

MEDIA KIT



Shelf Addiction

Book Chat

shelfaddiction.com



TAMARA FORD

Tamara is the enthusiastic creator and host of the Shelf Addiction Podcast, a platform born from her lifelong love affair with books. Her journey into the world of book reviewing began in January 2012, and since then, her literary appetite has only grown, encompassing thrilling mysteries, captivating urban fantasy, swoon-worthy romantasy, and countless other genres.

What truly fuels Tamara is connecting with fellow "shelf addicts," a passion that led her to launch the Shelf Addiction Podcast in April 2016 after years of dedicated blogging. This venture has flourished, creating a dynamic space for book lovers to share their enthusiasm. Recognizing the power of community, Tamara established the Shelf Addiction Book Club in 2023, which has quickly blossomed to over 550 engaged members.

As a long-time advocate for audiobooks, Tamara is always on the lookout for exceptional narrators and groundbreaking authors to feature on her podcast. At its heart, the Shelf Addiction community is a cherished safe space where readers can connect, discuss, and celebrate their shared passion.

DEMOGRAPHICS

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

PODCAST STATS

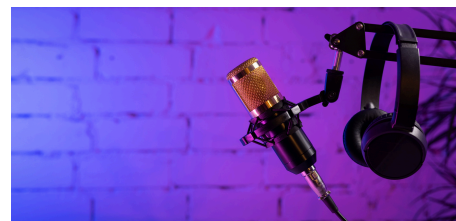
- 1,200+ Monthly Downloads across platforms.
- 250+ Downloads within the first week of upload
 - The evergreen content that Shelf Addiction produces continues to get listened to forever.
- The podcast is available on most streaming platforms.



THE SHELF ADDICTION PODCAST: YOUR DIRECT LINE TO PASSIONATE FICTION READERS.

The Shelf Addiction podcast delivers your book, audiobook, or bookish product directly to a dedicated and engaged audience of fiction readers. Our listeners trust our recommendations and are ready to explore new literary experiences.

We offer a range of effective advertising options to suit your needs. Please consult our price list for comprehensive details on pricing and available placements.



CONTACT

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Shelf Addiction

PODCAST

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 fiction 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+



1,200+



800+



500+



550+



1400+



200+



450+

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!



S.A. Cosby @blacklionking73 · Feb 25

Replying to @ShelfAddiction @ClassyGreen and @TheColoredPages
I really enjoyed the incredibly in depth conversation.....thank you !!



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 ...
fantastic pod.



JN REIGN @JnReign · Mar 1

#PodcastRecommendation @ShelfAddiction this review definitely made me want to listen to this book. Most of the things you noted about her were relatable for me. This was a book I wanted to read and had not got around to. It's moved up on my list.