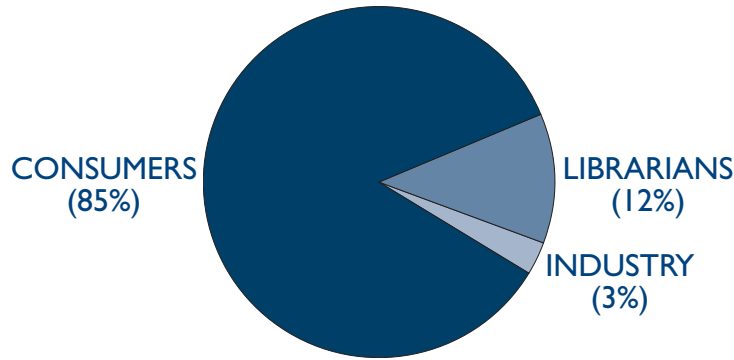


We support your titles, we need your support

Who We Reach



How We Reach Them

website • email • social media • podcast • print



Our Content Partners

Millions of listener exposures through reviews available on library and retail sites



every
30
days

By the Numbers

130,000
website

105,000
email

50,000
social media

35,000
podcast

15,000
print

335,000
listeners



2024

Magazine Editorial Calendar & Closing Dates

December 2023/January 2024

Best Audiobooks of 2023

Space: September 25, 2023

Materials: **October 2, 2023**

February/March 2024

Black History Month

Space: November 20, 2023

Materials: **December 4, 2023**

April/May 2024

Audiobooks for Kids & Teens

Space: January 22, 2024

Materials: **January 29, 2024**

June/July 2024

Golden Voices

June Is Audiobook Month

Space: March 25, 2024

Materials: **April 1, 2024**

August/September 2024

Summer Listening

Focus on Indie Titles & Publishers

Space: May 28, 2024

Materials: **June 3, 2024**

October/November 2024

Fall Listening

Mystery & Suspense Audiobooks

Space: July 29, 2024

Materials: **August 5, 2024**

December 2024/January 2025

Best Audiobooks of 2024

Space: September 30, 2024

Materials: **October 7, 2024**

February/March 2025

Black History Month

Space: November 25, 2024

Materials: **December 2, 2024**

Let Us Design a Custom Exposure Package for You!

Email: michele@audiofilemagazine.com



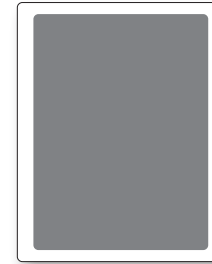
PRINT MAGAZINE

Ad Rates (bi-monthly issues)

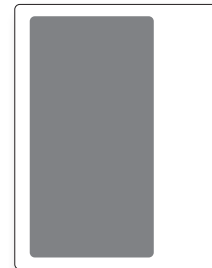
| | 1 X | 3 X | 6 X |
|------------------------|---------|---------|---------|
| FULL PAGE | \$3,250 | \$3,050 | \$2,900 |
| (inside front) COVER 2 | \$4,100 | \$3,750 | \$3,250 |
| (inside back) COVER 3 | \$4,100 | \$3,750 | \$3,250 |
| (back) COVER 4 | \$4,400 | \$4,200 | \$3,700 |
| 2/3 VERTICAL | \$2,600 | \$2,400 | \$2,200 |
| 1/2 HORIZONTAL | \$2,200 | \$2,100 | \$1,900 |
| SQUARE | \$1,800 | \$1,700 | \$1,650 |
| INDIE TITLE SHOWCASE | \$550 | \$525 | \$500 |



FULL PAGE W/ BLEED
8.375" x 10.875"
(add .125" for bleed)



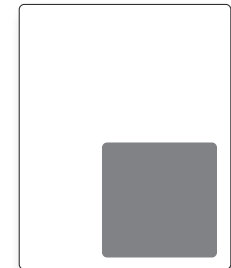
FULL PAGE NO BLEED
7.25" x 9.9375"



