



# the literary lifestyle®



Hi! I'm Julianne Buonocore, and I share the best of books and related modern lifestyle pairings in this cozy little virtual book nook.

I've been on *The Today Show's* Read with Jenna Book Club, BuzzFeed, The Atlantic, Esquire, Mashable, The Everygirl, Glamour, and more.

I serve busy women looking to better their days through the benefits of reading. And I love to pair books with cozy lifestyle, such as style, home decor, travel, and recipes.

I focus on nurturing my email community and using my blog to solve specific problems readers are researching on search engines to gain product exposure and sales conversions.

## AUDIENCE DEMOGRAPHIC ~ 8 MILLION+ YEARLY PAGE VIEWS

70-75% U.S. visitors • 70-75% mobile visitors

67% women of all ages; 67% between ages 18-44

87% of blog traffic comes from Google search for which I highly optimize posts

## FOLLOWING 60,000+

30,000+ total social media followers

30,000+ email subscribers (40-50% open rate; 1-2% click-through rate)

## CONTACT

Email: [julesbuono@theliterarylifestyle.com](mailto:julesbuono@theliterarylifestyle.com)

All collaborations are customized. Sample offerings include sponsored blog posts, emails and/or social media posts.

## HIGHLIGHTS



### CONVERSION

Overall affiliate link conversion rate of 4-8%, far above the average of 1-2%



### SALES

4,000-5,000 products sold every month through direct and affiliate links



### COMMUNITY

Instagram focus on community resulted in 1,500 book donations in one week



### VIRALITY

Viral Instagram reels @therorygilmorebookclub reached 500,000+ views to date

## TESTIMONIALS & SUCCESS STORIES



"... I love your feed and all you do!! Every time you post, I'm like yes, yes, yes!!! Love how you've been pairing books with other lifestyle content!" - *An engaged blog reader*

"Wow Julianne ... you really went all out! Nicely done! We should talk about having you join our marketing team!"  
- *A brand partner*



I specialize in advanced SEO tactics to analyze keywords and optimize blog posts. This has led to **evergreen, long-term growth** in both exposure and sales. These posts rank on the first page of Google, outrank mega competitors, and **produce tens to hundreds of thousands of dollars in total sales.**