



## Advertising + Media Kit

# NEWS, ENTERTAINMENT AND GIRL-ON-GIRL CULTURE

## ABOUT AUTOSTRADDLE:

Unveiled in the spring of 2009, Autostraddle is now rapidly staking its claim as a revolutionary online destination and powerful brand for lesbian, bisexual and otherwise inclined ladies. Autostraddle aims to build community, report breaking news, promote talented artists, and support progressive activists. Autostraddle is pioneering a much-needed honest and intelligent feminist voice for a new generation of powerful women desiring a greater role in the mainstream cultural conversation.

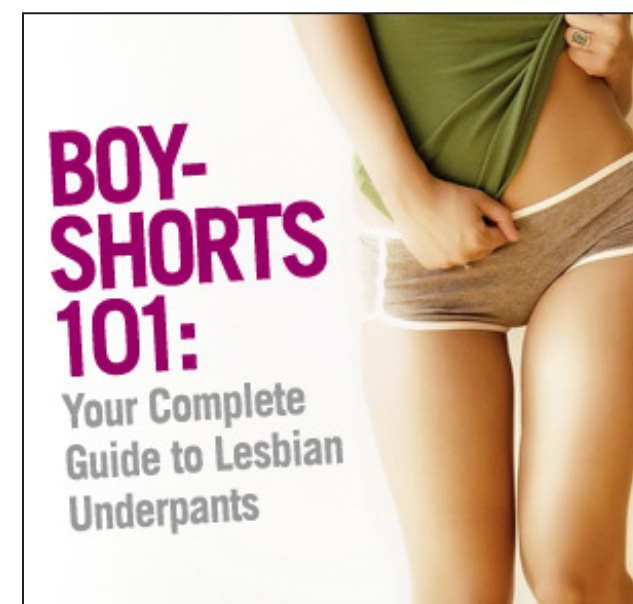
Autostraddle wants to change the web as we know it with emblematic style. Its articles, videos, interviews, recaps, roundtables and photoblogs cover Arts & Entertainment, News & Politics, Travel, DIY Culture, Women in Business, Fashion, Events, Style, Celebrity and more. Autostraddle was a top five nominee in the 2009 Mashable Open Web Awards for Best Online Magazine.

## FOR ADVERTISING, SPONSORSHIP AND INVESTING INQUIRES PLEASE CONTACT:

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## EXAMPLES OF SOME OF OUR FEATURE STORIES



# WHAT WE OFFER

The LGBT market accounts for \$723 billion\* in buying power per annum.

Want to get in bed with us?

Autostraddle.com is the leading independently-owned lesbian & bisexual online destination, and represents the fastest-growing segment of the LGBT consumer market.

Autostraddle's fresh, quality-conscious approach has captivated a new generation of lesbian and bisexual women, leading to unprecedented growth of 350% since August 2009 and an average of 25% month to month.

**Autostraddle offers advertisers a premiere opportunity to connect with a stylish, intelligent and progressive “recession-proof” community of web-savvy women** — 89% of which will seek out brands that are advertised to the LGBT market directly. Our daily feature articles cover a full spectrum of news, entertainment and “girl on girl culture” — from fashion, music, technology, film and tv, art, photography, literature, politics and more — offering advertisers of all sizes valuable opportunities to organically promote their brand to this elusive market segment.

Advertisers gain significant value when partnering with Autostraddle because of our unique ability to capture the attention of our readers and engage them emotionally. No-one understands our readers like we do. That's why our **in-house creative team** — consisting of an award-winning design director and advertising copywriters — will assist you to create intelligent and engaging advertisements that speak directly to our readers.

It's a complimentary service that no other LGBT website offers.

## HOW ECONOMICALLY POWERFUL ARE GAYS AND LESBIANS?

72% prefer to buy from companies that advertise to them directly.

(SOURCE: HARRIS/WITECK-COMBS)

94% of lesbians purchased something off the internet in the last year.

85% of lesbian respondents said that advertising in LGBT media influences their decision to purchase products or do business with a company.

The median combined household income of gay couples is **60% higher** than opposite sex couples.

(SOURCE: OPUSCOMM GROUP)

75% of lesbian are heavy or very heavy internet users as compared to 59% of heterosexuals.

# PRESS

Autostraddle was one of five nominees in the **2009 Mashable Open Web Awards** for Best Online Magazine.

