

# FreshFiction Media Kit 2024

## Overview

FreshFiction is a premier platform dedicated to connecting popular fiction authors with engaged readers. We provide free, easy, and accessible information about current authors and their books. Our focus is on genre fiction: romance, mystery, thriller, suspense, sci-fi, fantasy, and more. FreshFiction.com features comprehensive author profiles, book reviews, exclusive columns, engaging blog posts, and regular contests—all designed to build buzz and excitement around books.

## What We Offer

- **Author & Book Profiles:** Detailed author pages include bios, publicity photos, links to backlist books, and author websites, while book pages feature covers, summaries, key characters, purchase links, and more. These profiles maximize an author's visibility and make it easy for readers to explore everything they have to offer. See examples like *NIGHT SHIFT* by Charlaine Harris or *Sandra Brown's* author profile.
- **Professional Reviews:** Our professional reviewers provide thoughtful, copy-edited reviews of the latest books across all popular fiction genres. Reviews are linked to the book's page and remain on the site indefinitely, offering ongoing exposure.
- **Columns & Content:** Our columnists cover a wide variety of subgenres like Cozy Mystery, Historical Romance, Fantasy, Romance, and Thrillers. We publish up to four articles a day, each reflecting the ideas and opinions of current popular fiction authors and readers—an open invitation for interactivity and discussion.
- **Newsletters:** FreshFiction newsletters reach over 100,000 subscribers monthly, offering unique promotional opportunities. Our newsletters include:
  - **Fresh Fiction Newsletter:** A themed spotlight featuring authors, books, reviews, and more.
  - **Fresh Pick:** A daily highlight of a single, standout book chosen by our Reader Committee.
  - **Books Not To Miss:** Weekly updates on the most exciting new releases, contests, reviews, and features.
- **Contests & Engagement:** Readers love our interactive contests, which introduce them to new authors and books while offering chances to win prizes. Our Contest Management service boosts author visibility and deepens reader engagement.
- **Fresh Fiction Subscription Box:** This monthly subscription box delivers curated bookish delights straight to readers' doors. Each box includes new books, author swag, and other surprises that keep readers engaged and excited about what's next.

## Advertising Opportunities

We provide a range of flexible advertising options, allowing authors and publishers to get their books in front of the right audience.

- **Banner Advertising:** We offer a variety of banner sizes and positions to ensure maximum visibility across the FreshFiction site. Popular options include Leaderboards, Skyscrapers, and Full Banners—all designed to suit your budget and marketing needs.

- Prices start at \$99/month or \$20 per 1,000 impressions.
- **Newsletter Promotions:** Place your book in our daily *Fresh Pick* or our main *Fresh Fiction News* for a spotlight feature that reaches 100,000+ subscribers.
  - **Fresh Pick (daily):** Only \$99 for five inserts.
  - **Spotlight Mailing:** Target the main *Fresh Fiction* subscribers for \$499.

## In-Person & Digital Events

- **Video Book Club:** We host weekly Video Book Club sessions with featured authors, posted on our YouTube channel for expanded reach.
- **In-Person Events:** Connect directly with readers! FreshFiction holds two in-person reader events monthly in North Texas, plus author luncheons and dinners. Our events are perfect for authors looking to create memorable connections.

## Key Statistics

- **Monthly Unique Visitors:** 206.24k
- **Total Requests:** 35.53M
- **Registered Members:** 49,177
- **Newsletter Subscriptions:** 98,000 (*Fresh Fiction*), 8,000 (*Fresh Pick*), 4,500 (Local Events)

## Why FreshFiction?

With our large, dedicated audience of active readers, FreshFiction offers unique value for authors, publishers, and publicists looking to reach book enthusiasts. We provide:

- **Broad Reach:** Over 100,000 newsletter subscribers and thousands of active site visitors.
- **Targeted Marketing:** Specialized content that connects directly with genre-fiction readers.
- **Community Engagement:** Through our contests, events, and book clubs, FreshFiction helps authors create meaningful interactions with readers.

## Contact Us

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