

After Dinner Conversation, Inc.

www.afterdinnerconversation.com

- Started July, 2019
- Incorporated Nonprofit - 1/1/2023
 - EIN: 92-0886416

Mission Statement

“After Dinner Conversation is an independent, nonprofit, literary magazine that focuses on short story fiction that encourages philosophical and ethical discussions with friends, family, and students. ADC believes humanity is improved by values grounded in truth discovered through intentional reflection and respectful debate and, to facilitate that process, each story comes with suggested discussion questions.”

2023 Highlights

- Magazine
 - Started Print Magazine Releases (*Formerly Digital Only*)
 - Released 12 Print/Digital Monthly Literary Magazine Issues
 - Ranked 7/3,000 Literary Magazine by ChillSubs
- Books
 - Released “Best of 2022” Short Story Anthology
 - Developed Nine “Themed” Anthology Books For 2024 Release
- Other
 - Brought On (Volunteer) Professional Cover Designer
 - Developed and Released Short Story Lesson Plans for Teachers
 - <https://www.afterdinnerconversation.com/lessonplans>

2024 Goals

- Staffing
 - Move Editor Position From Volunteer to Stipend (\$6,000)
 - Bring On Part-Time Social Media Specialist (\$2,400)
 - Bring On Part-Time Arts Grant Application Specialist (\$2,400)
 - Move Cover Designer from Volunteer to Stipend (\$1,200)
- Distribution
 - Enter Into Story Syndication Agreements w/Other Media Outlets
 - Grow Print/Digital Magazine Direct Subscription Sales 15%
 - Grow Substack Subscription Sales 25%
 - Add Audiobook Versions
- Other
 - Expand Board of Directors from Four to Seven Members

Key Staff

Kolby Granville (Founder, Editor-in-Chief) is a lawyer, teacher, traveler, writer, and trail runner. He spent five years teaching Socratic discussion classes based on primary source literature and just finished spending 3.5 years traveling the world through 20 countries and living the digital nomad life. He now works with his sister as a lawyer at Granville Law doing criminal defense.

R.K.H. Ndong, (Story Editor, Podcast Voice Talent) has almost thirty years of experience teaching, coaching English (EFL) Business Communications, and editing/proofreading. Hoosier-born, she has journeyed through the Caribbean, backpacked through Europe and served a Peace Corps term in Africa. She lives with her family (and four dogs) in their home nestled in sun-soaked hibiscus gardens on the equator.

Tina Lee Forsee (Substack Editor) leads a Tucson writing critique group which meets and feasts in an elegant Sonoran Desert Garden and has been doing so for the past decade. Her debut literary novel, *A Footnote to Plato*, was published last year (Wipf and Stock). Read her philosophical short story on Daily Philosophy: "A Not Very Philosophical Zombie."

Stephen Repsys (Copy Editor) is a professional with more than 15 years of writing and editing experience. He is the proud father of two girls, Erin and Lizzy. Steve is also a passionate fan of the Boston Red Sox and New England Patriots.

Shawn Winchester (Graphic Designer) is a graphic designer with 20+ years' experience and is owner of ArtEscapes.

** After Dinner Conversation is also supported by six volunteer Associate Acquisition Editors and 80 volunteer readers.*

** All staff are currently volunteers.*

2023 Reach Stats

Paid Magazine Subscribers

- Start of Year - 340 Digital, 10 Print
- End of Year - 345 Digital, 22 Print, 35 Substack

Free Circulation

- 37,635 - Amazon Short Story Downloads
- 3,202 - Bookfunnel Sample Magazine Downloads
- 1,752 - Sample Magazine Downloads via Website Form
- In at least 319 library digital collections
 - <https://search.worldcat.org/title/1192324308>

Website Stats

- 37,263 Unique Visitors (2023)
 - *21,344 Unique Visitors (2022)*
- 80,967 Unique Visitors (2023)
 - *56,458 Page Views (2022)*

Podcasts

- Audiobook Podcast - 150-180 Listens/Month
- Discussions Podcast - 350-400 Listens/Month

Short Story

- Found and released 60 new short stories

Social Media

- Twitter - 29,600 Followers
- Substack - 15,400 Subscribers
- Instagram - 5,700 Followers
- TikTok – 1,136 Followers
- Bluesky - 1,100 Followers
- Threads - 970 Followers
- Facebook - 933 Followers
- Youtube - 278 Subscribers

Author Demographics - 2023

- We had a 7% acceptance rate (65/922)
- 56% Female, 41% Male
- 72% Heterosexual, 10.5% Bisexual, 8% Gay/Lesbian,
- 9.3% (Under 22) 13.3% (22-30 Years Old), 21.3% (31-40 Years Old), 22.6% (41-50 Years Old), 9.3% (50-60 Years Old), 21.3% (60+ Years Old)
- 73% (Caucasian), 6.5% (Asia, Not South Asia), 4% (Multi-Racial), 2.6% (Black, Not American), 1.3% (Latino or Hispanic)
- 47/75 (United States), 5/75 (British Isles), 4/75 (Europe, Not British Isles), 4/75 (Canada), 3/75 (Australia), 2/75 (Asia, Not South Asia), 2/75 (South Asia)
- 34.5% (Master's Degree), 34.5% (Undergrad Degree), 17.3% (Ph.D.), 5.3% (High School Only), 5.3% (Some High School), 1.3% (Trade School)
- 73% (First Time Published), 26% (Have Published Before)

Budget - 2023

- Income: \$20,859.56 (\$9,495 – 2022)
 - \$7,277.95 - Private Donations/Patreon
 - \$8,185.13 - Print/Digital Magazine Subscriptions
 - \$313.26 - Digital Distribution Networks (Zinio, Readly, Flipster, etc)
 - \$1,345.49 - Amazon Sales (Print/Digital)
 - \$200.72 - Digital Sales (Apple Books, B&N Books, etc)
 - \$1,748.00 - Fast Pass Reading Fee
 - \$595.00 - Substack
 - \$1,194.01 - Miscellaneous
- Expenses: \$11,104.50 (\$9,300 – 2022)
 - Pay Authors, \$35/Story (Raised now to \$75/Story)
 - Pay Story Editor (\$70/month)
 - Pay Copy Editor (\$50/issue)
 - Social Media Services
 - Website Services
 - Email Services
 - Google Workspace
 - Quickbooks Online
 - Zapier/Elfsight