Autostraddle is one of the top Google search results for:

- “Lesbian fashion”
- “Best lesbian movies”
- “Girl on girl”

Autostraddle won the **2009 Golden Kitty Award** for Best Website and the **Sisters Talk Radio Best Lesbian Website**:

“[AUTOSTRADDLE] IS WHAT OUR FANS AND LISTENERS AND OTHER WEBSITE READERS ARE TALKING ABOUT MORE THAN ANY OTHER WEBSITE... AND IT’S THE MOST VALUABLE TO OUR COMMUNITY.”

“Autostraddle is a sassy new lesbian site we love. We’re crushin’ on their honest and witty take on everything from style to politics, with, of course, some sex thrown in there for good measure. Plus, their mainstream coverage appeals to all women: gay or straight. It’s kind of, so to speak, everything a girl could ask for.”

—LEMONDROP.COM

“So here it was, this gaping hole of lesbian news on the interweb. Then came Autostraddle. Their stories run the gamut from pop culture to social issues to politics. Articles about Lady Gaga sit alongside ones about queer families and gay marriage votes. Autostraddle updates constantly and never sacrifices quality.”

—VUE WEEKLY

“... So funny, I find myself going back and re-reading it and laughing just as much as I did the first time I stumbled across it.”

—DEFAMER AUSTRALIA

“I can’t get enough of this site. I don’t usually go bezerk over a website — I usually check them out and then I report the best stuff... but every single thing on [Autostraddle] is the best. There’s something for everyone on this site. The graphics are great and we love them.”—THE LESBIAN LOUNGE

“Absolutely loved the interview - the photos, the writing, all of it!”

—KIM STOLZ

“Autostraddle is a really great website that I love. ...If you’re feeling like Jezebel is too heteronormative for you, then go on over to Autostraddle. You’ll be happy.”

—WHAT LADDER PODCAST



## OUR AUDIENCE/MARKET

Autostraddle is a tastemaker and our site is home to the smartest, savviest, hippest ladies on the internet. Our loyal, interactive community is attracted to our edgy and respected reporting, value our opinions and consider us an authority who only promotes the best.

Empowered and influenced by on-site social influences and bonds, the lesbian market is uniquely impressionable.

The result of this exceptional combination of quality content and high-value, committed readership: advertising with Autostraddle is getting an endorsement from the coolest kid in school.

*“...advertising with Autostraddle is getting an endorsement from the coolest kid in school.”*

## READER TESTIMONIALS:

### From “Boyshorts 101”:

“ I’m not the kind of person who sees a commercial or ad and says, “Oh! I want that! It’s new and improved somehow at the same time!” Even Billy Mays couldn’t get me with his antics (too soon?). BUT whenever you guys talk about a product I immediately want it with a fiery passion from deep within.”

-WASTEUNIT (DECEMBER 20, 2009)

**1 IN 5 READERS**  
rate a recommendation from Autostraddle as **VERY IMPORTANT** when making a purchase.

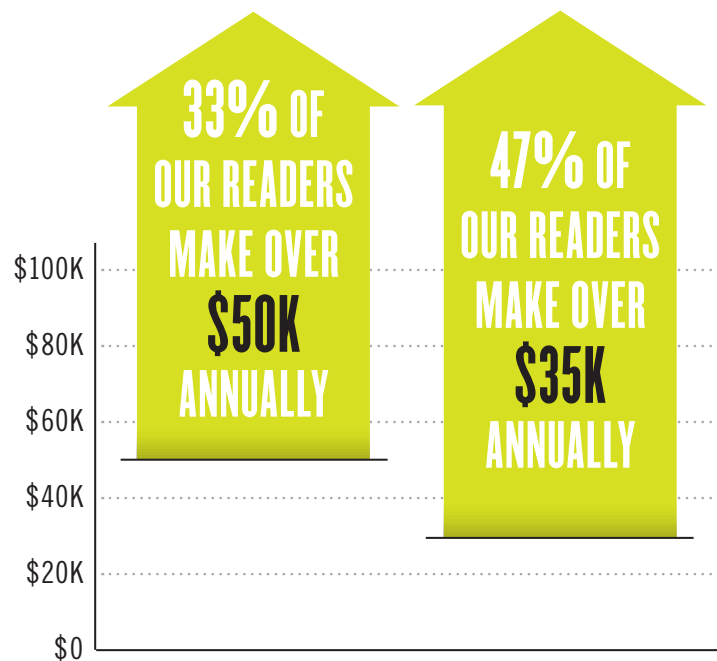
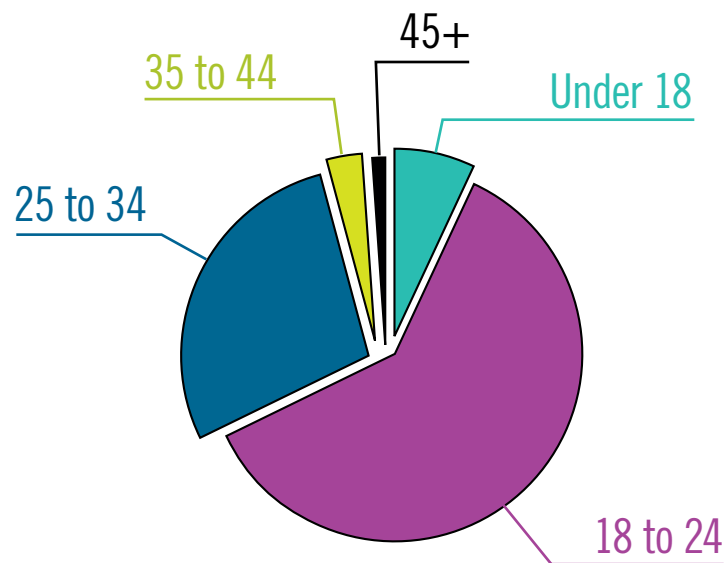
### From “Audiostraddle Holiday Gift Guide”:

