

Story Monsters Ink



MEDIA KIT 2024



StoryMonsters.com



Story Monsters Ink® is the literary resource for teachers, librarians, and parents that offers the latest news on award-winning and debut books and products, author interviews, book reviews, reading lists, and more.

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Story Monsters Ink® has been named among the best in family-friendly media, products, and services.

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Honors

Story Monsters is now ranked by both Kev's Best and rephonic in the top 5 for Best Book Marketing Companies.

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 [rephonic/blog](#)

Circulation

Through our partnerships with the National Education Association (NEA) and Gale/Cengage, our digital content is available to teachers, librarians, and students in 88 percent of public libraries and 93 percent of public schools in the US. And now Story Monsters Ink is part of the EBSCO Subscription Services Division (SSD) and Flipster for public, college, and university libraries, a research database that is searched over 500 million times per day.

Contact

» Cristy Bertini
Phone: 413-687-0733
Email: cristy@storymonsters.com

» Linda F. Radke
Phone: 480-940-8182
Email: info@storymonsters.com

ADVERTISING RATES

Print and Digital Issue Ads

- | | |
|---|--|
| » Listing in our Reading Guide
(book cover and 75 word description):
\$75 per issue | » Full Page Outside Back Cover
(7.25 w x 9.625 h):
\$675 per issue |
| » One-eighth Page
(3.5 w x 2.25 h):
\$175 per issue | » Advertorial
Includes feature interview, full page interior ad, and one entry in any one of our book awards programs:
\$1,600 |
| » Quarter Page
(3.5 w x 4.75 h):
\$225 per issue | » Cover Feature Advertorial
Includes cover feature interview, full page interior ad, and one entry in any one of our book awards programs:
\$5,000 |
| » Half Page Horizontal
(7.25 w x 4.75 h):
\$325 per issue | » Email Campaign
Tailored to you and your books! Sent to 40,000+ teachers, librarians, and parents with the opportunity to purchase or review your book.
\$799 |
| » Half Page Vertical
(3.5 w x 9.625 h):
\$325 per issue | |
| » Full Page Interior
(7.25 w x 9.625 h):
\$575 per issue | |
-

Website Ads

- | | |
|--|---|
| » Book Spotlight on Home Page:
Includes cover image, description, review excerpt, links to purchase.
\$525 per month | » Rotating Leaderboard
(728 px x 90 px)
\$325 per month |
| | » Book Cover Slideshow
\$175 per month |
-

We'll design the ad for you at no additional charge!

MARKETING BUNDLES

Select Bundle: \$1,500

- » Full-Page ad in Story Monsters Ink (interior)
- » Email marketing campaign (targeted to parents, teachers and librarians)
- » Medium rectangle tile ad on storymonsters.com (3 months)

All-Star Bundle: \$1,975

- » Full-Page ad in Story Monsters Ink (interior)
- » Email marketing campaign (targeted to parents, teachers and librarians)
- » Leaderboard banner ad on storymonsters.com (3 months)
- » **BONUS:** One-year new premium membership or upgrade to one-year premium membership at AuthorBookings.com

MVP Bundle: \$4,000

- » Feature interview in Story Monsters Ink magazine
- » Full-page back cover ad in Story Monsters Ink
- » Email marketing campaign (targeted to parents, teachers and librarians)
- » Leaderboard banner ad on storymonsters.com (3 months)
- » One free entry in Dragonfly Book Awards program of choice
- » **BONUS:** One-year new premium membership or upgrade to one-year premium membership at AuthorBookings.com

MVP Cover Bundle: \$7,500

- » Cover feature interview in Story Monsters Ink magazine
- » Full-page back cover ad in Story Monsters Ink
- » Email marketing campaign (targeted to parents, teachers and librarians)
- » Leaderboard banner ad on storymonsters.com (3 months)
- » One free entry in Dragonfly Book Awards program of choice
- » **BONUS:** One-year new premium membership or upgrade to one-year premium membership at AuthorBookings.com

MARK YOUR CALENDAR!

January

- » New Year's
- » Health/Fitness

February

- » Black History Month
- » Children's Authors and Illustrators Week
- » Valentine's Day

March

- » National Reading Awareness Month
- » Read Across America Day
- » Music in Our Schools Month
- » Women's History Month

April

- » Autism Awareness Month
- » Poetry Month
- » School Library Month
- » Easter
- » Earth Day
- » Math Month

May

- » National Teacher Appreciation Month
- » Mother's Day
- » Health/Fitness
- » National Pet Month

June

- » Father's Day
- » Summer Reading Programs

July

- » Independence Day
- » Summer Fun

August

- » Friendship
- » Family

September

- » Back to School
- » Library Card Sign-Up Month
- » Grandparents Month
- » Hispanic Heritage Month
- » Dyslexia Awareness Month

October

- » National Book Month
- » Halloween
- » Bullying Prevention Month
- » Literacy Awareness Month

November

- » Special Holiday Issue
- » Family Literacy Month
- » National Picture Book Month

