

# CRIME FICTION LOVER

Digital media kit

2024

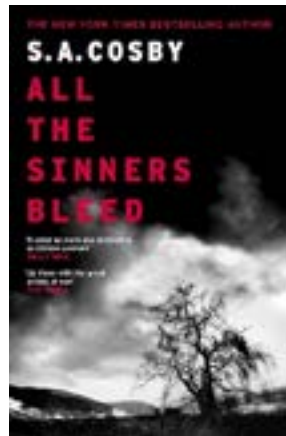
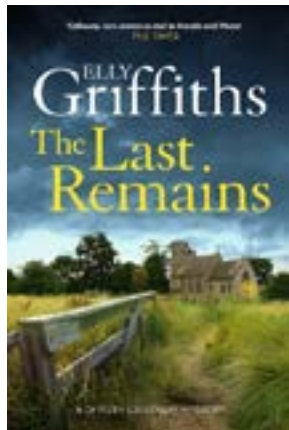
*Find the right audience for your book... Mystery solved!*

## About us...

Crime Fiction Lover was founded over 12 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, Canada and South Africa.

With over 5,500 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 in to 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

## Web traffic 2023

Monthly users

56,000+

Page views

1,010,000+

Average duration

59 sec

## Locations

United Kingdom: 36%

USA: 34%

Australia: 5.6%

Canada: 5.3%

Ireland: 2%

## X/Twitter

Followers

26,100+

Tweet impressions

300,000+/month  
(c1,200 impressions/tweet)

## Facebook

Followers

16,000+

## The Rap Sheet

Newsletter subscribers

4,000+  
(48.9% 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

## An effective solution

"The CFL team are very user-friendly, and their audience is a perfect fit. The response from book lovers has been strong, as witnessed by their messages, emails and click-through rates when the ads are running. Highly recommended!"

- François von Hurter, Publisher, Bitter Lemon Press

## The right audience

"Bringing my work to the attention of a large and enthusiastic group of crime fiction readers via CFL's website amplifies my voice in a busy marketplace in a cost-effective way." - Cathy Ace, author of The Cait Morgan Mysteries and the WISE Enquiries Agency Mysteries

## 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

"Working with Crime Fiction Lover was a fantastic and effective way to get the first crime novels we published in the UK in front of a dedicated audience of crime fiction readers. Garrick and the team were really supportive and helpful and we're excited to work with them again to promote our 2023 releases."

- James Kellow, director and founder of Ultimo Press

## Working in Partnership

"Working with Crime Fiction Lover has been fantastic for us as an indie publisher. Their various advertising packages have helped us to reach new readers for new titles as well as our backlist, regardless of budget. The team are great to work with and I wouldn't hesitate to recommend working with them to get the word out about your crime novel."

- Cassandra Davis, Publisher, Cahill Davis Publishing Ltd

# 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 - £140 per month
- Leaderboard - £100 per month
- Three Squares A - £140 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

1170x148

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 ==>

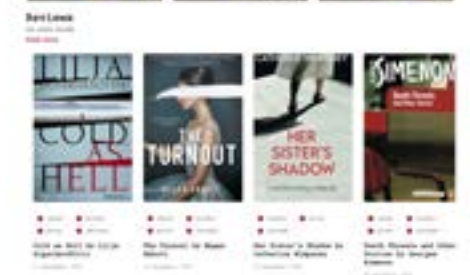
This set of three appears on all pages of the site.

### 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 2024

## Background

In 2021, we ran our first ever awards and followed that up in 2022 and 2023, adding to our following. Our awards are the only ones in the genre voted on by real readers and we're looking for partners to help us make them even better.

Perhaps, you'd be interested in sponsoring a category or coming on board as a main sponsor. It's an ideal opportunity for brands to support culture.

## Engagement

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

Using Twitter and Facebook, this activity generates hundreds of thousands of impressions and drives tens of thousands of visits to our site. Our aim is to expand this and make things even more fun for readers in the process. Let's talk!

## 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 25.8K on Twitter, and 15K on Facebook.

The cost for this is £60.



## 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 4,000 subscribers. It is available for sponsorship at £150 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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