

# FEMINIST BOOK CLUB



[WWW.FEMINISTBOOKCLUB.COM](http://WWW.FEMINISTBOOKCLUB.COM)  
[HELLO@FEMINISTBOOKCLUB.COM](mailto:HELLO@FEMINISTBOOKCLUB.COM)





**READ & RESIST WITH OUR**

**MONTHLY FEMINIST BOOK BOX**

**WITH WOMEN, BIPOC, & LGBT  
SOURCED PRODUCTS**

**+ PODCAST, BLOG, AND MEDIA**



Our monthly box pairs a feminist book with high quality products from women, BIPOC, and queer owned small businesses.

- > Members are the core of our business. They suggest and vote on all book titles for the box—and get to campaign for their picks too!
- > Boxes can be upgraded to feature a one-of-a-kind magazine collage in the spirit of feminist zines of the 1990s. The upcharge goes to our scholarship fund to make Feminist Book Club as accessible to everyone, regardless of income.
- > We host 3-4 monthly Zoom discussions where members can share in community around the book and topic of the month. We regularly invite licensed therapists to sit in on chats to provide support on difficult topics.
- > Most months we host a special author event with the author of our monthly book—members get to submit and ask questions in an hour long Q&A.
- > 5 percent of revenue is donated to a different feminist organization each month, focusing on smaller organizations with a racial justice mission where our money makes the most impact.

A stylized illustration of a hand opening a cardboard box. The hand is shown from the side, with the thumb and index finger pulling apart the top flaps of the box. The box is brown and has a white rectangular label on its side with three horizontal lines. The background is a blue field with a white polka-dot pattern. A large, white, irregular speech bubble with a black outline is positioned above the box, containing the text 'TIME TO SMASH THE PATRIARCHY!' in bold, black, sans-serif capital letters.

**TIME TO  
SMASH THE  
PATRIARCHY!**

# FEMINIST BOOK CLUB



# 2020 BY THE NUMBERS

**\$11,120** DONATED  
TO THESE ORGANIZATIONS

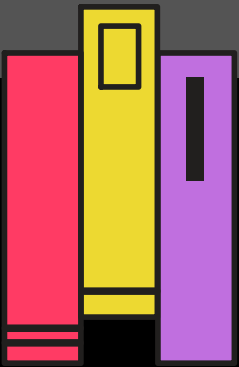
WELCOMING AMERICA  
ASTRAEA LESBIAN FOUNDATION  
FOR JUSTICE  
NATIONAL COLLABORATION FOR  
WOMEN'S HISTORY SITES  
WEDO  
THE LETTER PROJECT

THE CUPCAKE GIRLS  
SOUL FIRE FARM  
THE LOVELAND FOUNDATION  
MUJERISTAS COLLECTIVE  
MARCH OF DIMES  
NATIVE WOMEN'S WILDERNESS  
VERMILLION INK PRESS

**12** BOOKS  
READ

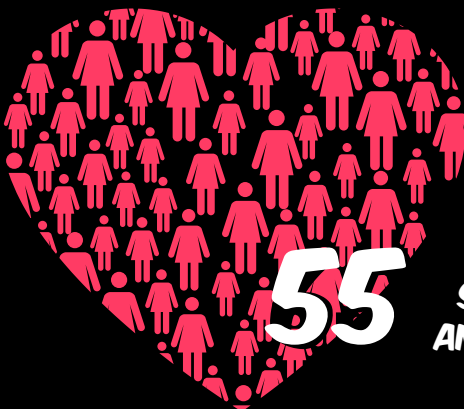
**9** BOOKS BY  
WOMEN OF COLOR

**3801** TOTAL  
PAGES



**5695**  
BOXES SHIPPED  
TO

**50** STATES  
& **13** COUNTRIES



**55**

WOMAN- AND QUEER-OWNED  
SMALL BUSINESSES, PROJECTS,  
AND ORGANIZATIONS HIGHLIGHTED

**57** PODCAST  
EPISODES





# MEET THE FOUNDER



Renee M. Powers (B.A., M.A., A.B.D. in communication and gender studies) founded Feminist Book Club in 2018 to bring together feminist readers around the globe. FBC is inspired by Renee's academic background in feminist theory and her penchant for being an early adopter of subscription boxes, podcasts, and online communities. She's passionate about collaboration over competition, rest over hustle, and finding creative ways to dismantle capitalism as we know it.

