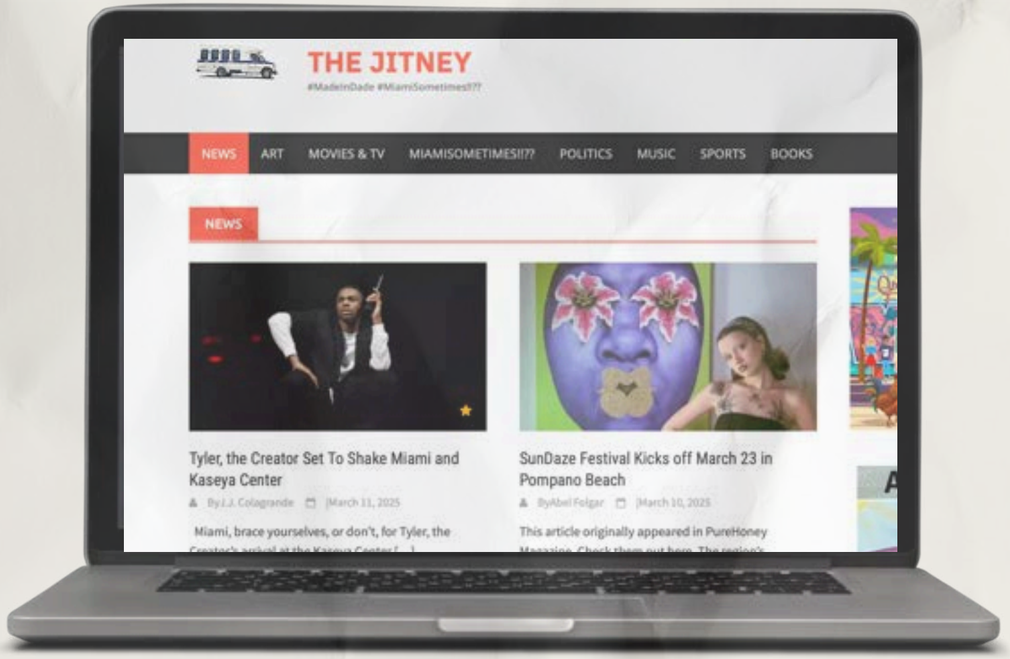
JITNEY BOOKS

MIAMI TRAILBLAZER IN MICRO PUBLISHING AND BLOGGING, FOCUSING ON LOCAL NEWS, ART, AND MIAMI CULTURE.



WHO WE ARE



Founded by a professor from Miami Dade College, **Jitney Books Publishing** serves as a platform for both mid-career and emerging writers, helping them publish their work and stay engaged with the vibrant Miami literary scene. With ***The Jitney*** blog, we hold a focus on arts and culture, while fostering connections between writers and readers. The Jitney's journalism is featured in various news feeds, including Google News, and covers the Miami media landscape from West Palm Beach to Key West. The blog serves as an additional way to connect with Miamians, furthering our mission to showcase the diverse voices of the city, including businesses!

SERVICES WE OFFER

- Original, fresh and authentic Miami content
- Curation of personalized profiling pieces
- Over 2 million page views since 2018
- Experienced Miami-based writers
- Over 1400 articles published
- Intentional Journalism
- 120 contributors and counting
- **SEO**: Actively appears in Google newsfeeds
- **SEO**:Actively appears in Facebook newsfeeds
- No Google AdSense or click bait ads



SPONSORED CONTENT

We collaborate with BRANDS to share their unique story.
Storytelling is one of the most compelling ways to engage with an audience. In investing with jitney, we help brands connect with their target audience through captivating advertorial content. These stories draw readers in, keeping them engaged with your brand while highlighting your industry expertise.

Benefits of a sponsored story include:

- Your business comes to life through the written word for the consumer, you're not merely advertised through a catchy hook and forgetful photo
- Increased Brand Awareness & Brand Engagement/ Loyalty
- Our blog ranks high on search engine results.
- Collaboration with Jitney will drive Traffic to your website
- Further Credibility with consumers; they'll view sponsored content as trust worthy as compared to traditional advertising.
- Sharable



PRICING

$500 per article online.

Each story includes:

- Guaranteed personable content that will drive your brands visiblity and consumer engagement
- Story will be on Jitney's blog forever, unless otherwise specified by the client.

