



MEDIA KIT
2024

About

Established in June 2023, Empyrean Riders is the first and largest fan website of the Empyrean Series by Rebecca Yarros.

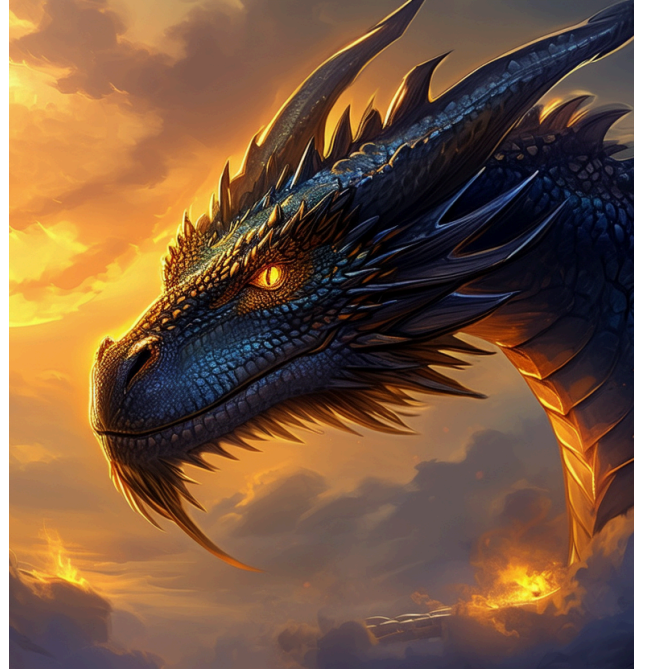
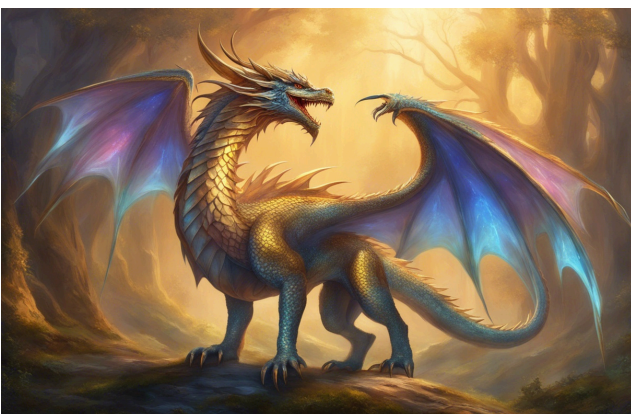
Founded by Cory, a dedicated superfan and expert on the series, our site has become an essential resource for the latest news, insightful theories, and in-depth discussion surrounding the series.

Our Content

At Empyrean Riders, we specialize in delivering the latest updates and comprehensive analyses of the Empyrean Series. Our offerings include up-to-date news, detailed explorations of plot developments, and speculative theories that engage the imagination of our readers. Accompanied by original photography and dynamic video content, we ensure a rich and engaging experience for every fan.

Our Speciality

While our current focus remains on the Empyrean Series, Empyrean Riders is poised for growth. We plan to expand our coverage to include a broader range of fantasy literature, bringing the same level of dedication and thoroughness to new realms and stories.



Our Mission Statement

Our mission at Empyrean Riders is to forge a deep and lasting connection between fans and the fantastical worlds of their favourite series. We strive to be the leading source of knowledge and community engagement for the Empyrean Series, inspiring fans with our passion and expert insights.

Our Vision

Looking ahead, Empyrean Riders aims to broaden its horizons, embracing more fantasy series and becoming a comprehensive hub for fans of the genre. As we grow, we remain committed to exploring new territories in fantasy literature, offering our community ever-expanding content to discover and enjoy.

Demographic Web

2,000,000

Unique visitors yearly

4,200,000

Annual page views

LOCATION

55% NORTH AMERICA
30% EUROPE
10% OCEANIA
5% ASIA

GENDER

89% Female
11% Male

TRAFFIC BY PLATFORM

80% Mobile | 20% Desktop

02:46 MINUTES
AVG SESSION DURATION

Email Marketing

2,000

subscribers

21%

monthly growth rate

ENGAGEMENT STATS FOR THE PAST 12 MONTHS

OPENS

63.93%

CLICKS

33.63%

REACTIVITY

52%

UNSUBSCRIBE RATE

0.047%



Demographic Facebook Group

(launched May 2024)

4,100
members

87.28%
monthly growth rate

3,785 active members

10+ posts per day

TOP COUNTRIES

UNITED STATES
UNITED KINGDOM
AUSTRALIA

AGE AND GENDER

94% FEMALE
5% MALE
1% CUSTOM

50% 25-34
25% 35-44
18% 18-24
7% 45+



WHAT WE OFFER

SPONSORED CONTENT

Elevate your brand with custom content that resonates with our audience. Our sponsored posts are crafted to deliver your message in a way that aligns seamlessly with the thematic elements of the Empyrean Series, ensuring authenticity and engagement.

BANNER AD

Capture attention with our strategically placed banner ads. Available in various sizes and locations across our site, these banners provide prominent visibility, driving direct traffic to your site or product page.

NEWSLETTER PROMOTION

Reach directly into the inboxes of dedicated fantasy series fans with our newsletter promotions. Tailored to include your products or services, our newsletters offer a targeted approach to connect with subscribers actively seeking new and exciting offerings.

