



Thanks to our
sponsors



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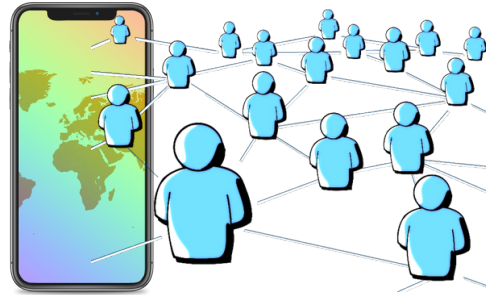
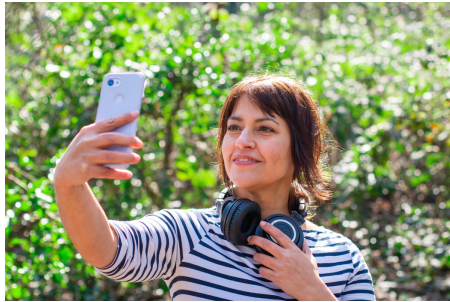
HEADSPACE®



BOOK PROMOTION OPPORTUNITIES FOR AUTHORS

**Your children's book promoted to our
1.6 million podcast subscribers
in 200+ countries.**





AN OPPORTUNITY TO REACH 1.6 MILLION CHILDREN VIA OUR PODCAST

Do you want a chapter of your children's book heard by children and parents in 200 countries? ...along with a link to your sales page?

GLOBAL REACH FOR INDEPENDENT AUTHORS

Podcasts are the alternative, impactful marketing tool for authors. My *English Nanny Bedtime Stories* podcast is in the top 3% of global podcasts, and is listened to by 1.6 million children and parents in 200 countries. This reach has attracted the attention of global children's brands such as Sesame Street, who have sponsored us to promote their content. I want to help authors who don't currently have marketing opportunity, or large amounts of money to spend on advertising, to reach the audience they deserve by uploading a chapter of their book to our podcast.

HOW IT WORKS

The first chapter of your children's novel will be narrated by Magical Storybook and uploaded to our podcast for a period of 3 months. We will also put up a direct link to your book sales page. It's as simple as that!

WHY WE ARE PARTNERING WITH INDEPENDENT AUTHORS

Because there is such a lack of opportunity for independent authors to get noticed, and we are in a position to create that opportunity for you. There are so many unique children's stories that underrepresented children desperately need to hear, and we want to help you to reach them. I recorded and uploaded chapters of my own book, *Mia and the Curse of Camelot*, a year ago and have had 300,000 downloads so far. This has led to global sales of my physical book. Podcast promotion works!

INTERESTED IN FINDING OUT MORE? THEN READ ON!

Magical Storybook's audience reach: Top 10 listener locations

**USA | UK | SAUDI ARABIA | AUSTRALIA | INDIA | CANADA | PHILIPPINES | SINGAPORE
| THAILAND | JAPAN**

How to partner with Magical Storybook: English Nanny Bedtime Stories

STAGE 1:

Send us the first chapter of your book via email: **Rehannah@magical-storybook.com** plus a brief message, and if it is suitable for our young audience, we will contact you to arrange an online meeting.

STAGE 2:

Once we've agreed to go ahead with the promotion, we at Magical Storybook will narrate the first chapter of your children's novel/ or until a natural cut-off point occurs at around 2000 words - whichever comes first - and then upload it to our *Magical Storybook: English Nanny Bedtime Stories* podcast. Within a few minutes it will be available on Spotify, iTunes, and via smart speakers for our audience of 1.6 million children and parents to listen to and download.

ADDITIONALLY:

Magical Storybook will also record a short promotional message to introduce your story to our audience, and to direct them to a link, where they can buy the book if they would like to.

You can share the audio link from Spotify or iTunes, to your family, friends, and social networks too.



Your audio chapter will be hosted on our podcast for 3 months, during which time the audience can download it for free. We estimate that it will get 12 -15K downloads within that period.



It is important to note that the downloads via podcasts are free to audiences, so you won't make any money from them directly.

However, what you WILL get is...

- **Increased global visibility!** At the end of the promotion we will provide you with the download statistics of your chapter - including no. of downloads, countries reached etc. This is useful data to include in your pitch to publishers and TV companies, proving global interest in your book.
- **You will get global book promotion!** Note: we **cannot** promise you book sales off the back of this promotion. We will however, direct thousands of listeners to your page, but it is of course their choice whether they click or buy.
- **You will get a professionally recorded audio copy of your first chapter** to share on social media platforms during the 3 month promotional period.

**1.5M+
SUBSCRIBERS**

**200+
COUNTRIES**

**3-12
AGE**

OUR GLOBAL AUDIENCE

OUR AUDIENCE REACH

THE AGE OF OUR AUDIENCE

About Magical Storybook

Preserving literary heritage by unearthing and recording traditional stories from around the world.

Magical Storybook: English Nanny Bedtime Stories was created by former BBC producer, Rehannah Mian. It is Magical Storybook's mission to ensure that every child in the world can enjoy the happiness and escapism that fairytales bring, without financial or geographical barriers.



Why our sponsors are so important to us

We, at Magical Storybook really value *you*, our partners, knowing the positive impact that your stories are having on children all around the world. Many of them will learn resilience, and how to read and write by listening to and reading your book, again and again.

In the two years that we have been recording our podcast stories, we have provided our 1.6 million subscribers with free downloadable read-along books that are helping children and adults around the world, to learn English. Your book promotion sponsorship means that we can keep providing these resources for free, and help to make children's lives better.

Also, by taking advantage of this incredible marketing tool, you will enable parents around the world to buy their own downloadable or physical copy of your book for their children to read along with. A smart link from our podcast to your sales page will facilitate that.

We want to see your stories reach as many children as possible, and maybe your book will be the one that they read to their own children one day.

See promotional package fees on the next page

PROMOTIONAL PACKAGE AVAILABLE

Included:

1. Professional narration and editing of your first chapter, uploaded to our podcast for a three month period. Approx 20-30 minutes of audio. (For use during the paid promotional period)
2. A sponsored message at the beginning.
3. A link to your sales page or website.
4. A summary of download statistics at the end of the promotional period.

Expected no. of podcast story downloads during the 3 month promotional period 12-15K

Package Price
£200



Package option 2

An audio package, which includes a bespoke promotional message for use on your own platforms in perpetuity:

Option 2 price **£350**

If you would like to discuss other bespoke requirements, then please contact us at the email address or number below.

All prices are inclusive. The costs above are the flat rate that you will pay regardless of whether the final download number falls slightly below or above the predicted figure. Our predicted download figures are based on typical figures achieved per episode over the last 6 months. Longer sponsorship periods can be arranged on request.

Contact us

We hope that this has given you a clear picture of how the process will work for you, but if you would like any more information, please contact *Magical Storybook: English Nanny Bedtime Stories* creator, Rehannah Mian.

UK based authors Tel: 07711911529 | Non-UK based authors +44 (0)7711911529

Email: Rehannah@magical-storybook.com

To listen to our podcast and see examples of our sponsored content content, visit our website:



www.magical-storybook.com

Alternatively, you can listen by clicking one of the links below.



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Apple Podcasts



Or ask your smart device for
'Magical Storybook: English
Nanny Bedtime Stories'