\$1000+</b>
<b>Author Interview</b>	Run an interview with your author, 800-1,600 words. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$1000</b>
<b>Guest Post</b>	Have your author write an 800-1,600 word guest post. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$600</b>
<b>Excerpt</b>	Run an excerpt from an upcoming title. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$600</b>

## THE PORTALIST

## Editorial Opportunities - Continued

	DESCRIPTION	PRICING
<b>Email Display Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Featured in The Reader content newsletter</li> <li>• Only one 600x300 ad featured per email</li> <li>• Bulk rates available</li> </ul>	<b>\$125 Reserve</b>
<b>Deal Promos</b>	<p>Downpricing a title? Feature it in The Portalist deals newsletter.</p> <p><b>Remember:</b> Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<b>\$75 Reserve</b>
<b>Website Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Please <a href="#">contact us</a> to inquire about rates.</li> </ul>	
<b>Website Takeover</b>	<p>Please <a href="#">contact us</a> to inquire about rates.</p>	
<b>Monthly Bundled Giveaway</b>	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> <li>• Promoted via the site, social, and email</li> <li>• Participants receive winner's name only.</li> <li>• Participants are asked to promote via 1-2 social posts</li> </ul>	<b>FREE!</b>

## MURDER & MAYHEM

For Fans of Mysteries & Thrillers

[www.Murder-Mayhem.com](http://www.Murder-Mayhem.com)

Our fastest-growing property, Murder & Mayhem delivers the best in mysteries & 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.

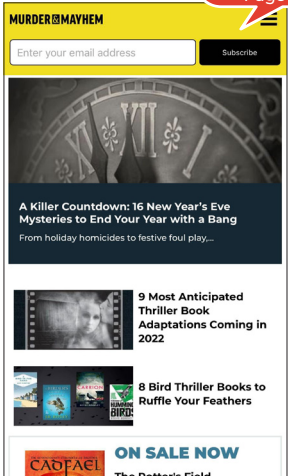
Murder & Mayhem represents a perfect opportunity to engage targeted, enthusiastic fans who buy books. Murder & Mayhem's audience is 70% female.

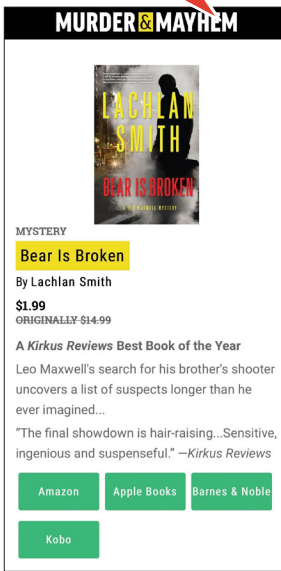
### 2022 Editorial Calendar


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
<b>Dedicated Email</b>	<ul style="list-style-type: none"> <li>Send a dedicated email with custom CTA to our targeted list</li> </ul>	<b>\$750</b>
<b>Dedicated Giveaway Package</b>	Acquire emails by offering an exclusive giveaway. <ul style="list-style-type: none"> <li>Sponsor receives emails of ALL entrants</li> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion and paid social advertising</li> </ul>	<b>\$1800</b>
<b>Featured Article</b>	Dedicated editorial, 800-1,600 words, SEO-optimized <ul style="list-style-type: none"> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion with custom CTA</li> </ul>	<b>\$1550</b>
<b>Hype Piece</b>	Dedicated editorial, 300-500 words, SEO-optimized. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$600</b>
<b>Themed List</b>	<ul style="list-style-type: none"> <li>Include 1 title in a themed list, SEO-optimized <b>+\$200 per extra title</b></li> <li>Promoted via the site, social, and email</li> </ul>	<b>\$1000+</b>
<b>Author Interview</b>	Run an interview with your author, 800-1,600 words. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$1000</b>
<b>Guest Post</b>	Have your author write an 800-1,600 word guest post. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$600</b>
<b>Excerpt</b>	Run an excerpt from an upcoming title. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$600</b>