FACEBOOK GROUP PROMOTION

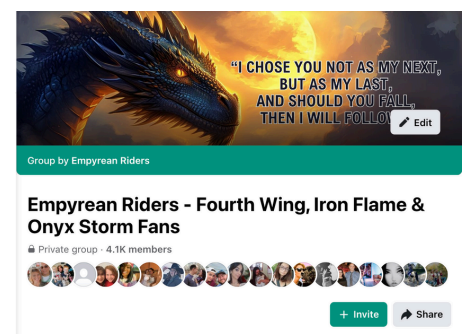
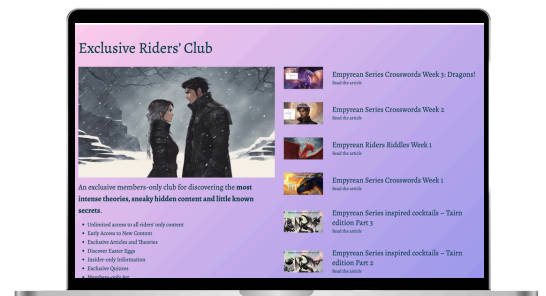
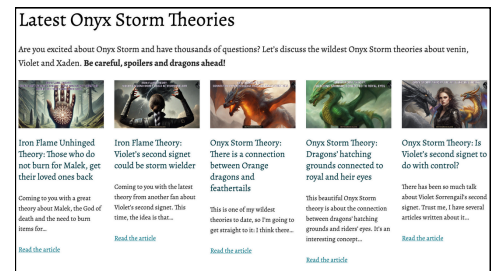
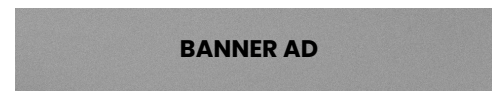
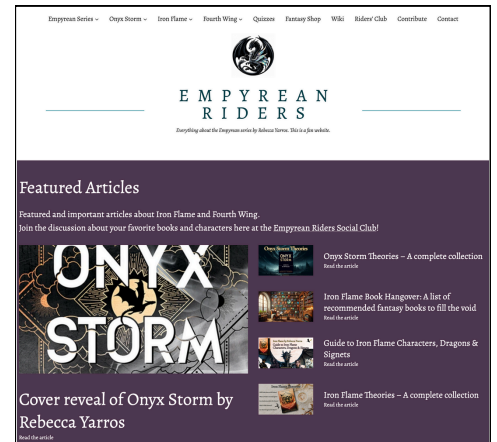
Leverage our vibrant Facebook community with promotions tailored to foster engagement and interaction. This service includes posts and interactive sessions within our group, ideal for generating buzz and feedback directly from enthusiastic fans.

DEDICATED PAGE FOR YOUR PRODUCT

Showcase your product with a dedicated page on our site, designed to detail its features and benefits. This exclusive space is perfect for launches or special campaigns, providing a focused platform to engage with our audience.

PRODUCT IN THE SIDEBAR

Product in the Sidebar: Increase your product's visibility with placement in our website's sidebar. This option keeps your product in constant view as users navigate our site, enhancing awareness and facilitating easy access to your links.



SPEAKING ENGAGEMENTS

CORY AT EVENTS

Invite Cory, the founder of Emphyrean Riders and a recognized theory expert on the Emphyrean Series, to speak at your event. Ideal for conventions, launch events, or any gathering where fans of fantasy literature congregate, Cory can provide insights, engage in discussions, and add significant value to your event.

YOUR BRAND AT OUR EVENTS

Connect more personally with our community through exclusive speaking engagements. Whether it's a live webinar, a guest appearance on podcasts, or participation in panel discussions, these opportunities allow for deep dives into topics relevant to the Emphyrean Series and beyond. Engage with our audience in real-time and share your insights, enhancing your visibility and influence among dedicated fans.



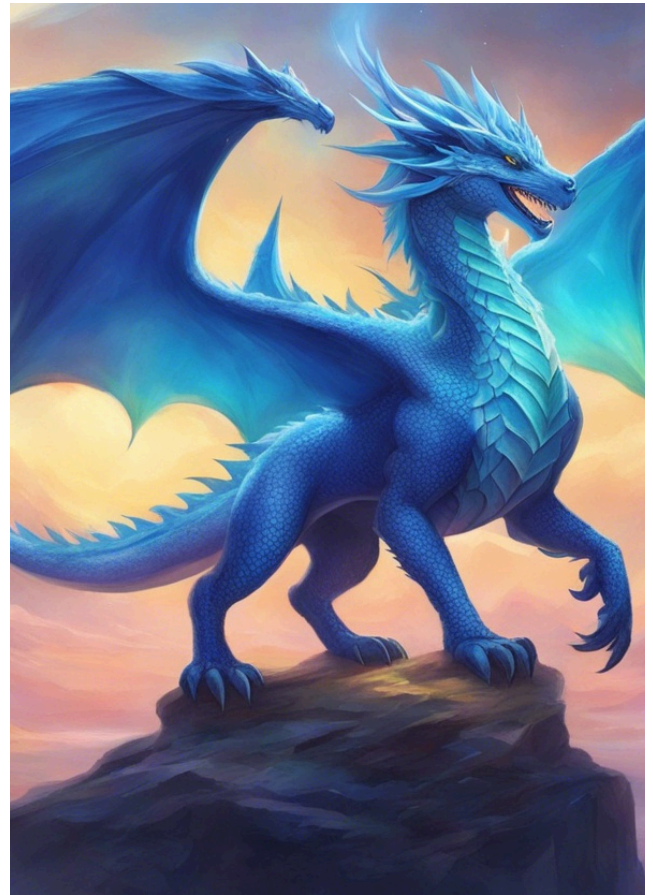
Contact



CORY

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