

friday night readers



Friday Night Readers is a virtual community that reads, lives, and writes like the *Gilmore Girls*. I share an introverted lifestyle centered on reading books, writing/creative business, nostalgia, cozy activities, home entertainment, comfortable American style, and other simple living practices.

I'm Julianne "Jules" Buonocore. A former lawyer since 2007 and a professional marketer since 2019, I also studied English literature. I published the [Unofficial Guide to the Books on Gilmore Girls](#) in 2026. I've been on *The Today Show's* Read with Jenna Book Club on TV, and I've been featured on BuzzFeed, The Atlantic, Reader's Digest, Women's Health, The Everygirl, Glamour, Parents, and many more.

FOLLOWING

18k+ Substack subscribers (a bestseller) • 10-15k+ views/email • 40-45%+ open rate • 120k+ monthly blog post views • average of 1k downloads/podcast episode (3-5k+ for each top episode) • 46k+ social media followers

AUDIENCE DEMOGRAPHIC

64% U.S. visitors • 96% women • millennials targeted • 51% married • 42% income \$50k-\$200k • interested in literature, culture, fiction, food & drink, health & wellness

BRAND TESTIMONIALS

"Hi Jules, this is a great blog piece! Thank you. [...] I hope we can work together more in the future." • "Wow Julianne ... you really went all out! Nicely done! We should talk about having you join our marketing team!"

HIGHLIGHTS



SPONSORS

Aura Frames,
Peepers,
ThriftBooks,
BookClubs,
StoryGrid,
Morning Brew,
Deco TV Frames,
Swan Hellenic



SPECIALTIES

My specialties are
persuasive
storytelling and SEO.
I've gained 15+
million readers from
Google across 1,000+
blog posts and email
newsletters.



SUBSTACK OFFERINGS: EST. 10-15K REACH/AD

10% off when you bundle more than one placement

Email: jules@fridaynightreaders.com



- **\$500 podcast ad:** 60-second host-read mid-roll, sponsor acknowledgment at the beginning and end of the episode, plus brand credit and links in the show notes and accompanying Substack newsletter/post. Up to three sponsors per episode.

- **\$750 newsletter sponsorship:** A native sponsored placement near the top of a Substack newsletter/post, featuring 50-100 words of copy, an image, a clear call to action, and a link. One sponsor per newsletter.



- **\$1,500 branded editorial:** A full-length, 1,000+ word editorial Substack feature built around your brand, with 1+ custom images and multiple links. Your brand is woven through original storytelling for an engaging experience.