

FamilyFiction



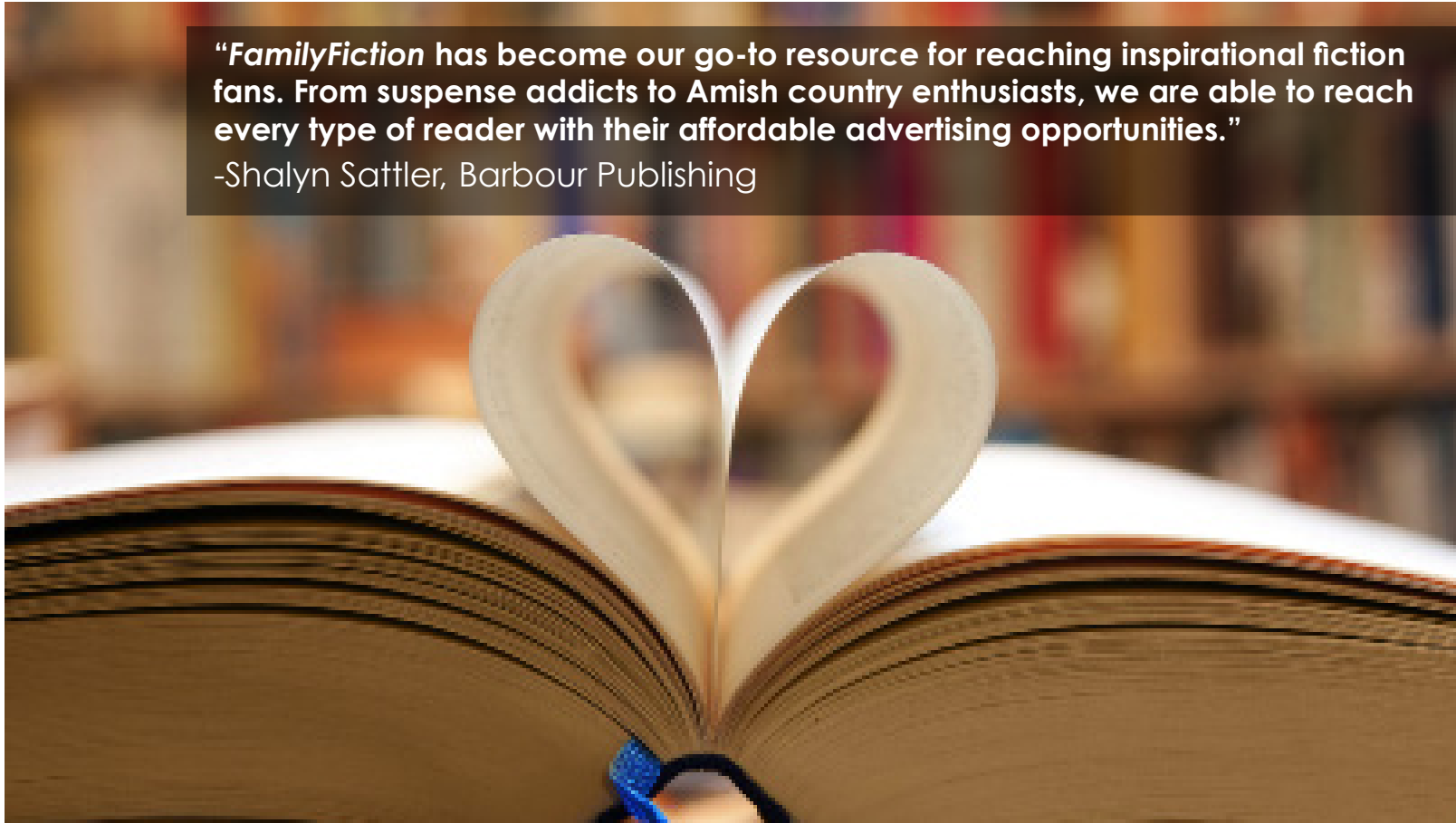
DIRECT SALES MEDIA KIT 2022

FamilyFiction

The FamilyFiction and FamilyFiction Edge brands are built to support and grow a vibrant and engaged community of Christian fiction enthusiasts. We offer exciting ways for fans to get involved.

"FamilyFiction has become our go-to resource for reaching inspirational fiction fans. From suspense addicts to Amish country enthusiasts, we are able to reach every type of reader with their affordable advertising opportunities."

-Shalyn Sattler, Barbour Publishing



Some of our advertising partners...