“ For some reason I automatically trust these recommendations, I need to bookmark this somehow and listen to everything listed at some point.” -DEMIARIANNA  
(DECEMBER 17, 2009)

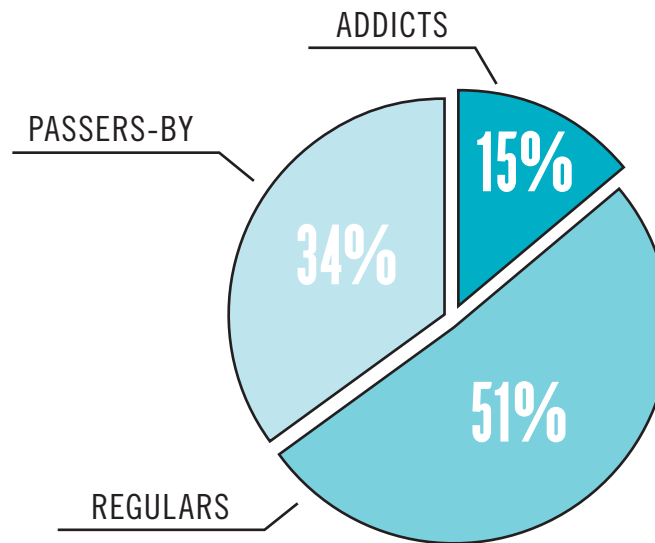
### From “What Your Girlfriend Wants”:

“ This whole article is super ace, and I want pretty much everything on it!”  
-SOPHIE T (DECEMBER 21, 2009)

