

MEDIA KIT



Shelf Addiction Podcast

WITH
TAMARA FORD

shelfaddiction.com



TAMARA FORD

Tamara Ford is the host, producer, and editor of the Shelf Addiction Podcast and website.

She started book blogging in January 2012 and hasn't looked back. From Thrillers to Urban Fantasy, and everything in between, she has a true "shelf addiction".

As an established influencer in the literary arena, she reaches fellow book nerds with a passion for reading. After blogging for many years, Tamara developed an excitement and energy towards podcasting. In April 2016 the Shelf Addiction Podcast launched.

In addition to her love of books, she is a long-time audiobook advocate. She's always on the hunt for the next noteworthy narrator or author to interview and book to share!

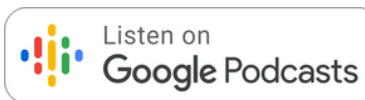
The Shelf Addiction community is known for being a safe space for readers!

DEMOGRAPHICS

- 67% reside in the US
- 15% reside in Canada and the UK
- 88% are female
- 76% are 25-55 years old

PODCAST STATS

- 1,000+ Monthly Downloads
- 250+ Downloads within the first week of upload
 - The evergreen content that Shelf Addiction produces continues to get listened to forever.
- The podcast is available on most streaming platforms including Google & Apple.



BLOG STATS

- 8,000+ Monthly Unique Page Views
- 700+ Newsletter & RSS Feed Subscribers

ADVERTISE

The Shelf Addiction podcast has a distinct niche with captivating content featuring fiction books.

Put your book, audiobook, or bookish product in front of a dedicated group of readers that are engaged and ready to take action on your ad.

Shelf Addiction offers several advertising options.

- Digital ads run for 30 days at a time unless otherwise noted.
- Audio ads are based on 2 episodes within one month unless otherwise noted.
- Ads are prepaid in USD via Paypal Invoice.

CONTACT

WEB www.shelfaddiction.com

EMAIL info@shelfaddiction.com

Shelf Addiction

PODCAST & BLOG

The Podcast Listeners

The Shelf Addiction audience is as diverse and varied as the books and audiobooks they listen to.

They primarily live online overlapping in various social media spaces.

They love hearing book discussions, recommendations, and reviews.

Interview/Review Affiliations

- Penguin Random House
- PRH Audio
- Harper Collins
- Simon & Schuster Audio
- Audible Studios
- Recorded Books
- Book Sparks
- Forté Business Consulting

All accepted books and audiobooks provided to Shelf Addiction reviewers are in exchange for an honest review.

Unsolicited content is not guaranteed a review, but may appear in social media posts..

Social by the Numbers



1,100+



1,000+



800+



500+



550+



700+



1300+

What Listeners are Saying



JN Reign, 03/01/2019

Love the diversity of your title selection

Thanks for the heads up on some good reads. I don't have many other readers of fiction around me so this was a happy listen.



Shannonentin, 07/03/2018

Insightful and fun!

If you like books, this is the podcast for you. Great, engaging, fun conversation. Really loved the movie vs. book episode! I'll be listening to more!



Dave's Fit Life @DaveKanyan · 13 Dec 2018

Tamara has a great podcast about books. One of the best @ShelfAddiction



Cage's Kiss Podcast @CagesKiss · Apr 2

Replying to @SingleGirlTfor1

It's not specifically romance, but you might want to try @ShelfAddiction It's a fantastic pod.

Shelf Addiction

2022 SPONSORSHIP PRICING



Audio Sponsorships:

The rates are based on 2 episodes within one month.

Flat Rates for BAKED IN Pre-Roll
Host read script:

45-60 Second Pre-Roll Ad \$65

Flat Rates for BAKED IN Mid-Roll
Host read script or audio provided
by the company (available only on
long-form episodes):

45-60-Second Mid-Roll Ad \$45

Rep Opportunities:

Do you have a monthly subscription
service or bookish product?

Have a service or product that you
want Tamara to share with her
listeners/readers?

**Contact us to discuss product rep
opportunities.**

Digital Sponsorships:

The prices below include a link on
your graphic to your website, social
media page, book or audiobook buy
link, bookish product, service, or
event page.

Header Slide Show Spot: This is
visible at the top of EVERY page of
the website. 960w x 350h pixels
\$75.00 per 30 days

Square Side Bar Button:
180w x 180h pixels
\$20.00 per 30 days

Side Bar Banner:
180w x 250h-271h pixels
\$30.00 per 30 days

Blog Post Sponsorship:
Horizontal rectangle or square
graphic. The ad is permanently in
the blog post.
\$50 (per blog post).

Newsletter Sponsorship:
Horizontal rectangle or square
graphic.
\$50 (per quarterly newsletter)

*Shelf Addiction will honor the integrity of the podcast and website by
partnering ONLY with books, products, services, and events that we believe in.*