

# LIT Society



2024 MEDIA KIT

FIRST QUARTER

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DOWNLOADS!**



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# LIT SOCIETY: BOOKS AND DRAMA BLACK WOMAN-OWNED AND OPERATED

## HOW IT ALL BEGAN

Life-long friends Kari Herrera (copywriter) and Alexis Honoria (legal professional) were tired of hearing from industry peers about the demise of recreational reading and the subsequent unimportance of quality writing. They made it their mission to disprove this theory by seeking out readers from within their community. After a summer of successful book club meetings in the Oak Park, IL area, they decided to expand their accidentally formed literary society to include bibliophiles from all over the world. Hence, the LIT SOCIETY PODCAST was born.

## ABOUT ALEXIS

Alexis Honoria is co-host of the LIT Society Podcast, a show about books and drama, and an enthusiastic promoter of literacy within her community. Her fascination with books started as a child when she'd regularly spend hours at her local library, transporting into the inventive stories she loved. She has worked as a legal professional for over 15 years, and her last meal, if allowed the option, would be a cheeseburger and gin martini.

## ABOUT KARI

Kari Herrera is co-host of the LIT Society Podcast, a show about books and drama, and an advocate of independent bookstores and local literacy efforts. Her motto: If you can read, then you must read. She has worked as a writer and marketing specialist in Chicago for ten years. Her final meal would be a slice of Margherita pizza and a pint of pilsner.

## ABOUT THE LIT SOCIETY PODCAST

The weekly book podcast that's making thousands of listeners fall in love again with reading. Feel seen and LOL! Thursdays, join life-long friends Kari and Alexis as they use literature humorously to explore pop culture and personal peculiarities. From Tolstoy to Toni Morrison – they're about books and drama!

"Our mission is to promote adult literacy by sharing the literature that inspires our lives with each episode. We make listeners feel like guests in our living room. What makes us different from other podcasts is our genuine love for one another, our perspective as black Americans living in Chicago, and our dramatic readings, complete with sound effects and music."

**Each one-hour(ish) episode is divided into seven segments:**

**Catching up:** A warm conversation between three friends: Kari, Alexis, and the listener. Together, we catch up on the week's events and pop-culture highlights.

**Theme of the Week:** We select an engaging topic to discuss based on the book featured. When applicable, we reference sources, and qualified guests contribute to the discussion.

**Context:** Details are shared regarding the author's life and background, shedding light on motivations leading to the complete work.

**Synopsis (No Spoilers):** A brief "no-spoilers" synopsis of the book is provided, written by the hosts.

**Deep Dive:** Spoilers galore! The book's plot is retold, with modern sensibilities and sprinkles of ridiculousness.

**Dramatic Readings:** Portions of the book are performed with sound effects and music, bringing the story to life in an exciting new way!