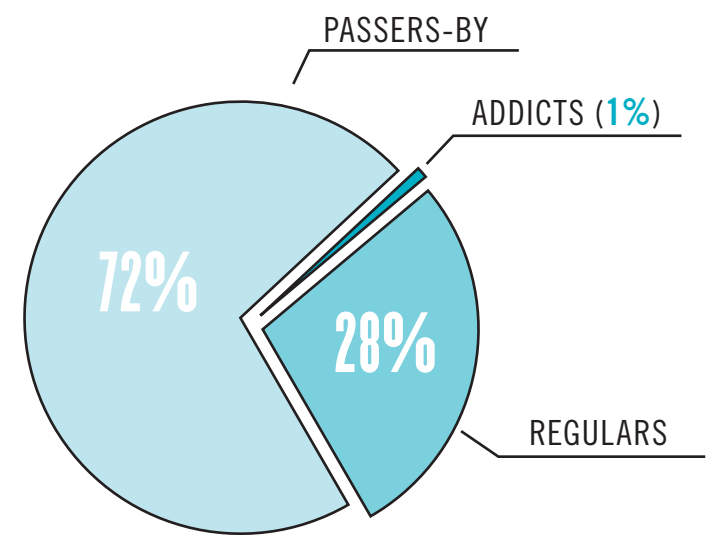
# DEMOGRAPHICS



## AUTOSTRADDE'S TRAFFIC FREQUENCY



## AVERAGE WEBSITE TRAFFIC FREQUENCY



## THE MAJORITY OF READERS ARE:

**FEMALE / AGE 18-34 / COLLEGE EDUCATED / HAVE NO CHILDREN**

## GEOGRAPHY

### TOP FIVE CITIES WITH HIGHEST READERSHIP:

1. **NEW YORK**
2. **LOS ANGELES**
3. **CHICAGO**
4. **SAN FRANCISCO**
5. **TORONTO**

### TOP FIVE COUNTRIES WITH HIGHEST READERSHIP:

1. **UNITED STATES**
2. **CANADA**
3. **UNITED KINGDOM**
4. **AUSTRALIA**
5. **GERMANY**

## READER STATISTICS

### What Autostraddle Readers Do Regularly:

95.9% SURF THE WEB

67.9% ATTEND/RENT A MOVIE

56.3% COOK

56.3% EXERCISE

63.7% SHOP

### Not Just Spectators Our Readers Are Active Participators In Social Media:

61.5% SHARE CONTENT/LINKS ON TWITTER OR FACEBOOK

63.4% LIKE CONTENT/LINKS ON FACEBOOK

28.6% REBLOG ON TUMBLR

11.5% FOLLOW BRANDS ON TWITTER

20.3% LIKE BRANDS ON FACEBOOK

19.9% NONE OF THE ABOVE

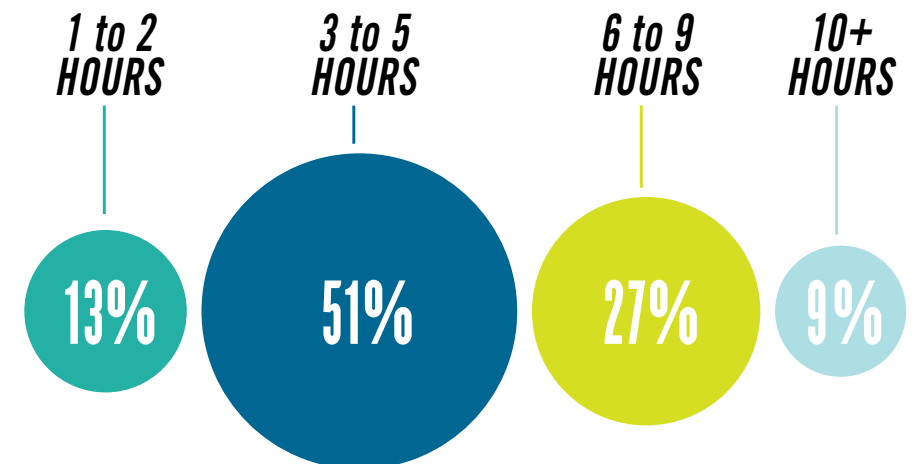
ALMOST HALF  
OF ALL READERS  
(47.2%) HAVE  
THEIR OWN BLOG  
OR TUMBLR.

THE  
AVERAGE 18-24  
YEAR OLD SPENDS  
32 HOURS PER  
MONTH ONLINE,  
MOST AUTOSTRADDLE  
READERS SPEND  
MORE THAN  
DOUBLE THAT.

49% OF AUTOSTRADDLE  
READERS HAVE MORE  
THAN 250 FACEBOOK FRIENDS.  
78% HAVE MORE THAN 100.  
18% HAVE OVER 500 FRIENDS.