2/3 VERTICAL
4.75" x 9.9375"



1/2 HORIZONTAL
7.25" x 4.875"



1/3 SQUARE
4.75" x 4.875"

Print Magazine File Requirements

- PDF, 300 dpi

Delivery

- [Print Materials Submission Form](#)

OTHER OPPORTUNITIES

Premier Publisher (annual)

- Logo linked with online reviews
- Expanded record in Talent & Industry Guide
- Full review license

\$1,000

Podcast Sponsorship Placements (monthly)

- Distributed on Apple, Google, and wherever podcasts are found
- Host-read spoken credit in each episode
- Linked text credit in show notes

\$1,800

E-News 1, E-News 2 & E-News 3

77,000 contacts 30% open rate

| | 1 X | 3 X | 6 X | 12 X |
|-------------------------------------|---------|---------|---------|-------|
| PKG: TOP BANNER + 4 JACKET ARRAY | \$1,600 | \$1,400 | \$1,000 | \$800 |
| HORIZONTAL BANNER | \$650 | \$525 | \$475 | \$425 |
| OVERHEAD BANNER | \$1,000 | \$800 | \$600 | \$500 |

Run dates E-Newsletter 1: Jan 10, Feb 7, Mar 6, Apr 10, May 8, Jun 5, Jul 10, Aug 7, Sep 11, Oct 9, Nov 6, Dec 4
 Run dates E-Newsletter 2: Jan 17, Feb 14, Mar 13, Apr 17, May 15, Jun 12, Jul 17, Aug 14, Sep 18, Oct 16, Nov 13, Dec 11
 Run dates E-Newsletter 3: Jan 24, Feb 21, Mar 20, Apr 24, May 22, Jun 19, Jul 24, Aug 21, Sep 25, Oct 23, Nov 20, Dec 18

Real Time Reviews

3,000 library and industry professionals 35% open rate

| | 1 X | 3 X | 6 X | 12 X |
|--|-------|-------|-------|-------|
| PKG: OVERHEAD BANNER + 4 JACKET ARRAY | \$400 | \$325 | \$300 | \$250 |
| HORIZONTAL BANNER | \$300 | \$250 | \$200 | \$150 |

Run dates Real Time Reviews: Every Thursday

AudioFile SYNC E-Newsletters

32,000 contacts 35% open rate

| | 1 X | 3 X |
|-------------------|-------|-------|
| HORIZONTAL BANNER | \$650 | \$525 |

Run dates for AudioFile SYNC E-Newsletters: Jan 8; March 11; June 11; Oct 8

AudioFileMagazine.com

| | 1 X | 3 X | 6 X | 12 X |
|---|---------|-------|-------|-------|
| HORIZONTAL BANNER (Homepage & Review Pages) | \$1,000 | \$900 | \$750 | \$600 |
| VERTICAL BANNER (Talent & Industry Guide) | \$400 | \$300 | \$250 | \$200 |
| ARTICLE SPONSORSHIP BANNER (permanent link to article) | \$500 | | | |

Web Closing Dates

20th of each month prior to posting

E-news Materials Due

ALL Materials: 10 days prior to run date



HOMEPAGE BANNER

728 X 180



REVIEW PAGE / E-NEWS BANNER

600 X 150



ARTICLE SPONSORSHIP BANNER

308 X 616



4 JACKET ARRAY

Hi Res Square minimum: 300 X 300



GUIDE SIDE BANNER

260 x 300

File Requirements

- 72 dpi, RGB color
- jpg or gif format; animated gif; ok w/ minimum 5-second delay

Delivery

- [Website Materials Submission Form](#)
- [E-News Materials Submission Form](#)