Story Topics:

- Must be in the coverage areas of Jitney Books, that includes the state of FL.

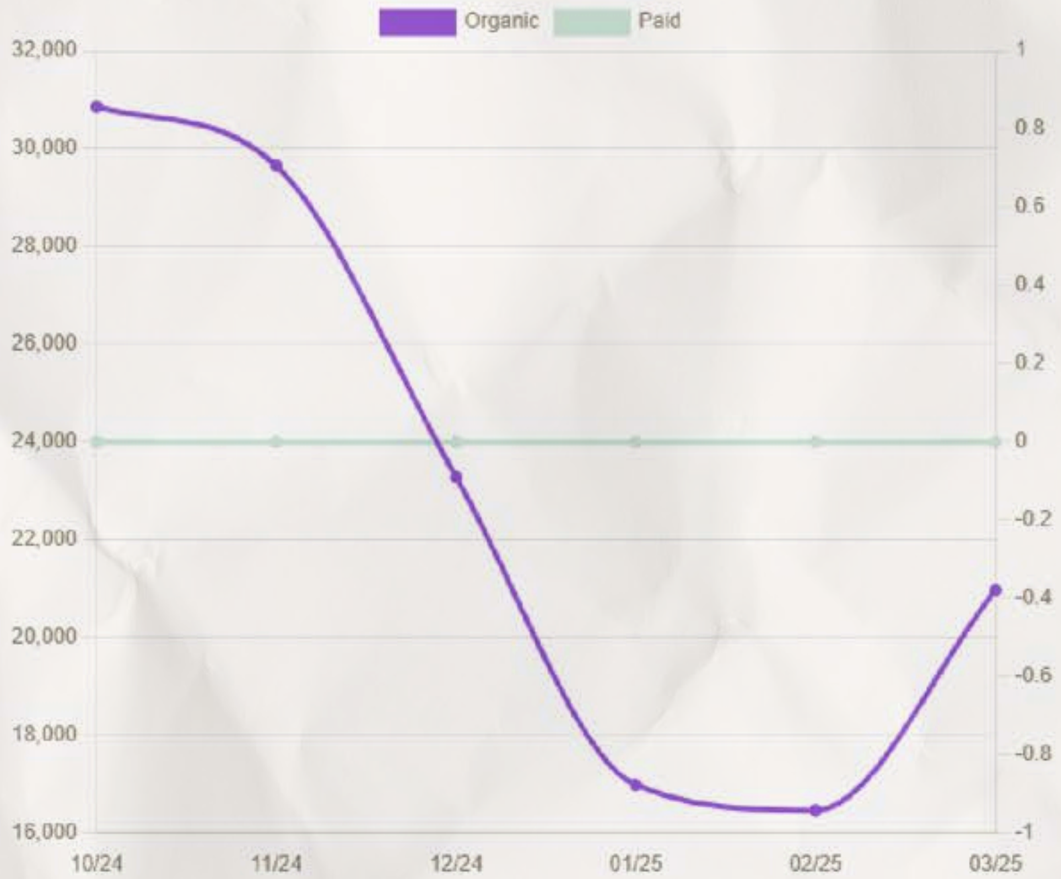
Process:

- Writer will send client a questionnaire, once the questionnaire is completed and sent back, the article will be finished & live within 48 hours!

Word Count:

- There is no set word count limit; our Jitney writer will highlight your brand through engaging and thoughtful storytelling.

Monthly Traffic data “http://jitneybooks.com”



