

# General Information

**FreshFiction** provides FREE, easy, accessible, and informative data to popular fiction readers on current authors and their available books. We specialize in genre fiction: romance, mystery, horror, thriller, suspense, science fiction, fantasy, suspense, contemporary, graphic and action novels. FreshFiction.com consists of author pages, book pages, reviews, columns, blog, book reviews, and contests. None of our information requires registration or payment by the readers.

We have an active database of authors and books growing daily with input from our readers, reviewers and columnists. All books on our site include basic information: ISBN, publisher, publication date, genre. Additional details may include the cover image, price, tagline, summary, primary characters, setting location, period, excerpt and note from author or publisher. The information is displayed on a book page incorporating provided information, purchase links and author backlist. For an example book page, check [NIGHT SHIFT](#) by Charlaine Harris.

Our author resources includes basic information: publicity photo, biography and available back list. The author page displays the information with links to each book in their list and optionally to the author's website. [Sandra Brown](#) is an example author page with her biography, links, news, series, and backlist easily accessible to readers.

Our columnists provide information on current and upcoming releases in subgenres: Cozy Mystery, Historicals, Romance, Young Adult, Paranormal Romance, Urban Fantasy and Romantic Suspense.

**Fresh Fiction** publishes up to four articles a day and is a team effort by Fresh Fiction team members, readers and guest authors. It reflects ideas and opinions of active popular fiction authors and readers and invites interactivity by other readers.

Our staff of reviewers provide professional, copy edited **reviews** of current books. We're actively reviewing upcoming books in all popular fiction genres. Reviews remain on the site indefinitely and can be easily found linked to each appropriate book page.

Our newsletters **reach well over 100,000 subscribers per month**. The **Fresh Fiction newsletter** is our main list of opt-in subscribers. Each edition is themed and includes spotlights on authors, books, reviews, contests and our columns. We also publish a daily newsletters: **Fresh Pick** showcasing a single book selected by a Reader Committee and displayed at the top of every Fresh Fiction page for a day. Weekly newsletters include our popular **Books Not To Miss** for the week's releases; contests round-up, reviews round-up, and special spotlights on books.

Another popular section is our **contests** -- inviting readers to enter to have an opportunity to win prizes while educating them on authors and books. [Buy Contest Management](#)

**Advertising opportunities** are available in **Fresh Pick** (published weekdays); **Featured Books** -- five to seven per month are showcased on most pages running in a side bar, as well as newsletter advertising, banners, contest and specialized promotion (author website links, notes on book and author pages, side bar advertisement).

**Events:** we meet weekly on a Video Book Club with an author, which is recorded and posted on our [YouTube](#) channel. In addition, we hold two inperson events each month with readers in the North Texas area. Plus we also do author dinners or luncheons with visiting authors.

**Television:** each Wednesday we are represented on the North Texas ABC Affiliate during the 4 pm news hour with a Wednesday Reads segment, which highlights a single book we find of interest to the viewership.

# Buy advertising

## Rate Card

### Advertising Banners

<b>Banner</b>	<b>Price per Month or, Impressions</b>	<b>Location</b>
<b>468 x 60 IMU - (Full Banner)</b>	\$99 \$20/1000 Impressions	Bottom all pages, divider on front page
234 x 60 IMU - (Half Banner)	\$99 \$20/1000 Impressions	Bottom all pages
120 x 60 IMU - (Button 2)	\$99 \$20/1000 Impressions	Front Page only
120 x 240 IMU - (Vertical Banner)	\$99 \$20/1000 Impressions	Index Pages only contest thank you
125 x 125 IMU - (Square Button)	\$99 \$20/1000 Impressions	Front Page only
<b>728 x 90 IMU - (Leaderboard)</b>	\$99 \$20/1000 Impressions	Bottom all pages, blog and Fresh Pick divider
<b>Skyscrapers</b>		
160 x 600 IMU - (Wide Skyscraper)	\$99 \$20/1000 Impressions	Contest Index Pages, Book pages
<b>120 x 600 IMU - (Skyscraper)</b>	\$99 \$20/1000 Impressions	Index pages, author pages
<b>Newsletter Advertising</b>		
120 x 240 IMU - (Half Vertical), 468x60 IMU and/or <b>728x90 IMU</b> (horizontal)	\$99 for five inserts	Fresh Pick (daily)
Spotlight single mailing to Fresh Fiction News	\$499	Fresh Fiction News

Those sizes in bold are the most popular spots.

## Buy Banner Space

# Statistics

As of December 2022

## Visits and Members

- Monthly Unique Visitors: 41,725
- Monthly Page Views: 79,447
- Registered Members of FreshFiction.com: 32,614

## Newsletter Subscriptions

- Fresh Fiction: 98,000
- Fresh Fiction Box subscribers: 6,500
- Fresh Pick (daily): 8,000
- Local Events in North Texas: 4,500

# Contact Information

### Marketing / Development

Sara Reyes  
(972) 265-9056  
[sara@freshfiction.com](mailto:sara@freshfiction.com)  
5960 West Parker Road  
Suite 278, #119  
Plano, Texas 75093

### Sales, Sponsorships, Events, and Promotions

Gwen Fisher  
[sales@freshfiction.com](mailto:sales@freshfiction.com)  
5960 West Parker Road  
Suite 278-119  
Plano, Texas 75093  
(972)265-9056