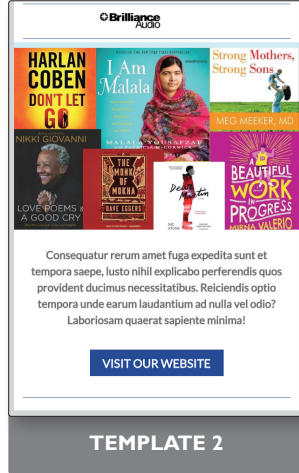
SPONSORED EMAIL TEMPLATE STYLES

SINGLE IMAGE / EVENT



TEMPLATE 1

HERO IMAGE, TEXT & CALL TO ACTION



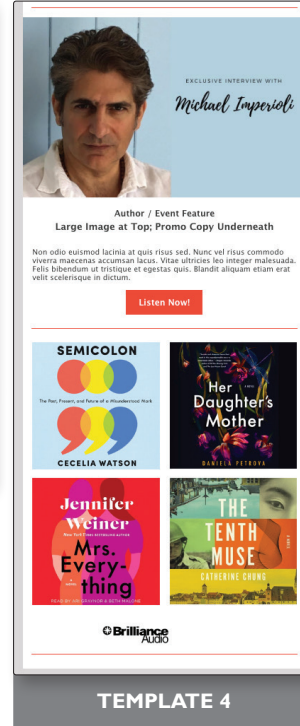
TEMPLATE 2

SINGLE TITLE SHOWCASE



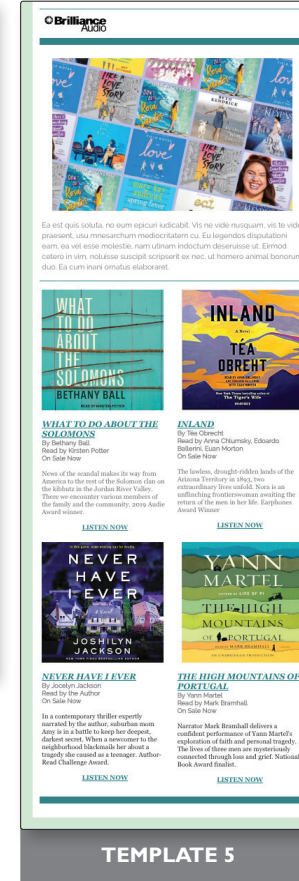
TEMPLATE 3

AUTHOR / EVENT FEATURE WITH 4-TITLE ARRAY



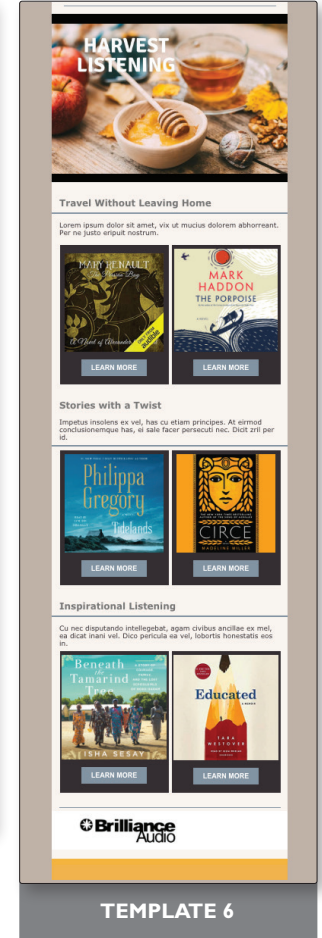
TEMPLATE 4

HERO IMAGE & JACKET ARRAY



TEMPLATE 5

THEMED TITLE ARRAY (HOLIDAY / SUBJECT)