**Final Verdict:** Our hosts give their final recommendation, or lack thereof, along with their reasoning.

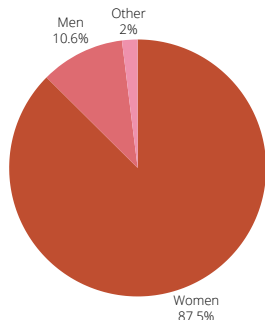


# LIT SOCIETY: THE NUMBERS

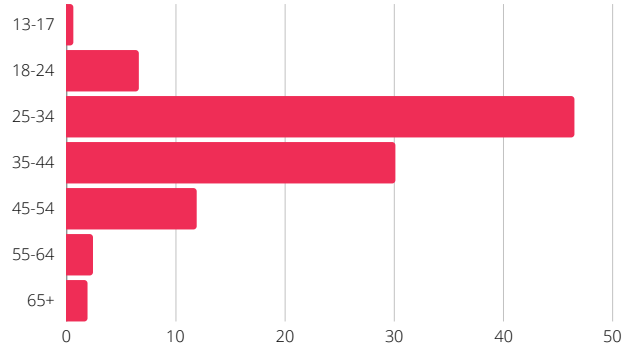
## OUR AUDIENCE

DATA FROM OUR END OF SEASON AUDIENCE SURVEY

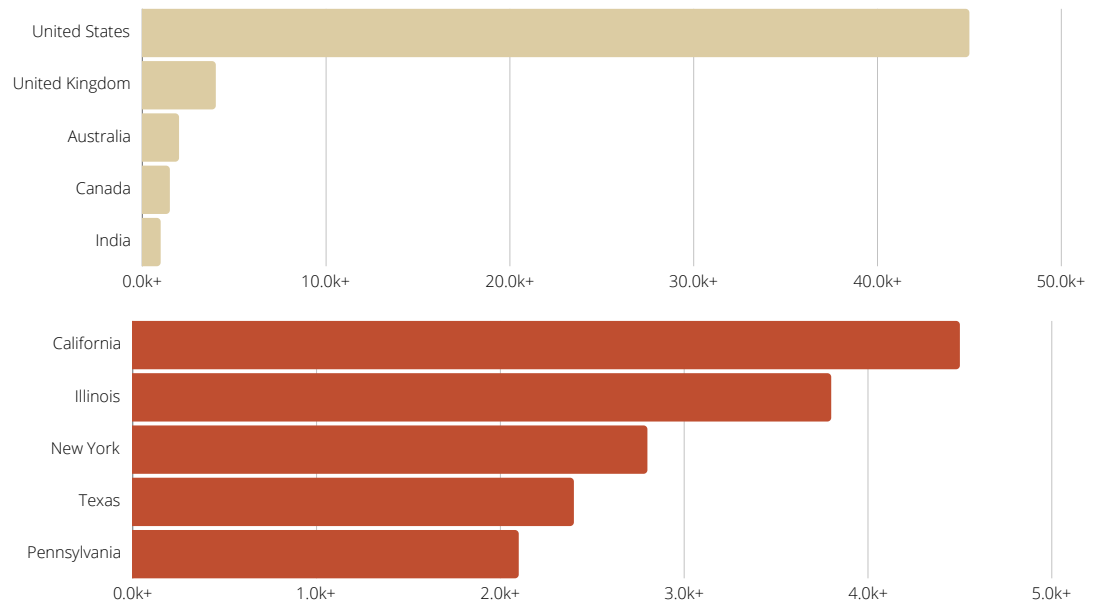
### GENDER



### AGE RANGE



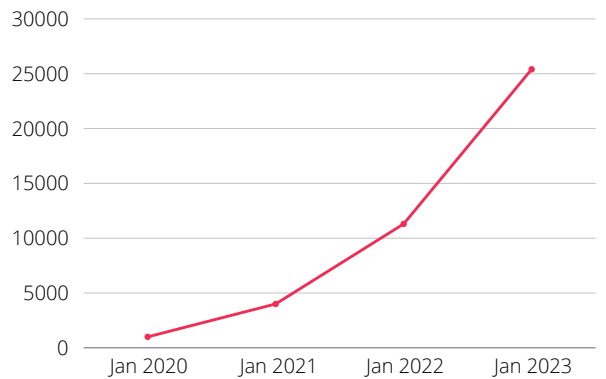
### WHERE ARE THEY FROM



## OVER 25K MONTHLY DOWNLOADS

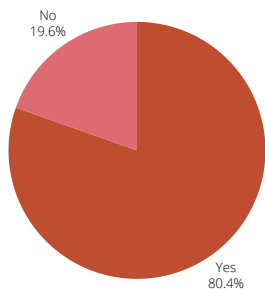
LIT Society is proud to have earned well over 350K downloads, and over 25K listeners per month.

(The numbers to the right are from our official daily downloads report.)

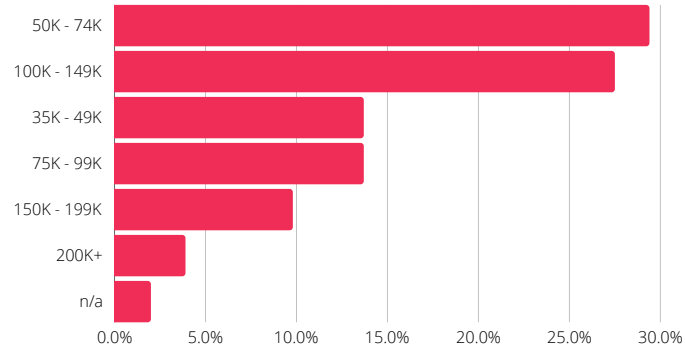




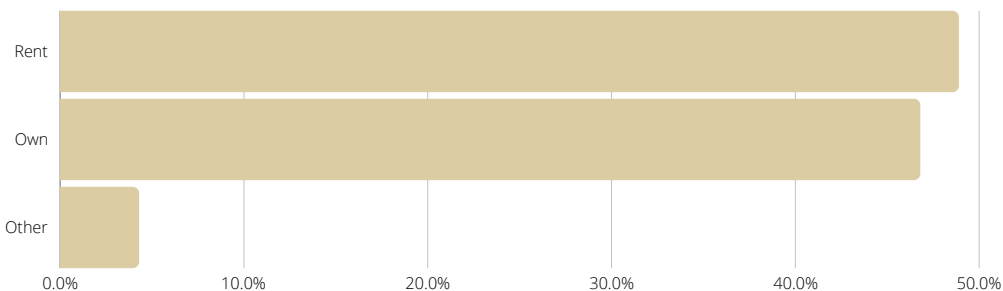
### DEGREE (UNDERGRAD AND HIGHER)



