

# CRIME FICTION LOVER

Digital media kit

2021/22

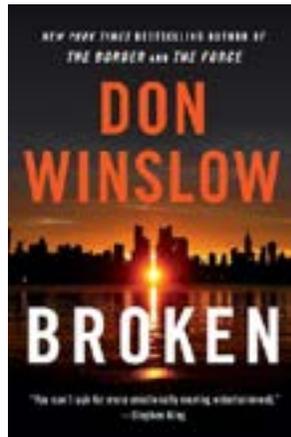
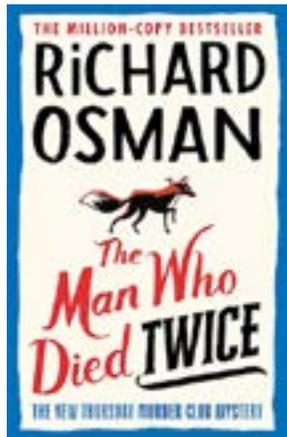
*Find the right audience for your book... Mystery solved!*

## About us...

Crime Fiction Lover was founded over 10 years ago and is dedicated to covering the best crime fiction novels, television shows, short stories and more.

Our team of contributors live and breathe crime fiction, bringing expertise across the board - from Nordic noir through to cosy crime, and everything in between. We have writers in the US, the UK, Australia and South Africa.

With over 4,500 articles, the website represents a huge honey pot of excellent content. But it doesn't end there - we are always in touch with our community via Twitter, Facebook, Instagram and a weekly newsletter.



## And our readers...

Like our team, our readership is international. What unites them is that they love reading crime novels and watching crime shows and movies, just like we do.

They use our site for ideas - what to read next, which shows to look out for, what classics to return to and savour. Our site gives them intelligent and informed reviews and relevant news.

We're tuned into what our readers want. It's not always more of the same, either. So we tell them about debut writers and independent authors they wouldn't come across through the usual channels.

# EVIDENCE FILE

## Monthly web traffic 2021

Users  
**56,840**

Page views  
**93,677**

Duration  
**52 sec**

## Locations

USA: 29%  
United Kingdom: 38%  
Germany: 5.7%  
Australia: 4.9%  
Canada: 4.8%

## Twitter

Followers  
**25,200+**

Tweet impressions  
**500,000+/month**  
(c2,000 impressions/tweet)

## Facebook

Followers/Likes  
**15,000+**

## The Rap Sheet

Newsletter subscribers  
**3,300+**  
(50.9% open rate)

# A STRONG CASE

## Narrow but deep

We'll put you in front of a dedicated audience. Our readers want crime fiction. Our writers are crime fiction experts. One genre - no distractions.

## Crime is our passion

And that means we report on it with enthusiasm. We know what excites our readers because it excites us too, and we convey that. Join us!

## Proudly independent

We understand what it's like to be an independent publisher because we're one too. We're here to support you and help you reach our readers.

## Your partner

Not everyone has a huge budget with social media and marketing teams to ensure their voice is heard. Partner with us and we can help you do that for a fair price.

## Here to stay

Our site has been around for over 10 years. This shows that we are stable yet adaptable and always true to our word.

## Tailored to your needs

Crime Fiction Lover gives you a variety of ways to promote to our audience, at any budget. But if you don't see what you want in this media kit, just ask - we'll do our best to create a customised package just for you.

# WITNESS STATEMENTS

## Essential

"The team are great to deal with and Crime Fiction Lover's readership represents a core audience to us. They're an essential part of our marketing spend."

- Karen Sullivan, Publisher, Orenda Books (CWA Crime & Mystery Publisher of the Year 2020)

## The right audience

"My ads look great on the site and make an impact with the right audience. I know that people who love thrillers read Crime Fiction Lover, and that's who I want to target whenever I launch a new novel."

- Carol Wyer, author of the Natalie Ward series

## Working in partnership

"The site has established itself as a go-to source for mysteries and thrillers. They also understand the world of independent publishing and work in partnership with us to get our message out there."

