



Jane Friedman

2022 SPONSORSHIP PROGRAM



ABOUT JANE

Jane Friedman has been active in the writing and publishing community since 2001 and was once the publisher and editorial director of *Writer's Digest*.

Today, she's best known for her award-winning blog for writers (janefriedman.com), as well as her books, classes and email newsletters.

Jane is a long-standing, trusted resource in publishing, with a reputation for honesty and integrity.

JANE'S REACH

Jane's audience has grown organically over many years. Her website and blog were established in 2009; her free email newsletter, *Electric Speed*, also began sending in 2009. The following stats are from Fall 2021.

ELECTRIC SPEED (FREE NEWSLETTER)

- Subscriber base: 20,000–25,000
- Open rate: 55–60%
- Click rate: 10–15%
- Audience: mostly English-speaking writers

THE HOT SHEET (PAID NEWSLETTER)

- Subscriber base: 2,000
- Open rate: 50–60%
- Click rate: 15–25%
- Audience: professional authors, editors and agents, service providers in the book publishing industry



A note from Jane

Some years ago, for my 40th birthday, I splurged. I rented [The Life House](#), an exceptional three-bedroom house in rural Wales.

One of the bedrooms has a bathtub with a view of sheep and meadow.

Another features a curated music collection and stereo.

And the third offers a curated book collection.

My husband and I invited another couple to come with us, and they stayed for a



THE HOT SHEET

Business intelligence for career authors since 2015

Hello, dear readers!

Summer is typically a slow news time for publishing, but book deals remain up and virtual conferencing certainly has not slowed down. I recently attended multiple sessions at The Bookseller's Marketing & Publicity Conference and have a snapshot of how big and small publishers approach book marketing campaigns in 2021.

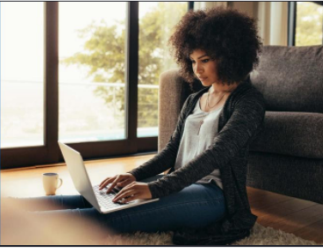
Also in this issue:

- While the fundamentals of traditional book contracts don't change that much from year to year, we do see evolution to match the market—e.g., changing norms and negotiation terms around audiobooks. I have a recap of a recent agent/editor discussion about contracts, which was hosted by the Authors Guild.

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EXAMPLE OF ELECTRIC SPEED SPONSORSHIP

February 3, 2021

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- [Not Just Big in Korea: Why Wattpad's Acquisition Matters for Book Publishing](#)
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Hot Shots
Recently in the headlines

Authors Guild asks the DOJ to stop the PRH acquisition of Simon & Schuster

EXAMPLE OF HOT SHEET SPONSORSHIP

STANDARD SPONSOR

One sponsor is accepted per month.

A standard package includes:

- one-month sponsorship of Electric Speed
- weekly shout-outs on Twitter (using your handle) from Jane's account
- a mention in Jane's monthly Sunday Business Sermon and/or Business Clinic webinar during your sponsorship month

— SOLD OUT IN 2022

HOT SHEET SPONSOR

A one-month sponsorship of The Hot Sheet includes 2 newsletter placements.

— \$500

JANE'S SOCIAL



16k+



213k+



7k+

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