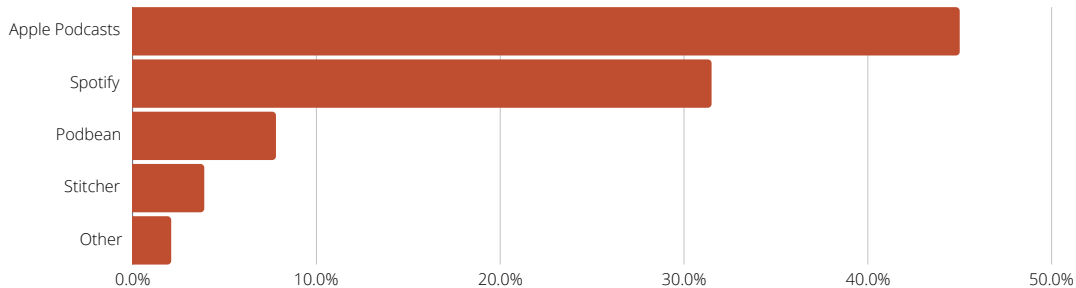
### ANNUAL HOUSEHOLD INCOME



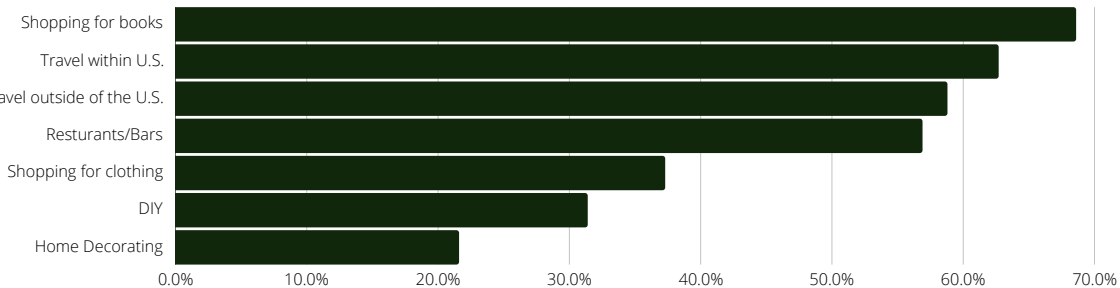
### RENT OR OWN



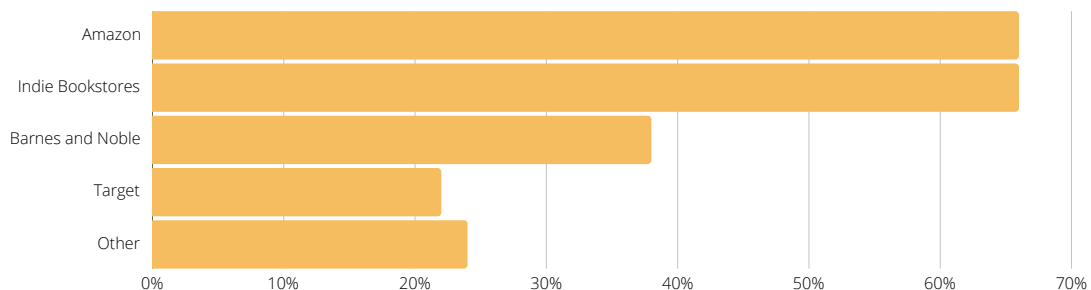
### HOW DO THEY USUALLY LISTEN?

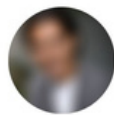


### FAVORITE ACTIVITIES



### WHERE DO THEY BUY BOOKS?



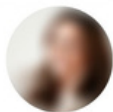


Apple Podcasts | @Beartoes84

**Awesome and insightful podcast!**

The chemistry between Kari and Alexis is amazing! Instantly one of my favorite podcasts!

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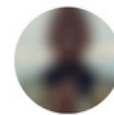


Apple Podcasts | @Poley's momma

**I love Alexis and Kari!!!!**

I'd never been one for podcasts...but with the pandemic I wanted to go out of my comfort zone of only listening to music when on my daily walk. Bingo...I saw Lit Society on a best podcast list and decided to give it a try. That was in April...and I've been hooked ever since! I love the variety of book genres discussed, and the framework you use in the podcasts. Your humor, honesty, and complimentary styles keep me engaged and wanting more. Right now I listen to you as a snowbird in the Florida Keys...but when I get home to Peoria...and when things get back to a more normal...I hope the two of you will have a meet and greet in Chicagoland. I will be there!!!

