

MEDIA KIT

ALL THINGS FREELANCE WRITING

A COMMUNITY HELPING FREELANCE WRITERS BUILD THEIR IDEAL BUSINESSES.

2023

WWW.ALLTHINGSFREELANCEWRITING.COM INFO@ALLTHINGSFREELANCEWRITING.COM



ABOUT US

Founded in February of 2022, All Things Freelance Writing is a brand that supports the freelance writing community. Through our job board, blog, social channels, forum, podcast, workshops, and directory of vetted freelance writers and coaches, we help writers build their ideal businesses. We believe in the power of community and in learning from each other's mistakes/successes. Freelancing can be a lonely journey, but you don't have to go at it alone. ATFW is happy to have a global community of writers from over 100 countries! The majority currently join us from the US, the UK, Canada, and India.

ABOUT THE FOUNDER

Hi! I'm Jessica Walrack. I started freelance writing over 10 years ago after leaving a career in retail sales and management. I fell in love with writing finance content and have been doing it ever since. I regularly write for industry-leading publications including Investopedia, USA Today, CBS News, and US News and World. I also help small- to medium-sized businesses on a case-by-case basis. Freelance writing has changed my life and inspired me to start this community in hopes of helping others find more freedom through writing.





STATISTICS

3K+

FOLLOWERS ON LI COMPANY PAGE

1K+

EMAIL SUBSCRIBERS

700

FOLLOWERS ON IG COMPANY PAGE

26K+

FOUNDER'S SOCIAL FOLLOWING 2023



ALL THINGS FREELANCE WRITING JOB BOARD AND JOBS EMAIL

Every week, we hunt around LinkedIn, Twitter, Facebook, and the internet to find open calls for freelance writers (from reputable companies and individuals). At least 20 opportunities are shared every Friday on our job board. We also send out the ATFW jobs email every Friday morning at 8 AM EST — it reminds our subscribers about the new gigs, highlights five top picks, and shares other helpful resources.

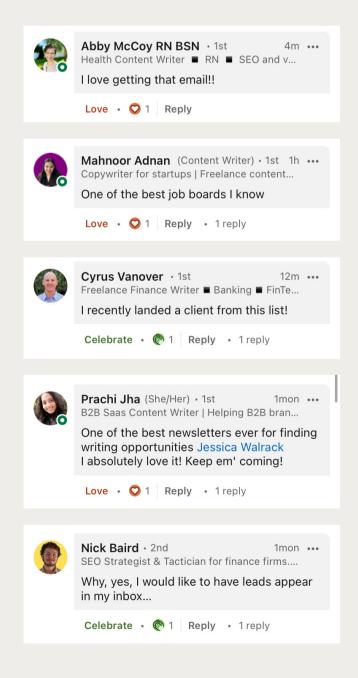
STATISTICS

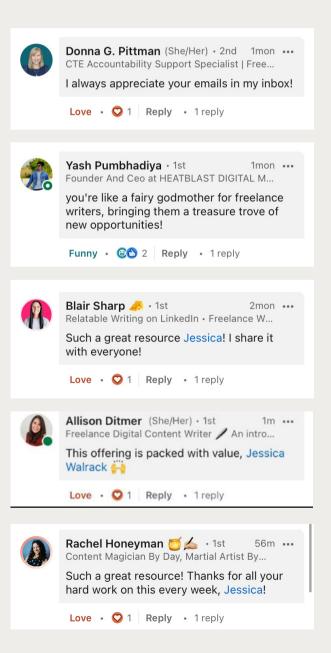
6.8K	JOB BOARD PAGE VIEWS IN 2023	30K+	TOTAL AUDIENCE SIZE
1.03K	SUBSCRIBERS TO JOB EMAIL	20	WEEKS RUNNING
39.8%	CLICK- THROUGH RATE	.06%	HARD BOUNCES
46.6%	OPEN RATE	0.26%	UNSUBSCRIBE RATE

2023

ATFW JOB BOARD AND JOBS EMAIL

WHAT SUBSCRIBERS ARE SAYING...





ATFW JOB BOARD AND EMAIL

If you'd like to sponsor the ATFW job board and jobs email, here's our primary sponsorship program.

BECOME A PRIMARY SPONSOR

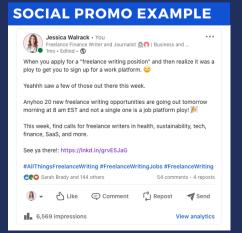
As a primary sponsor, your brand will be featured at the top of the All Things Freelance Writing Job Board and weekly newsletter. The ad space includes an image and up to 100 words of text. Plus, each week that you're the primary sponsor, you'll also get mentioned in a social media post promoting the job board.

SINGLE-WEEK SPONSOR: \$375

4-WEEK SPONSOR: \$1,350

Freelance writing jobs week of 6/9/2023 YOUR AD GOES HERE 1. Popular Mechanics is hiring a freelance journalist Popular Mechanics is an American print and online magazine that publishes articles on home improvement, automobile maintenance, and new advancements in technology and science. Job: Write explainers about home DIY such as HVAC and remodeling. Requirements: Not mentioned. Rate: Discuss with Courtney.