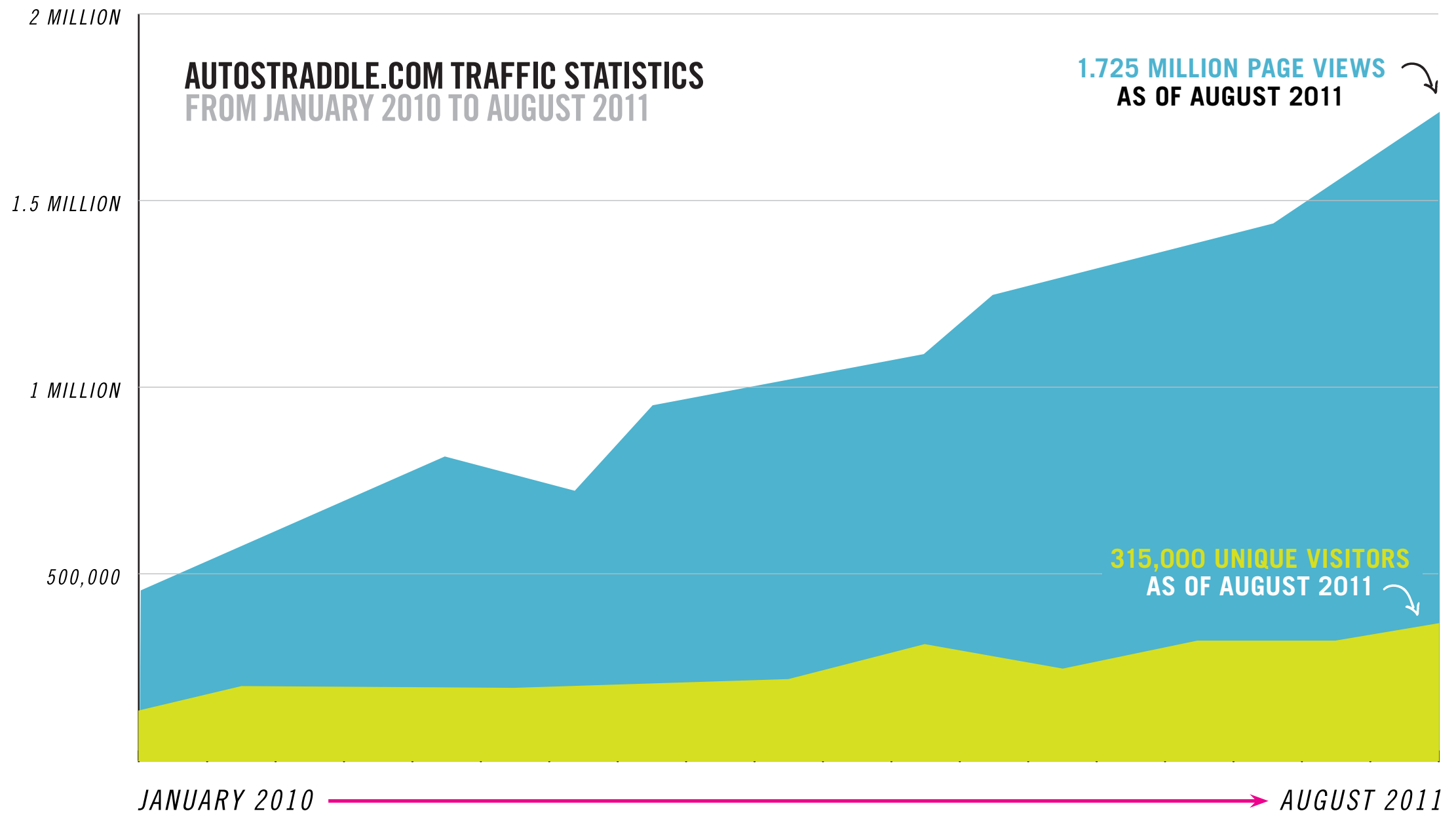
THE  
AVERAGE  
FACEBOOK  
USER  
HAS 150  
FRIENDS.

### Hours Spent Online Per Day By Autostraddle Readers:



## TRAFFIC STATS

*“It reflects the hip, edgy, and smart lesbian community in a daring way no one’s ever done before.”*





# ONLINE ADVERTISING SPECS

Submit your own ad artwork or have Autostraddle's Design Director, Alex create one with you. Really! We'd love to work with you on integrating your brand identity with our layout as seamlessly as possible.

## FILE TYPE:

JPEG, GIF, HTML, Java (Enliven), JavaScript, Shockwave & Flash  
Max animation time – 15 sec

## LOOKING FOR AD PRICES?

Email [jen@autostraddle.com](mailto:jen@autostraddle.com)  
and we'll send you our rate card!  
Simple as that.