## OUR REACH

**850+  
PAYING MEMBERS**



@feministbookclubbox  
13,800 followers



/feministbookclubbox  
2017 followers



@fmnstbookclub  
1268 followers



6000 on our email list  
51% open rate

Stats last updated March 9, 2021.



## **FEMINIST BOOK CLUB: THE PODCAST**

4500+ monthly downloads  
67 different countries

available across all platforms including  
Apple Podcasts, Google Music, iHeartRadio, Spotify, and  
Stitcher for Amazon Alexa

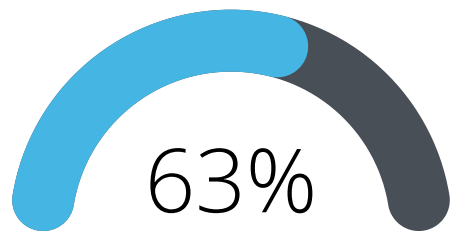
one of the top 100 literature podcasts on Apple Podcasts



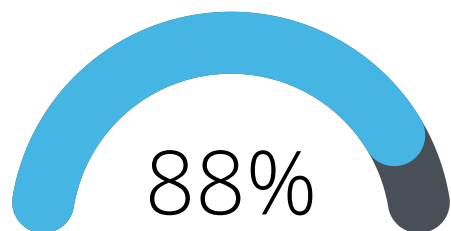


# OUR DEMOGRAPHICS

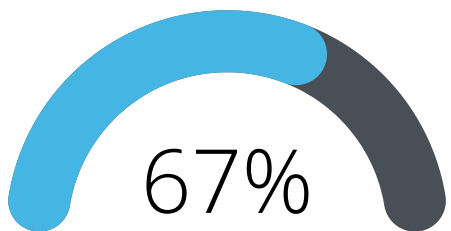
## MEMBERS AT A GLANCE



Earn more than \$75k



Are College Educated



Are Between Ages 31-40

The majority of our members are actively engaged in the community, and post photos of their boxes on Instagram or Instagram stories and are encouraged to tag the brands featured in each monthly box.



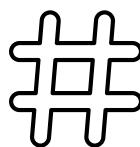
## PURCHASING POWER



6 out of 10 members have already purchased from a business featured in an FBC box



4 out of 10 members plan on purchasing from a company in the future



**400+ POSTS UNDER  
#FEMINISTBOOKCLUBBOX  
16,000+ POSTS UNDER  
#FEMINISTBOOKCLUB**

# OUR PARTNERS

We work with a number of diverse influencers who are deeply committed to spreading the word about our small business and the businesses we feature to their dedicated followings in exchange for a subscription.

## HOW CUTE AND POWERFUL LOOKING ARE OUR INFLUENCERS?



**CARMEN**  
**@TOMESANDTEXTILES**  
**14,000 FOLLOWERS**



**AMBER**  
**@BYAMBERBURNS**  
**12,700 FOLLOWERS**



**ALISA**  
**@WORLDSWITHINPAGES**  
**32,800 FOLLOWERS**

**JESSE**  
**@BOWTIESANDBOOKS**  
**35,000 FOLLOWERS**



**DIANA**  
**@OWSLITTLELIBRARY**  
**21,700 FOLLOWERS**







Many vendors have experienced a boost in sales after being featured in one of our Feminist Book Club boxes. Participation in FBC shows potential customers that the company has feminist values that they will love to support. Each subscription box includes a brochure with more information on each product and company, including where to find the brand on social media.