## MURDER & MAYHEM

### Editorial Opportunities - Continued

	DESCRIPTION	PRICING
<b>Email Display Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Featured in The Reader content newsletter</li> <li>• Only one 600x300 ad featured per email</li> <li>• Bulk rates available</li> </ul>	<b>\$125 Reserve</b>
<b>Deal Promos</b>	<p>Downpricing a title? Feature it in Murder &amp; Mayhem deals newsletter.</p> <p><b>Remember:</b> Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<b>\$75 Reserve</b>
<b>Website Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Please <a href="#">contact us</a> to inquire about rates.</li> </ul>	
<b>Website Takeover</b>	<p>Please <a href="#">contact us</a> to inquire about rates.</p>	
<b>Monthly Bundled Giveaway</b>	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> <li>• Promoted via the site, social, and email</li> <li>• Participants receive winner's name only.</li> <li>• Participants are asked to promote via 1-2 social posts</li> </ul>	<b>FREE!</b>

## THE ARCHIVE

### Exploring History's Fascinating Chapters

[www.ExploreTheArchive.com](http://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.

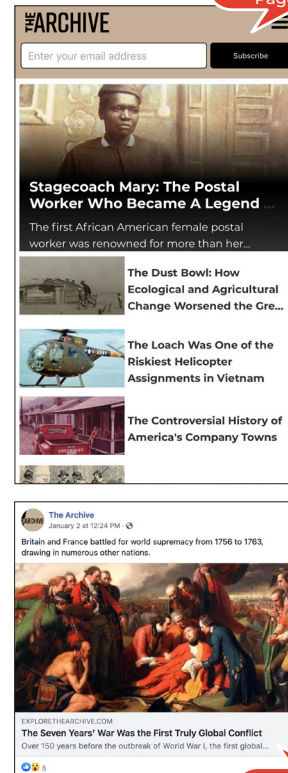
The audience is 52% male, with 40% over the age of 45. Not surprisingly, the audience is receptive to email and they are heavy purchasers of books and other media.

### 2022 Editorial Calendar

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

**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
<b>Dedicated Email</b>	<ul style="list-style-type: none"> <li>Send a dedicated email with custom CTA to our targeted list</li> </ul>	<b>\$750</b>
<b>Dedicated Giveaway Package</b>	Acquire emails by offering an exclusive giveaway. <ul style="list-style-type: none"> <li>Sponsor receives emails of ALL entrants</li> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion and paid social advertising</li> </ul>	<b>\$1800</b>
<b>Featured Article</b>	Dedicated editorial, 800-1,600 words, SEO-optimized <ul style="list-style-type: none"> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion with custom CTA</li> </ul>	<b>\$1550</b>
<b>Hype Piece</b>	Dedicated editorial, 300-500 words, SEO-optimized. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$600</b>
<b>Themed List</b>	<ul style="list-style-type: none"> <li>Include 1 title in a themed list, SEO-optimized <b>+\$200 per extra title</b></li> <li>Promoted via the site, social, and email</li> </ul>	<b>\$1000+</b>
<b>Author Interview</b>	Run an interview with your author, 800-1,600 words. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$1000</b>
<b>Guest Post</b>	Have your author write an 800-1,600 word guest post. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$600</b>
<b>Excerpt</b>	Run an excerpt from an upcoming title. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$600</b>

## THE ARCHIVE

### Editorial Opportunities - Continued

	DESCRIPTION	PRICING
<b>Email Display Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Featured in The Reader content newsletter</li> <li>• Only one 600x300 ad featured per email</li> <li>• Bulk rates available</li> </ul>	<b>\$125 Reserve</b>
<b>Deal Promos</b>	<p>Downpricing a title? Feature it in The Archive deals newsletter.</p> <p><b>Remember:</b> Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<b>\$75 Reserve</b>
<b>Website Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Please <a href="#">contact us</a> to inquire about rates.</li> </ul>	
<b>Website Takeover</b>	<p>Please <a href="#">contact us</a> to inquire about rates.</p>	
<b>Monthly Bundled Giveaway</b>	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> <li>• Promoted via the site, social, and email</li> <li>• Participants receive winner's name only.</li> <li>• Participants are asked to promote via 1-2 social posts</li> </ul>	<b>FREE!</b>

