



## **Friends and Fiction Fact Sheet**

### **Web Show/Podcast:**

- Since April 15, 2020, we've produced 150 episodes of the live web show. We celebrated our 100<sup>th</sup> episode in November 2021 and our 2<sup>nd</sup> anniversary in April 2022.
- Guests have included Amor Towles, Kristin Hannah, Jodi Picoult, Brit Bennett, Sue Monk Kidd, Chris Bohjalian, Delia Owens, Elin Hilderbrand, Etaf Rum, William Kent Krueger, Lisa See, Jeffery Deaver, Jennifer Weiner, and Charlaine Harris, among many others.
- Our average Wednesday night live show garners approximately 500 live viewers each week. That number jumps to more than 10,000 views over the course of the week.
- Our shows are simulcast on our [YouTube Channel](#) and all prior episodes and show highlight clips are posted there as well. We have 4.35k subscribers on YouTube.
- We publish a weekly [podcast](#). All web show episodes are cross-published in audio-only format as podcast episodes. We also produce podcast-exclusive episodes hosted by librarian Ron Block and released every Friday. These shows are deeper dives into different aspects of the writing/publishing/bookselling world. We generally have about 35k streams per month but have reached as high as 42.5k monthly streams.

### **Social Media Reach:**

- Our [host authors](#) have a combined social media and mailing list reach of more than one million readers.
- Our Friends & Fiction [Facebook Group](#) has amassed 97.8k engaged, dedicated members generating more than 215,000 individual interactions per month
- We obtain more than 1,000 new followers in our FB group every week
- The F&F [Instagram](#) feed has amassed 11.6k followers, adding several hundred new followers each week.
- We've recently launched a [TikTok](#) account.

### **Brand Extensions:**

- Our spin-off group, [The Friends & Fiction Official Book Club](#), started by two super-fans of the show, has amassed its own following of 14.5k members.
- In February 2021, the host authors entered an agreement for a regular [column on Parade.com](#).
- We launched the "[Friends & Fiction Firsts](#)" Subscription Box with Oxford Exchange in Tampa, FL, with signed first editions and swag for a one-time flat rate. Oxford Exchange sold more than 500 subscriptions. (2,500 books sold!)
- We launched another [Winter Wonderland Subscription Box](#) for three of the F&F host authors' Fall 2021 titles with Nantucket Book Partners. The store sold out at 650 boxes. (1,950 books sold!)
- We are offering yet another book subscription box, the 2023 [Friends & Fiction First Edition Book Subscription](#), to include all four of the host author's forthcoming 2023 novels through Booktowne in Manasquan, NJ.
- We've successfully partnered with several [sponsors](#) and have launched a [Merch Store](#).

### **Email Reach:**

- Our weekly e-mail [newsletter](#) has 10.6k subscribers, with triple the normal average open/click-through rates.

### **Audience:**

- Our audience is made up of highly engaged, online savvy, well-educated women aged 25-70 from all fifty states and beyond.

### **Media Coverage:**

- We have been featured in [Publishers Weekly](#), [The Washington Post](#), [Today.com](#), [The Atlanta Journal Constitution](#), [The Tampa Bay Times](#), [BookTrib](#), and more.