



2015 MEDIA KIT

Alexis Grant • Founder of The Write Life • ads@thewritelife.com

“Frankly, I was a fan of The Write Life before. But these posts above turned me into an addict.” — Pinar Tarhan, Addicted to Writing

Helping
writers
create,
connect,
and
earn.

THE WRITE LIFE *Story*

Why we're the go-to resource for writers

When journalist Alexis Grant set out to write a travel memoir, she quickly recognized the demand for writing communities online. Writers everywhere wanted advice on how to get published, the best way to grow a blog and how to make money freelancing.

But it wasn't until five years later, when Grant had built a content marketing firm and grown online communities for dozens of clients, that she set out to create The Write Life. It has developed into the community she wished she'd had years before, enjoying **dramatic organic growth** both in audience and in content during its first year.

Take one look at The Write Life and it's clear the community is **actively engaged**, both in the comment section of posts and on social channels. Loyal readers regularly submit content for publication, which has helped turn The Write Life into one of the web's most popular go-to resources for writing.

Content varies from how-to guides on self-publishing, to tips for landing a literary agent, to advice on earning a living as a writer. Readers particularly enjoy reviews of courses and ebooks for writers, as well as the Guest Blogging Spotlight, which features blogs that publish guest posts. These informative posts not only share what works in the writing world, they go deeper with insight on how to do what works.

The Write Life ran a major sale in March 2015, selling 735 bundles of resources to its community and affiliates at a \$99 price point. That shows **readers trust the site to deliver value, so much so that they're willing to pay for it.**

THE WRITE LIFE *Community*

Who you'll reach by advertising with us

"This newsletter is really meaty... plenty of brain fodder." —
Martina Branagan

WHO READS THE WRITE LIFE?

The Write Life readers are focused on becoming better writers and making a living from their writing. They are building freelance businesses, exploring the changing landscape of publishing and developing their craft.

The community is highly engaged. More than 110,000 readers visit the site each month, making for about 180,000 page views. Readers check out an average of 1.4 posts and stay on site for a minute and 16 seconds.

THE SITE'S MOST POPULAR POSTS ARE ON THE TOPICS OF FREELANCING, ADVICE FROM LITERARY AGENTS, MAKING A LIVING AS A WRITER, AND HOW TO SUCCEED AS AN AUTHOR.

The weekly newsletter reaches 20,000 subscribers with a 25% open rate.

These readers are active on social media, too: The Write Life has 12,000+ Facebook fans and 8,000+ Twitter followers.

BY THE NUMBERS:



110K+

MONTHLY VISITORS



180K+

MONTHLY PAGEVIEWS



20K+

EMAIL SUBSCRIBERS



12K+

FACEBOOK FANS



8K+

TWITTER FOLLOWERS

...and growing!

(STATS FROM FEBRUARY 2015)

YOUR OPTIONS AS AN ADVERTISER

Advertisers and sponsors access our community of writers in a variety of ways

WEBSITE ADVERTISING

Be one of three advertisers with a 300x250 ad in the right sidebar, above the fold. This is prime placement, an ad that will catch readers' eyes both when they visit the homepage and blog posts. The ads will rotate evenly, giving each of the advertisers an equal number of impressions. (Estimated impressions per advertiser: 50,000.)

300x250 ad above the fold: \$500 per month

Or place a 300x250 ad in our right sidebar, below the fold. Shared among only two advertisers, this spot gets an estimated 75,000 impressions/mo. per advertiser.

300x250 ad below the fold: \$350 per month



EXCLUSIVE E-NEWSLETTER SPONSORSHIP

A 468x60 ad at the top of our weekly newsletter, which goes out to 20,000+ readers and has an open rate of 25%. While many big brands clutter their newsletter with lots of ads, your ad will be the only ad in The Write Life newsletter the week you sponsor.

Weekly newsletter sponsorship (one newsletter): \$150

Monthly newsletter sponsorship (every newsletter for that month): \$500



YOUR OPTIONS AS AN ADVERTISER (cont'd)

Advertisers and sponsors access our community of writers in a variety of ways

BLOG POST BLURB

Another option for catching the attention of readers is adding a one-sentence blurb plus link of your choice to the top of a relevant blog post. Each blurb will begin with “This post is sponsored by...” It will live indefinitely on top of the post.

For example, if you sell a marketing service for self-published authors, we’ll add your blurb to the top of a post on self-publishing. Your blurb will **not** affect the content; the post itself won’t be a promotion of your product or service.

Blog Post Blurb: \$325/post

THE WRITE LIFE TAKEOVER SPONSORSHIP

For advertisers who are truly keen on getting noticed, we offer a package that includes all of our advertising options, plus exclusive advertising on the site.

This includes a 300x250 ad in the right sidebar, above the fold, as well as newsletter and Twitter sponsorships. If you choose the Takeover Sponsorship, your brand is the only brand The Write Life readers see for the entire month.

Contact founder Alexis Grant for availability and pricing: ads@thewritelife.com.

STANDARD SPECS

JPEG and GIF files are accepted
Creative Production Deadline: Three business days prior to go-live date

NOTE: Advertising must be prepaid by check, credit card or PayPal. The Write Life reserves the right, without liability, to reject any ad copy deemed inappropriate for the site by the publishing staff. If the staff believes an ad may be confused for editorial content, we may add “sponsored content” or “advertisement” to the top of the ad. This will not interfere with the advertising space.

“I had a bit of a serendipitous moment when I found this article entitled, How the Ups and Downs of Writing Can Improve Your Craft. Again, from The Write Life (who are quickly becoming my go-to site).”
— Rachael C. Marek, *A Writer’s Discrepant Memories and Other Tales*