ORGANIC TRAFFIC

Est. Traffic/mo	30,862	▲ 4%
Traffic Value	$33,028	▲ 2%
Keywords	5,137	▲ 6%

PAID TRAFFIC

Est. Traffic/mo	0	▼ 0%
Traffic Value	0	▼ 0%
Keywords	0	▼ 0%

MARKET INSIGHTS

AVERAGE OF 16,000 VIEWS PER MONTH

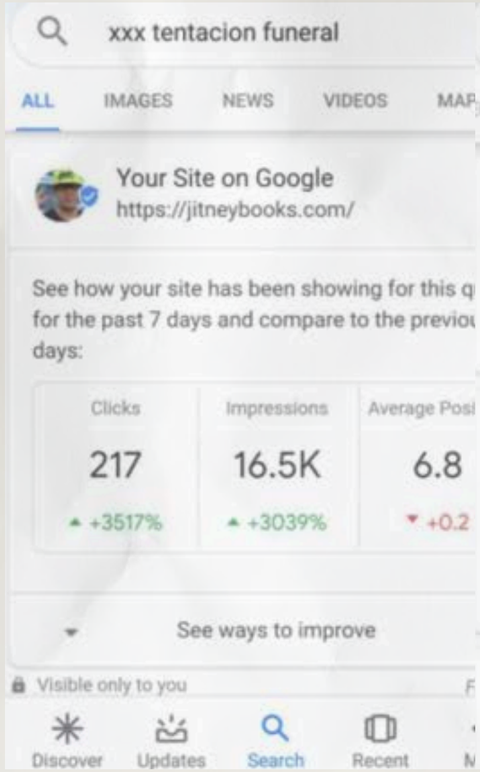
SEO STRATEGY

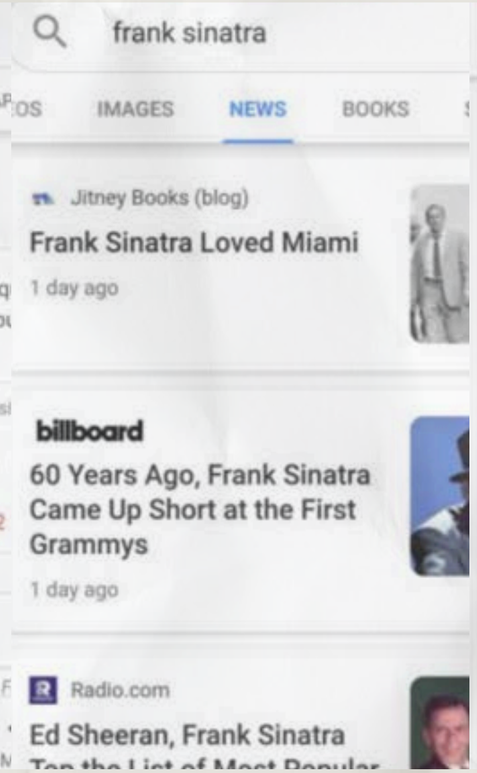
UNLIKE PAID ADS, WHICH STOP GENERATING RESULTS ONCE THE CAMPAIGN ENDS, SPONSORED BLOG CONTENT CAN CONTINUE TO DELIVER SEO BENEFITS OVER TIME.

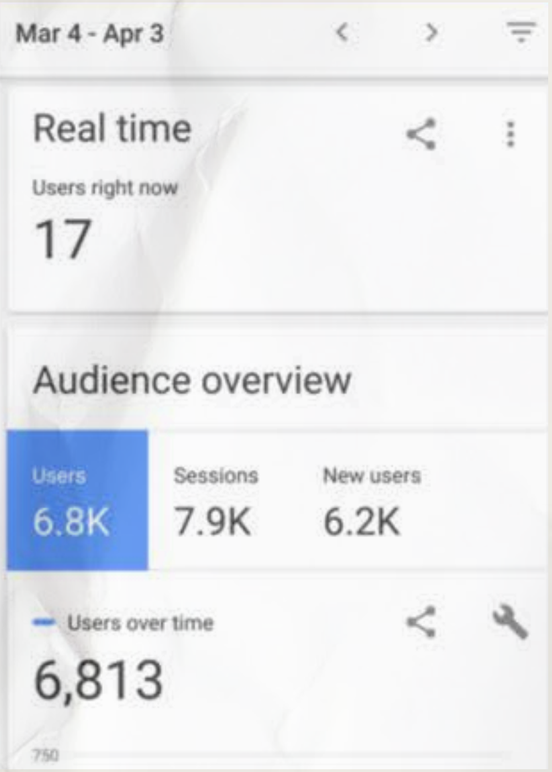
AS THE BLOG POST REMAINS LIVE AND GETS INDEXED BY SEARCH ENGINES, THE BACKLINKS AND TRAFFIC CAN KEEP WORKING IN THE BUSINESS'S FAVOR.

SPONSORED CONTENT ALSO ALLOWS YOUR BUSINESS TO SHOWCASE IT'S STORY IN A PERSONAL AND ENGAGING WAY, THROUGH YOUR OWN LENS, THIS BUILDS A STRONGER RELATIONSHIP WITH YOUR TARGETED AUDIENCE.





