



Liz Smith

THE 52 BOOK CLUB

Liz is a **Canadian content creator** and founder of The 52 Book Club, a global community of over **60,000** dedicated readers. Started in 2018 as a passion project, The 52 Book Club is known for its **positive community engagement**, bookish aesthetics, and annual reading challenges. Specializing in **cozy lifestyle content**, Liz connects brands to her active, loyal audience through her **love for literature**, **everyday essentials**, and **relaxation**.

 **21K**

Instagram
[@the52bookclub](https://www.instagram.com/the52bookclub)

 **1M+**

Annual website views
www.the52book.club

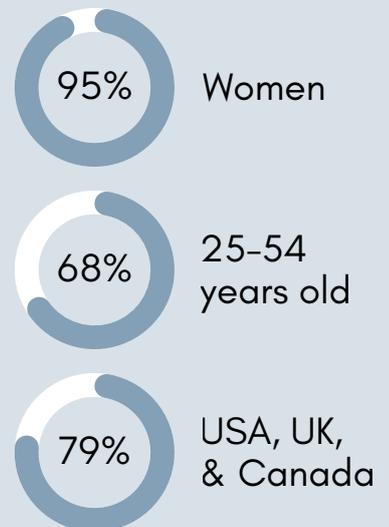
 **64K**

Facebook Group
2.5K weekly posts

 **17K**

Email subscribers
Over 50% open rate

- ✓ Website: 20K+ monthly unique visitors
- ✓ Highly engaged online community (2.5K+ posts weekly in private FB group)
- ✓ Actively growing community: 4,000 new followers in past 3 months
- ✓ Worked with brands like: Prime Video, Hallmark, Harper Collins, Simon & Schuster, Penguin Random House, Hachette



 www.the52book.club

 facebook.com/groups/the52bookclub

 www.instagram.com/the52bookclub

 hello@the52book.club

PREMIERE CHALLENGE SPONSORSHIP

Create a permanent conversation by becoming the official partner of a 52 Book Club reading challenge (*scalable options available*) including permanent ad placement on our high-traffic challenge web page (20K+ monthly views), a newsletter feature and dedicated social media shoutouts to 60,000+ members. **Packages starting at \$3000.**



OTHER OFFERINGS:

- ✓ **Instagram Bundle:** 1 Reel + 3 Stories + Newsletter Shoutout - \$600
- ✓ **Instagram Reel** - \$350
- ✓ **Instagram Static Post** - \$175
- Carousels (3 photos) - \$300
- ✓ Facebook or YouTube Product Promotion
- ✓ Newsletter Shoutout / Ad Placement
- ✓ Content Creation & Usage Rights
(Quote available upon request)



For a custom offering that best fits your brand, please reach out to discuss further!

Let's chat!

✉ hello@the52book.club

🌐 www.the52book.club

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