ATFW JOB BOARD AND EMAIL

Want to sponsor at a lower level? Consider becoming a Friend of ATFW sponsor.

FRIENDS OF ATFW SPONSORSHIP

Your brand will be featured via a photo and text ad (up to 50 words) in our jobs email in the "Friends of ATFW" section. The section is located under the week's freelance writing jobs. We feature three helpful resources each week and you can be one of them!

SINGLE-WEEK SPONSOR: \$50

4-WEEK SPONSOR: \$170

FRIENDS OF ATFW AD PLACEMENT More from All Things Freelance Writing & friends...

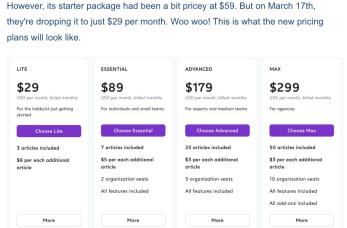
Want more places to find gigs? Georgie Darling of The Freedom Route created the amazing resource below and it's free! Find 25 pages of the Facebook groups, Twitter hashtags, Slack channels, newsletters, and more that Georgie has used to find \$1 per word writing assignments and \$300 per hour copywriting clients



FRIENDS OF ATFW AD PLACEMENT

Surfer SEO is dropping its starter price!

Surfer SEO is a super helpful tool for optimizing content so it'll top the SERPs. However, its starter package had been a bit pricey at \$59. But on March 17th, plans will look like.





SPONSOR A LINKEDIN POST FROM OUR **FOUNDER**

Want to reach an engaged audience of freelance writers, marketers, and solopreneurs? Our founder, Jessica Walrack, has over 25,000 followers on LinkedIn and has been posting consistently since 2020. As a freelance writer of 10+ years and the founder of All Things Freelance Writing, she talks about the ins and outs of running a freelance business, freelance writing, and content marketing.

A note from Jessica: "I only post about things I believe in or think will be beneficial for my LI community. if you'd like to partner, I'd love to chat to see if we're a fit!"

See the next page for post examples and pricing.

JESSICA'S LINKEDIN STATISTICS

25K+

LINKEDIN **FOLLOWERS** 22K+

ENGAGEMENTS IN PAST 365 DAYS

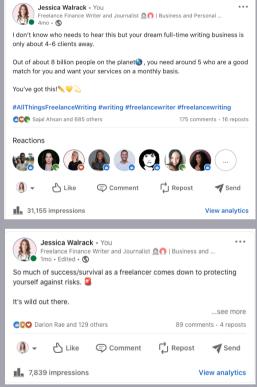
838K+ IMPRESSIONS IN PAST 365 DAYS

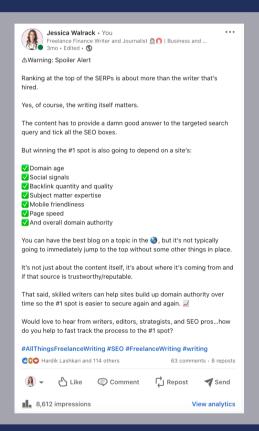
4K+

AVG. **IMPRESSIONS PER POST**

SPONSOR A LINKEDIN POST: \$250







JESSICA'S LINKEDIN STATISTICS

25K+

LINKEDIN **FOLLOWERS**

22K+

ENGAGEMENTS IN PAST 365 **DAYS**

838K+ IMPRESSIONS IN PAST 365 DAYS

4K+

AVG. **IMPRESSIONS PER POST**



ALL THINGS FREELANCE BLOG

The All Things Freelance Writing blog is a treasure trove of information for new, intermediate, and well-seasoned freelance writers. We cover writing tips, business tips, freelance health topics, tutorials, tool reviews, and more.

Top ATFW posts in 2023:

- 1.28 Legit Ways to Find Freelance Writing Jobs in 2023
- 2.A Punctuation Guide for Writers (Em dashes, semicolons, Oxford commas, + 9 more)
- 3.AI Writing Detectors: How They Work, Accuracy Ratings, Top Tools, and More All Things Freelance Writing

SPONSOR A BLOG POST:

When you sponsor a blog post, we will write a post about a topic relevant to our audience that promotes your brand. We'll also mention your brand across our social channels when promoting the post.

STANDARD LENGTH (800 TO 1,200 WORDS): \$400

LONG-FORM (2K TO 2.5K WORDS): \$750

BLOG STATISTICS

22K+ VIEWS IN 2023

1.1K

ORGANIC KEYWORDS RANKING IN TOP 100 OF GOOGLE

10K+

VISITORS IN 2023

93

BACKLINKS

2023

TAKE THE NEXT STEPS...

WANT TO MOVE AHEAD WITH A SPONSORSHIP?

Get in touch!

You can do so by filling out this form (https://forms.gle/DrV8K1FSTQQKbFgv5) or by emailing us at info@allthingsfreelancewriting.com.

If you go the email route, please send:

- Your name
- The sponsorship package you'd like
- A bit about your company and how it helps freelance writers
- Links to your company's website and social profiles
- When you'd like the sponsorship to take place

We'll get back to you within 2 business days. If we're a match, we'll send the invoice and contract, schedule your sponsorship, request the ad creative, and then feature it on the agreed-upon date!