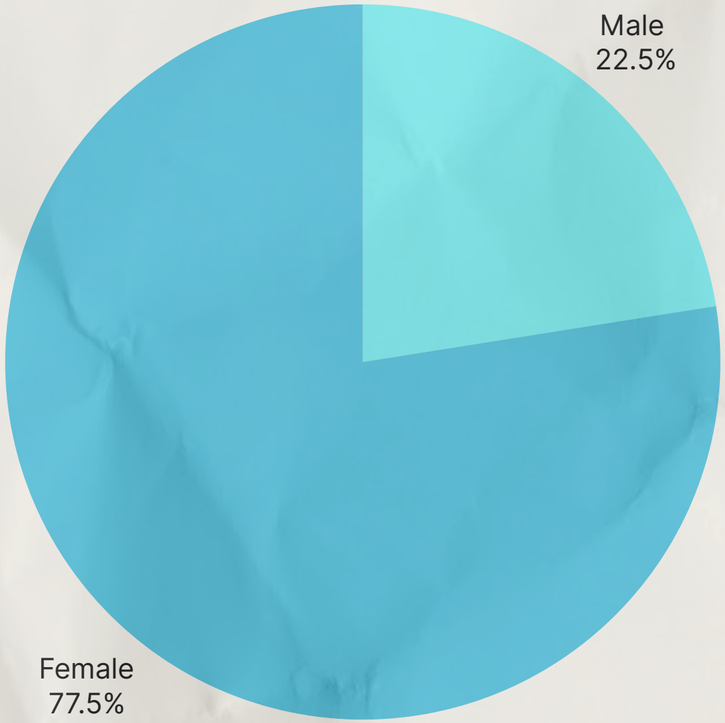




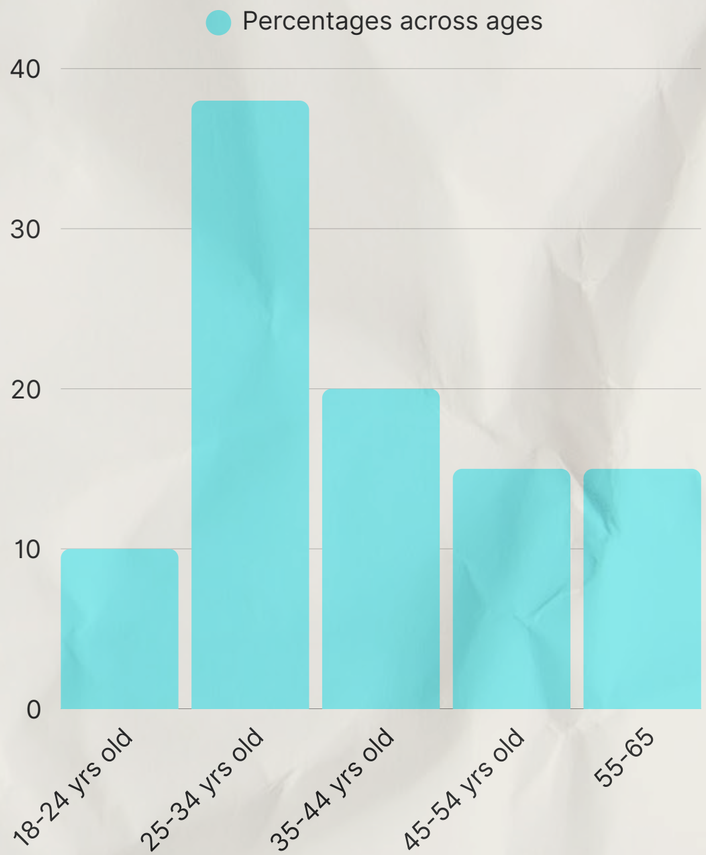
JITNEY IS KING AT SEO,WE KNOW HOW TO MARKET VISIBILITY.

DEMOGRAPHICS

GENDER



AGE



SPECIAL ISSUES FEATURED ON JITNEY



TYLER, THE CREATOR SET TO SHAKE MIAMI AND KASEYA CENTER



MONTREUX JAZZ FESTIVAL MIAMI RECAP



ULTRA MUSIC FESTIVAL MARCH 28-30 AT BAYFRONT PARK

PARTNERS & CLIENTELE

Miami Book Fair

Miami Dade College

BOOKS & BOOKS

Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

III POINTS

Audacy
BEACH FESTIVAL