## A LOVE SO TRUE

For Obsessive Romance Readers  
& Relationship Tales

[www.ALoveSoTrue.com](http://www.ALoveSoTrue.com)

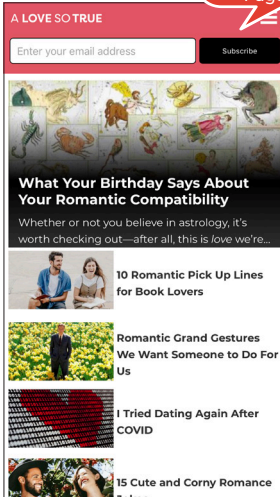
A sweet little site for romance readers and those interested in the romance culture and relationships. We cover books, pop culture, and relationships.

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

### 2022 Editorial Calendar

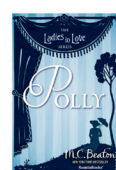
Here are just a few features we're planning for 2022. Don't see anything that fits? Email us for a custom proposal.

**85K**  
Average Monthly Pageviews



**20K**  
Newsletter Subscribers

**A LOVE SO TRUE**



**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

## A LOVE SO TRUE

## Editorial Opportunities

	DESCRIPTION	PRICING
<b>Dedicated Email</b>	<ul style="list-style-type: none"> <li>Send a dedicated email with custom CTA to our targeted list</li> </ul>	<b>\$500</b>
<b>Dedicated Giveaway Package</b>	Acquire emails by offering an exclusive giveaway. <ul style="list-style-type: none"> <li>Sponsor receives emails of ALL entrants</li> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion and paid social advertising</li> </ul>	<b>\$1250</b>
<b>Featured Article</b>	Dedicated editorial, 800-1,600 words, SEO-optimized <ul style="list-style-type: none"> <li>Promoted via the site, social, and email</li> <li>Includes dedicated email promotion with custom CTA</li> </ul>	<b>\$1200</b>
<b>Hype Piece</b>	Dedicated editorial, 300-500 words, SEO-optimized. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$500</b>
<b>Themed List</b>	<ul style="list-style-type: none"> <li>Include 1 title in a themed list, SEO-optimized <b>+\$100 per extra title</b></li> <li>Promoted via the site, social, and email</li> </ul>	<b>\$800+</b>
<b>Author Interview</b>	Run an interview with your author, 800-1,600 words. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$750</b>
<b>Guest Post</b>	Have your author write an 800-1,600 word guest post. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$500</b>
<b>Excerpt</b>	Run an excerpt from an upcoming title. <ul style="list-style-type: none"> <li>Promoted via the site, social and email</li> <li>Add a dedicated email promotion for 25% off the normal rate</li> </ul>	<b>\$500</b>

## A LOVE SO TRUE

## Editorial Opportunities - Continued

	DESCRIPTION	PRICING
<b>Email Display Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Featured in The Reader content newsletter</li> <li>• Only one 600x300 ad featured per email</li> <li>• Bulk rates available</li> </ul>	<b>\$50 Reserve</b>
<b>Deal Promos</b>	<p>Downpricing a title? Feature it in A Love So True deals newsletter.</p> <p><b>Remember:</b> Price promotions impact day-of sales AND average daily sales, as much as 1000% over baseline sales following a promotion.</p>	<b>\$50 Reserve</b>
<b>Website Ads</b>	<p>A perfect opportunity for smaller budgets.</p> <ul style="list-style-type: none"> <li>• Please <a href="#">contact us</a> to inquire about rates.</li> </ul>	
<b>Website Takeover</b>	<p>Please <a href="#">contact us</a> to inquire about rates.</p>	
<b>Monthly Bundled Giveaway</b>	<p>Plug into a regularly-scheduled monthly giveaway. Winners receive a bundle of prizes from all participants.</p> <ul style="list-style-type: none"> <li>• Promoted via the site, social, and email</li> <li>• Participants receive winner's name only.</li> <li>• Participants are asked to promote via 1-2 social posts</li> </ul>	<b>FREE!</b>