**LINK:** Indicate exact URL for link

## 1. FEATURED AD SPOT

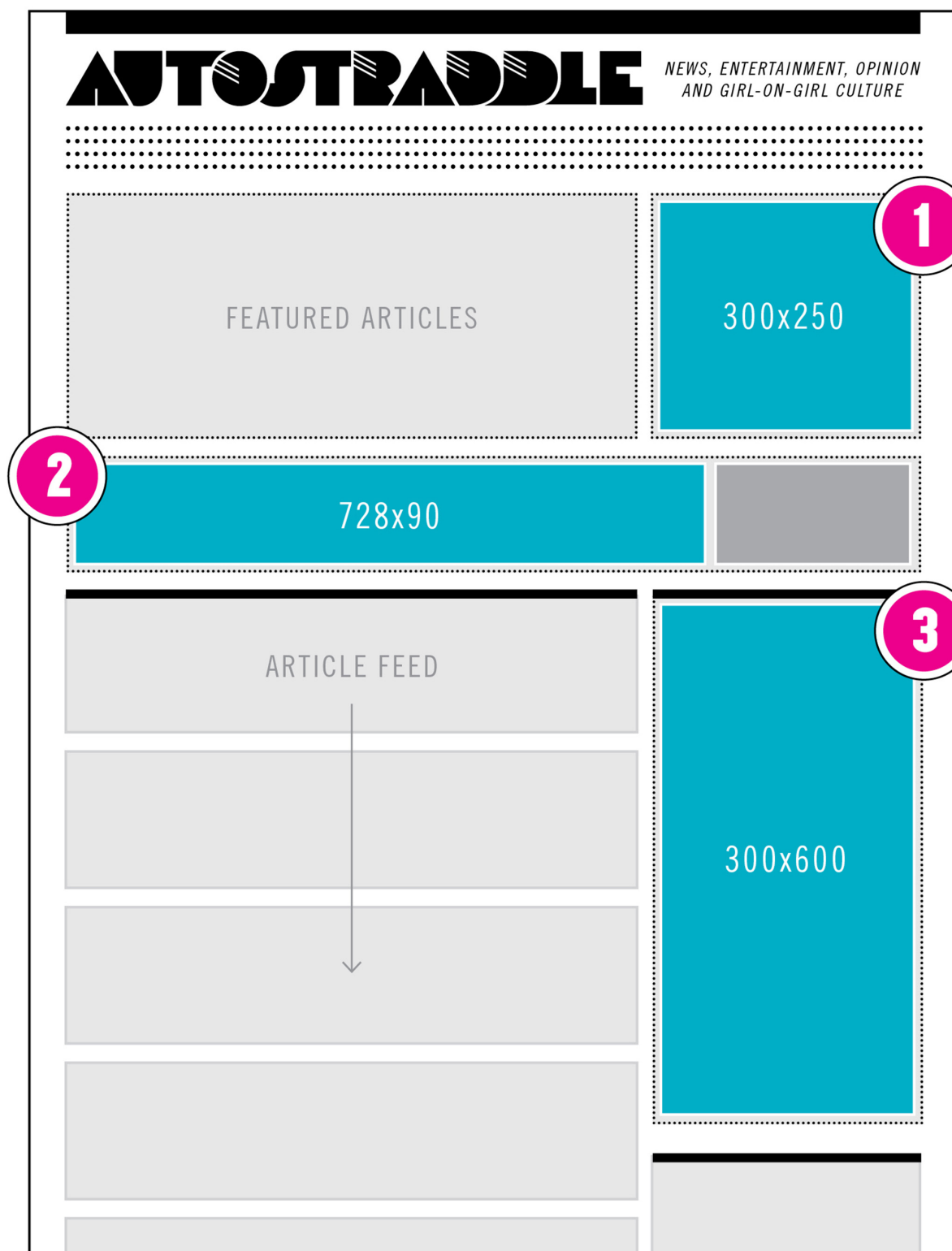
300X250 // MAX FILE SIZE: 40KB

## 2. LEADERBOARD

728X90 // MAX FILE SIZE: 40KB

## 3. WIDE SKYSCRAPER

300X600 // MAX FILE SIZE: 40KB



# SPONSORSHIP OPPORTUNITIES + MORE

We offer our clients a variety of choices when it comes to advertising & promotion.

## VIDEO:

- Product placement
- Video Ad before a webseries episode
- Webseries sponsorship

## WEB AD FORMATS:

- Traditional banner ads
- **ADVERTORIALS:** Product plug incorporated into Daily Fix or Team Pick area. Written & presented in Autostraddle voice, labeled as advertising.
- Product placement in articles, link to merchandiser
- **ARTICLE/COLUMN SPONSORSHIP:** includes logo placement, and two ads within the article post.

## OTHER OPTIONS:

- Business profiles and interviews
- Positioning
- Giveaways

## FOR THE RELEASE OF TEGAN & SARA'S NEW ALBUM, SAINTHOOD, WE RAN:

- Sweepstakes giveaway with Twitter & Facebook tie-in
- Large animated leaderboard banner announcing sweepstakes
- Exclusive photoshoot and interview
- Album Reviews, both track-by-track and overall
- Visited & wrote about Tegan & Sara SPINNER studio session

## FOR SWEET TRAVEL'S LESBIAN INAUGURAL CRUISE, WE RAN:

- Sweepstakes for free cruise involved a web-scavenger hunt to get users navigating the Sweet website
- Daily live-blog/coverage from the cruise
- Follow-up interviews with celebrity lesbians and business people

**The creative options for partnering with us  
are limitless.**