



litbreaker

LITBREAKER MEDIA KIT FOR ADVERTISERS



what is litbreaker media?



A portfolio of literary magazines and book blogs with highly engaged literary and book-focused audiences in brand safe environments



The perfect place to share your advertising message with active readers on content-appropriate sites and blogs



Hand-picked publishers with engaging book reviews, interviews, excerpts and contests



Collections of book-focused publishers specializing in Literary Fiction, Mystery, Romance, Young Adult, Pop Culture, Chick Lit and more



Boutique ad firm customizing campaigns for optimal performance

225+ Hand-picked sites (PY 50)

3.1M unique users (PY 1M)

71% college or graduate school educated

30M ad impressions (PY 4.5M)

Litbreaker sites index high in age groups 18-45

DEMOGRAPHICS

Male 48% Female 52%



< 18



18-24



25-34



35-44



45-54



55-64



65+

\$0-50k

\$50-100k

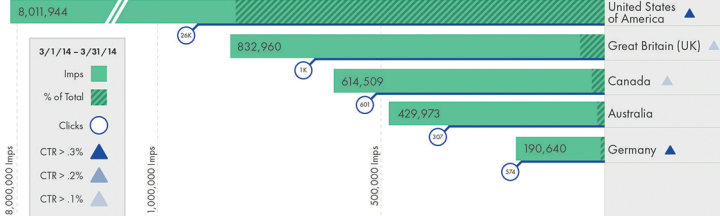
\$100k+

No College

College

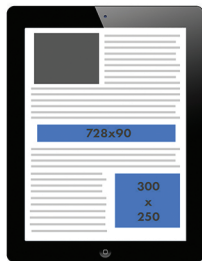
Grad School

TOP 5 COUNTRIES IMPS/CTR





MOBILE AD SIZES



targeting

- Run of Network
- Site and Category Targeting (Literary Fiction, NonFiction, Women's Fiction, Mystery, Young Adult, Romance, Pop Culture, etc)
- Geographic Targeting (DMA, State, Country)
- Mobile/Display
- Day of Week/Hour of Day