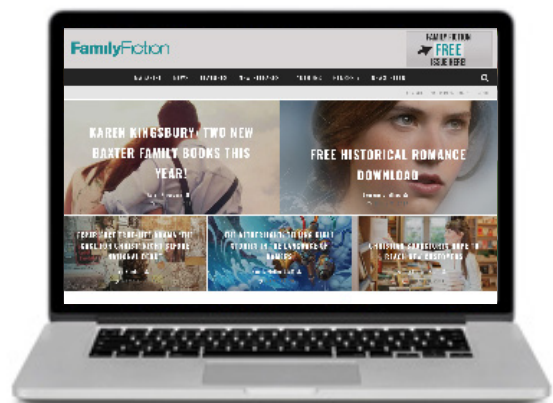
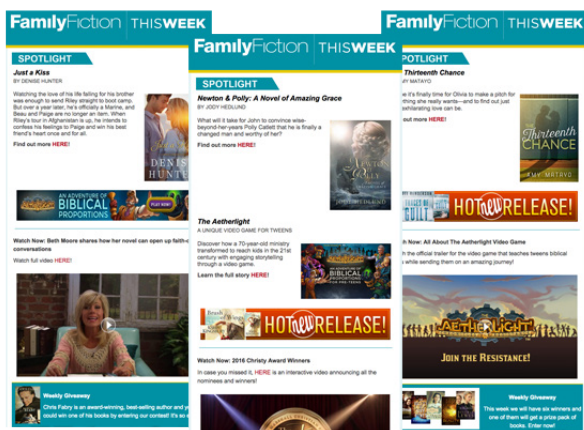
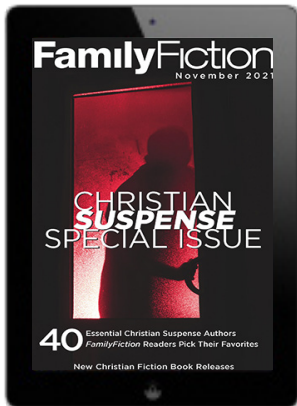
Brand Channels

FamilyFiction [which now includes all FamilyFictionEdge genres] reaches the core audience of Christian fiction enthusiasts.

Here's how:

1 FamilyFiction FREE Digital Magazine

A monthly, digital-only publication distributed free via PDF download or Mobile App to avid, active readers—and buyers—of Christian fiction focusing on the genres of: Amish fiction, Historical fiction, Romance, Contemporary fiction, Women's fiction, and Children's books and DVDs. Some of these top authors are Karen Kingsbury, Wanda Brunstetter, Beverly Lewis, Francine Rivers, Beth Wiseman and Melody Carlson.



2 FamilyFiction | THISWEEK

A weekly newsletter that keeps avid readers informed about new releases in Christian fiction, the latest news from their favorite authors, interviews, features, free downloads, contests and more.

3 FamilyFiction.com

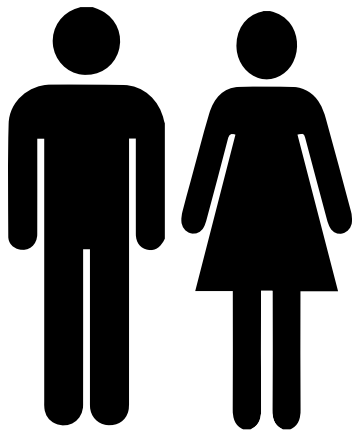
The only major media platform to focus exclusively on the needs of the Christian fiction reader, FamilyFiction.com bridges the chasm between the Christian fiction makers (authors and publishers) and the book-buying public. We serve the Christian fiction reader with news, up-to-date release lists, interviews, book trailers and more.

Our digital magazine, **FamilyFiction**, features interviews and news on the latest Christian fiction. We cover authors from all categories, including Amish, Suspense, Historical, Romance, Contemporary, Speculative, Children's books and much more!



The typical *FamilyFiction* reader...