TEMPLATE 6

Sponsored Email

Choice of consumer or librarian focused lists

6 designs offered

| | 1 X | 3 X | 6 X |
|--------------|---------|---------|---------|
| SOLE SPONSOR | \$2,000 | \$1,800 | \$1,600 |

Additional Details

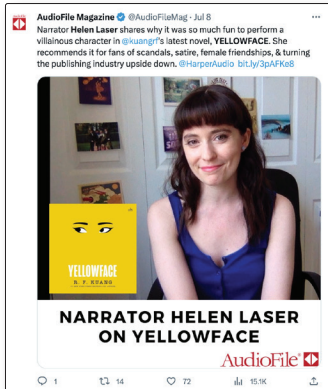
- Template designs #5 & #6 can feature 4 or 6 titles
- Asset check lists, submission forms, and detailed specification for each design audiofilemagazine.com/ad-resources
- 72 dpi (minimum), RGB color
- jpg, gif, png formats accepted
- Custom colors can be applied

Template Selection and Delivery

- [Sponsored Email: Template 1 \(jotform.com\)](http://jotform.com)
- [Sponsored Email: Template 2 \(jotform.com\)](http://jotform.com)
- [Sponsored Email: Template 3 \(jotform.com\)](http://jotform.com)
- [Sponsored Email: Template 4 \(jotform.com\)](http://jotform.com)
- [Sponsored Email: Template 5 \(jotform.com\)](http://jotform.com)
- [Sponsored Email: Template 6 \(jotform.com\)](http://jotform.com)

Custom Social Media Campaigns

Add editorial cachet and the AudioFile brand to your marketing campaigns. Custom posts and messaging over 4 weeks, as listed.



Featured Title Package (\$1200)

- Social postings on AudioFile social media (Twitter, Instagram, Facebook) (6)
- AudioFile branded Featured Title post with detailed caption and CTA (1)
- Audiogram for Instagram (1)
- Narrator Video produced by AudioFile (1)
- Guaranteed AudioFile Review
- Inclusion in partnership post

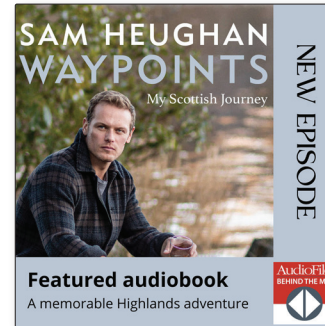
Teen Title Package (\$1000)

- Social postings on AudioFile social media (Twitter, Instagram, Facebook) (6)
- AudioFile SYNC branded Featured Title post with detailed caption and CTA (1)
- Narrator Video produced by AudioFile (1)
- "In Case You Missed It" Teaser/Reel from Narrator video (Instagram)
- Guaranteed AudioFile Review
- Inclusion in partnership post
- Title featured on AudioFile SYNC homepage



Sponsored Behind the Mic Podcast

Sponsored episode with guest(s) chosen by publisher. Add reach and visibility with AudioFile brand for audiobook campaign with podcast release on or near the title publication date.



Custom BTM Episode (\$2500)

- One podcast episode (up to 20 minutes in length) hosted by AFM Staff
- Episode will be published in Behind the Mic Podcast feed on all listening platforms
- Social postings on AudioFile social media (Twitter, Instagram, Facebook) (6)
- Custom episode graphic created by AudioFile for all teams to use
- Audiogram or Reel produced by AudioFile (Instagram)
- Preview/teaser message published with (2) additional Behind the Mic episodes
- Guaranteed AudioFile review
- Publisher provides 3-5 interview questions for AudioFile
- Publisher provides audiobook assets and related materials for interview

Social Reach & Audience Profile

Devoted audiobook consumer, trade, and professional audiences. Devoted reading, publishing, book club audiences—consumer, trade, professional.

AudioFile Social Media Stats*
 Tweet impressions: 699K
 Instagram impressions: 24.5K
 Facebook reach: 23.6K
 LinkedIn impressions: 5.5K

AudiobookSYNC Stats*
 Tweet impressions: 73.5K
 Instagram impressions: 5K
 Facebook reach: 71.5K

Behind the Mic Podcast Stats
 Average episode views in first 30 days: 25K
 Long tail views: 2-24 months
 LitHub Radio/ Podglomerate extended reach

*2023 ytd



*Conditions: Title and guests must be accepted by Editorial Staff