- Fred Freeman, publisher, Bloodhound Books

## Passion for crime fiction

"Translated crime fiction is our passion, but it's an often overlooked segment. Fortunately, Crime Fiction Lover shares our passion for crime fiction from around the world, so for us it makes perfect sense to advertise there." - Quentin Bates, publisher, Corylus Books

## Highly recommended

"The gang at Crime Fiction Lover worked with me to fashion a multi-pronged advertising campaign that gave me excellent exposure at a very reasonable price. They also featured my books in reviews that allowed me to link back to their website from review quotes. The very accommodating and helpful marketing team makes things easy. I highly recommend this platform for book advertising." - Kevin G Chapman, author of the Mike Stoneman series

# Website advertising

Make 'em an offer they can't refuse

## Key benefits to advertisers

- High visibility - reach crime fiction fanatics
- Generate awareness for your product or event
- Raise author and publisher profile
- Users click through to your chosen destination

## Prices & specs

- Billboard - £120 per month
- Leaderboard - £90 per month
- Three Squares A - £120 per month
- Three Squares B - £60 per month

### Billboard

1170x300

When you book a Billboard your ad will rotate with other ads in three Billboard positions on the homepage and on all articles

### Leaderboard

1170x300

Two positions on the homepage and on all articles

### Square

360x360

Two blocks of three. Usually booked with a Billboard.

### Square

360x360

The second block of three is homepage-only.

### Square

360x360

Live 24/7. Our square ads don't rotate.

### Billboard ==>

Two further Billboards appear lower down the site.

### Leaderboard ==>

A second Leaderboard appears lower down the site.

### Three Squares A ==>

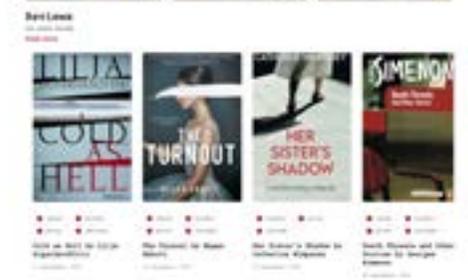
This set of three appears on all pages of the site.

### Three Squares B ==>

This set of three appears only on the homepage.

### More below...

Billboards and Leaderboards repeat as the user scrolls down



# THE CRIME FICTION LOVER AWARDS 2022

## Background

In 2021, we ran our first ever awards. Voted on by readers, our awards were highly successful but were conducted entirely online. Now we want to build on this success and potentially stage a physical awards ceremony in 2022.

To achieve this, we are looking for sponsors to help us including main and category sponsors. This is an ideal opportunity for brands to support culture.

## Engagement

Leveraging our social media reach, website and diverse online audience, our awards made a significant impact in the market.

The tweet announcing the shortlists on its own achieved over 194,000 impressions, website traffic to awards-related articles topped 12,000 visits and in total we received hundreds of thousands of social impressions and interactions.

## Social media promotion

*A powerful and sophisticated criminal network...*

We now offer a specialist service to help authors and publishers connect with our community via social media.

It's ideal for independents who may not have the time or resources to manage a wide network, but who want to reach crime fiction lovers with their latest launch.

Our offer is cost-effective, we'll work with you to ensure your key messages go out, and we'll craft posts in a voice that engages our audience.

We have a narrow but deep following of 25.1K on Twitter, and 15K on Facebook.

The cost for this is £50.



## Meet your audience where they are

When you book a social media promo campaign with us, the benefits include:

- 5 tweets over five days
- 1 Facebook post towards the end of the campaign
- Include Twitter images and/or book trailers
- Tag your social media accounts
- Links to purchase opportunities or blog tours
- Timed to promote your book release
- Post times vary to reach different audiences

## Supported content

*This gun's for hire!*

Supported content is a way for our partners in crime to guarantee exposure on the site.

There are a number of ways we can do this, which include:

- Author interviews
- Book previews
- Event schedules
- Guest posts, and more...

We are open to ideas. Our team can create the content for you, and in some cases we'll be able to source imagery to bring your post to life.

Articles of this nature will have a subtle line at the bottom reading: "This article was supported by Your Brand."

Your post can highlight new releases and link to anything you think is important. The volume of supported content is strictly limited to ensure your article is not swamped out.

## Newsletter

The Rap Sheet goes out weekly and reaches over 3,300 subscribers. It is available for sponsorship at £75 per month.

This will include credit in the introduction, two square ads and a section of text at the end of the email, including one image, to promote your offer.

## Let's talk!

Hopefully our Digital Media Kit has given you a good idea of what Crime Fiction Lover has to offer.

This is just the beginning. We're adaptable and ready to craft a campaign to suit your objectives and your budget. And we can help you maximise your spend with block booking and combo offers.

Just tell us what you'd like to achieve, and when, and we'll get working on it.

## Contact

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