Full-sized and sample-sized products welcome, as are coupons and promo codes. Previous vendors include ECOBags, Pisqueya hot sauce, Citizen Ruth, Tiny Deer Studio, Lotus and Luna, and many many more!



CITIZEN RUTH



tiny  
deer  
studio





## **BENEFITS OF PODCAST ADVERTISING**

Content is evergreen. In January 2021, 51% of our downloads were for episodes published that month. This means 49% of episodes downloaded in January were from our 2020 and 2019 archives. That tells us that listeners continue to hear our endorsements long after the episode is published.

Audio is intimate, creating deep respect for the host. Podcast listeners develop a relationship with the hosts in their ears, cultivating trust that is rarely achieved in print.

## **BENEFITS OF BLOG ADVERTISING**

We can provide various types of advertising on our blog, which is great for being able to tell your story the way YOU want it told. An ad space can improve your SEO and align your brand with our feminist credibility. Our intrepid blog contributors would be eager to write a featured story about your company, product, book, or mission. Whatever your goals, we're open to working together to create a blog strategy with impact.

## **BENEFITS OF SPONSORED SOCIAL CONTENT**

Our social media following is highly engaged with our content. On average, 5-7% of our Instagram followers view our stories and reply to our content. Industry standard for a page of our size is just under a 5% view rate, so our engagement with members is something we're proud to continue cultivating. Our social media channels also allow for a variety of content from in-feed posts, to animated stories, video, and more.

All advertising packages include a detailed report with engagement, impressions, and views.



# OUR CREATORS



Our content creators come from a wide variety of industries, locations, and personal and professional backgrounds. We take pride in compensating all our contributors as generously as possible and your advertising fee helps us do that!

## **CHRISTINE BOLLOW**

discusses the ups and downs of being a bookseller during a pandemic on the podcast.



## **CLICK THE BOXES FOR EXAMPLE CONTENT**

## **TAYLER SIMON**

spotlights our featured charity of the month and ties it back to everyone's role in preventing gender-based violence.



## **NATALIA SANTANA**

features MPR's Talking Volumes, Talking Race event on the blog.



## **STEPH AUTERI**

sings the praises of creating music in the name of social justice on the blog.



## **NIBA NIRMAL**

dives into the science of skin lightening products through the lens of Bridgerton and colorism on the podcast.



# **FEMINIST BOOK CLUB**

## **2021 AD RATES**

### Social Media

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#### Instagram

Post in Feed ..... \$300

Swipe up Stories ..... \$300

#### Facebook

Post on Timeline ..... \$100

#### Twitter

Price per Tweet ..... \$75

Bundle of 3 Tweets ..... \$200

#### Blog

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Dedicated Blog Post ..... \$300

Inclusion in List Post ..... \$150

Small Graphic Ad (300x250) ..... \$75/month

Large Graphic Ad (300x600 horizontal)  
(688x224 horizontal) ..... \$150/month

Buy graphic ad space in 3 month  
increments: small ad \$200/3 months  
large ad \$350/3 months





## Email

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Dedicated Email Blast .....	\$400
Sponsorship of fbc content email .....	\$200

## Podcast

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Podcast Ad 15 Seconds .....	\$100
Podcast Ad 30 Seconds .....	\$175

## Box

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Promo Insert in Box .....	\$250
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Any physical promotional material for our boxes must also be provided by the advertiser. We will let you know how many copies we need.



Not seeing what you're looking for?  
Email us at  
[ads@feministbookclub.com](mailto:ads@feministbookclub.com) and we'll  
put together a package with you!

# GET IN TOUCH



**FEMINIST  
BOOK CLUB**

**RENEE M. POWERS  
@FEMINISTBOOKCLUBBOX  
RENEE@FEMINISTBOOKCLUB.COM**