AUDIENCE DEMOGRAPHICS



Male	15%
Female	85%
18-24	9%
25-34	14%
35-44	24%
45-54	24%
55+	29%



- 26,500+ Likes
- 1,500-2,500 Daily Reach
- 25,000 Feeds/Month



- 6,250+ Followers
- 40-60,000 Impressions/Month



- 1,250+ Followers

Advertising Options & Rates

FamilyFiction.com Ads

Description

600x100 Top Leaderboard

300x250 Top Premium Sidebar

300x250 Bottom Premium Sidebar

300x125 Bottom Spotlight

Rate (net)**

\$350

\$350

\$350

\$100

[PURCHASE](#)

**Each website banner position may rotate up to 5 advertisers per calendar month.

eMail Newsletter Ads (Weekly)

Description

600x100 Top Banner

600x100 Banner

300x250 Side Ad 1

300x250 Side Ad 2

300x250 Side Ad 3

Sponsored Video Spotlight

Sponsored Spotlight

Rate (net)

\$300

\$200

\$150

\$150

\$150

\$300 (1 per week max)

\$200 (2 per week max)

[PURCHASE](#)

Dedicated eBlast (limited availability)

\$600 (net)/1 send

[PURCHASE](#)

FamilyFiction Premium New Release Package - Rate \$700 (net)

- Digital Magazine: New Release Spotlight (1 issue)
- Website: New Release Spotlight* (1 month)
- Newsletter: Sponsored Video Spotlight (1 issue)
- Newsletter: 600x100 Banner Ad (1 issue)

[PURCHASE](#)

FamilyFiction Deluxe New Release Package - Rate \$400 (net)

- Website: New Release Spotlight* (1 month)
- Newsletter: Sponsored Spotlight (1 issue)

[PURCHASE](#)

FamilyFiction Web-Only New Release Package - Rate 250 (net)

- Website: New Release Spotlight* (1 month)

[PURCHASE](#)

*New Release Spotlight posts remain on the site after the 1 month "Spotlight" period.

Website & eMail/eBlast Ads Deadlines

Web, Newsletter & eBlast files and Featured Spotlight content information/files are due on the 15th prior to the posting month. **Example:** Ads scheduled to run in January are due by December 15th.

Advertising Options & Rates

FamilyFiction Premium Featured Author Package - \$1000 (net)

[PURCHASE](#)

- Digital Magazine: 10 Questions (6+ Page Genre Q&A Article) (1 issue)
- Digital Magazine: 1 Full-Page Ad (Ad Supplied by Buyer) (1 issue)
- Website: Rotating Featured Story (up to 5 rotate) (1 month)
Article Posted Permanently on the Website
- Website: 300x250 Banner Ad (1 month)
- Newsletter: Featured Story (1 issue)

FamilyFiction Deluxe Featured Author Package - \$500 (net)

[PURCHASE](#)

- Digital Magazine: 7 Questions (4-6 Page Genre Q&A Article) (1 issue)
- Website: Rotating Featured Story (up to 5 rotate) (2 weeks)
Article Posted Permanently on the Website
- Website: 300x250 Banner Ad (1 month)
- Newsletter: Featured Story (1 issue)

FamilyFiction Basic Featured Author Package - \$300 (net)

[PURCHASE](#)

- Digital Magazine: 5 Questions (2-4 Page Genre Q&A Article) (1 issue)
- Website: Article Posted Permanently on the Website

FamilyFiction Web-Only Featured Author Package - \$200 (net)

[PURCHASE](#)

- Website: 5 Questions (2-4 Page Genre Q&A Article) (1 issue)
- Website: Article Posted Permanently on the Website

FamilyFiction Digital Magazine Ad Rates

Digital Magazine

- Cover 2
- Page 3
- Full Page

Rates (net)

- \$400
- \$400
- \$400 (5 available per issue)

[PURCHASE](#)

Digital Magazine Ad Deadlines

Space closes on the business day nearest the 20th of the month prior to publication and files are due 4 days later.



Issue/Month	Ads Close	Art Due
January - 2021	01/20	01/24
February - 2021	02/20	02/24
March - 2021	03/20	03/24
April - 2021	04/20	04/24
May - 2021	05/20	05/24
June - 2021	06/20	06/24
July - 2021	07/20	07/24
August - 2021	08/20	08/24
September - 2021	09/20	09/24
October - 2021	10/20	10/24
November - 2021	11/20	11/24
December - 2021	12/20	12/24

Non-Agency Advertising Inquiries

Ross Cluver

Publisher

Ross@FamilyFiction.com

615.497.4467

*Non-Agency Ads cost significantly less than ads booked through our ad agency, however, they must be pre-paid via check, credit card, PayPal or other approved form of direct payment.

Artwork Submission

All web & email materials should be submitted via your Wufoo purchase form or can be sent to:

Brandon Woolum

Ad Traffic Manager

bwoolum@salempublishing.com

615.312.4252

Dropbox:

<http://filetransfer.salem.cc/filedrop/bwoolum@salempublishing.com>

All digital magazine materials should be submitted via your Wufoo purchase form sent to:

Ross Cluver

Publisher

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