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Apple Podcasts | @Granbear

**Fun and thoughtful**

I've tried a few book podcasts and this is by far the best one! I love the theme discussion and deep dive in each episode. The episodes feel like they just fly by. Def recommend :)

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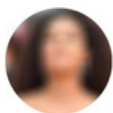


Apple Podcasts | @Brooklyngirl55

**Didn't Know I Needed This!**

First, YASS to the Kari representation (my name is Kari and I feel welcome here) Also I am so glad to have found a podcast for black women like myself to discuss the impact of great literature! I'm a new subscriber and I found you all because of your episode on The Warmth of Other Suns. I came for that episode but I definitely stayed for the commentary and unique perspective on the rest of the episodes. Good stuff!! Thank you!!

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Apple Podcasts | @Amangela

**Love getting LIT!**

I discovered this podcast by accident. My friend & I were reading P&P and needed some further discussion. I binged 5 episodes in a day & then read And Then There Were None just so I could listen to the episode. Calling the Bennet ladies chicken heads sealed the deal. ☐ This really is like an updated spark notes. Your amazing friendship comes through my AirPods, and I highly recommend!!!

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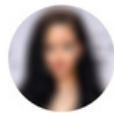
Hillary | @hillber78

**You ladies are amazing!**

Your conversations fill me with such joy and laughter. And deep thoughts. You make me want to read all the books (even those you wouldn't recommend-see, i.e., Feel the Fear!). After having kids, it took me a while to get back into regular reading, and you helped in that endeavor. So thank you. And thanks to @kileyreid, who gave such a nice shout-out and tuned me in. ☐☐

Instagram

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Apple Podcasts | @luvwrd8

**I've made new friends!**

Thanks for putting yourselves into your work. Listening to Lit Society is like sitting at the kitchen table with a fresh cup of coffee, cookies warm from the oven, and good friends. And when the laughter begins, a smile spreads across my face, and I'm grateful for the gathering. Discovering your podcast made 2020 bearable.

Thank you, friends.

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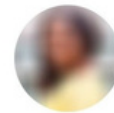
Apple Listener | Hannahhdhfdhb

**Best Book Podcast!**

I listen to A LOT of book podcasts (like an embarrassing number), and this one has quickly become my favorite. These two women have the perfect blend of book smarts and humor, and I find myself smiling and laughing along with them every time. Now, I want to buy all their merch so they can keep up the good work! Thanks, ladies!

Apple Podcasts

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Apple Listener | NellBells1996\*

**I don't even read but y'all keep me laughing!**

I love this podcast! I don't even read but y'all keep me laughing. The "White Like Her" episode is hilarious. I'm slightly more motivated to read.

Love you guys!

Apple Podcasts

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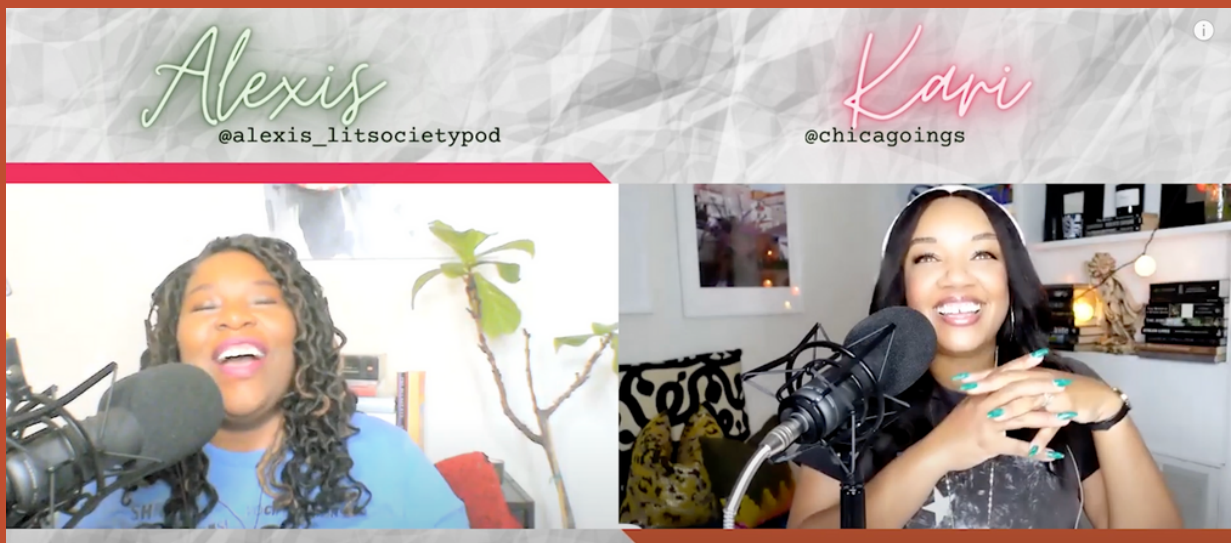
# LIT SOCIETY: BOOKS AND DRAMA PARTNERSHIPS | SPONSORSHIPS



WE LOVE OUR LISTENERS!  
THINK THEY'LL LOVE YOUR BRAND?  
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LISTEN



THURSDAYS