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 ~2k downloads/podcast episode (5-10k+ 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!"