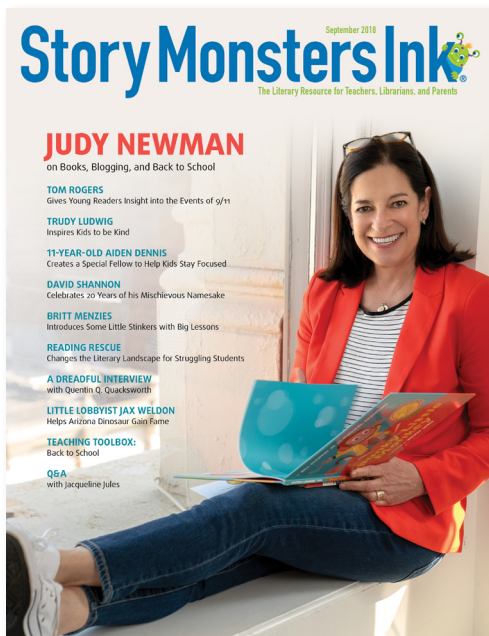
December

- » Special Holiday Issue

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–**Judy Newman,**
Chief Impact Officer, Scholastic

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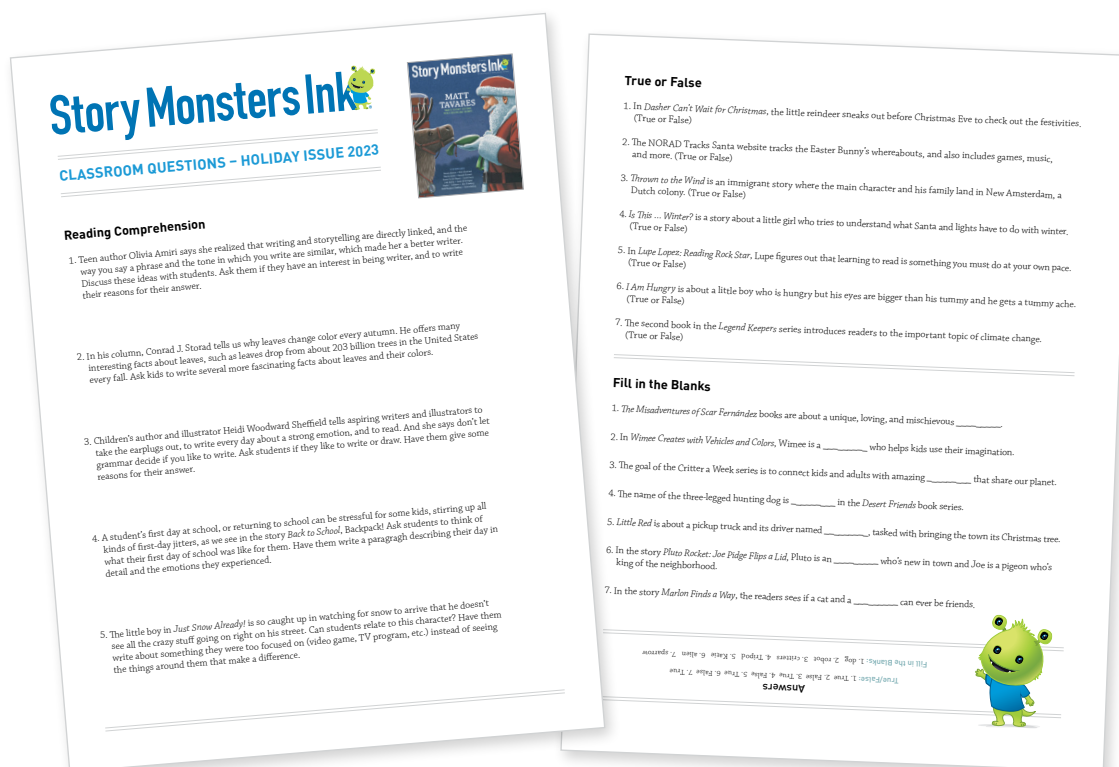
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Cristy Bertini
Story Monsters Ink Book Reviews
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CLASSROOM QUESTIONS

Bring Story Monsters Ink® into your home or school classroom! Visit storymonstersink.com/classroom-questions to download specialized classroom questions that apply to each issue!



STORY MONSTER AND FRIENDS!



Clockwise from top left: With Jason Reynolds at the 2018 AASL Conference; Kristi Yamaguchi, author and Olympic gold medalist; Reading with former Arizona Secretary of State Michele Reagan at the Arizona Talking Book Library; Disney Jr.'s Choo Choo Soul; former Arizona Cardinals Wide Receiver Larry Fitzgerald. Photos by Linda F. Radke.

CONTACT

» Business Office:

Linda F. Radke, Publisher

Story Monsters LLC

4696 West Tyson Street

Chandler, AZ 85226

Phone: 480-940-8182

Email: linda@storymonsters.com

» Editorial and Sales Office:

Cristy Bertini, Editor & Sales Director

Story Monsters Ink Magazine

1271 Turkey Street

Hardwick, MA 01082

Phone: 413-687-0733

Email: cristy@storymonsters.com



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