





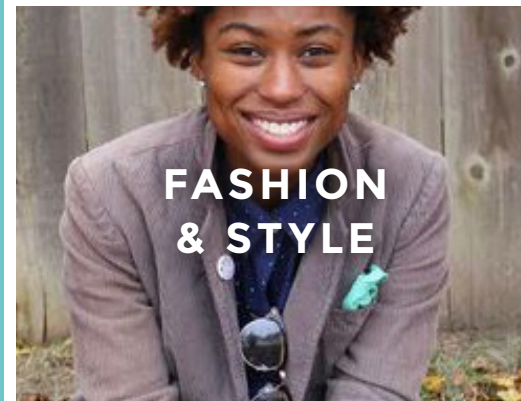
# AUTOSTRADDLER

AN INTELLIGENT, HILARIOUS,  
PROVOCATIVE VOICE  
AND ONLINE COMMUNITY  
FOR A NEW GENERATION OF KICKASS  
LESBIAN, BISEXUAL, AND  
OTHERWISE INCLINED LADIES  
(AND THEIR FRIENDS).

# WHAT IS AUTOSTRADDLE?

Unveiled in the spring of 2009, Autostraddle rapidly staked its claim as a revolutionary online destination and powerful brand for lesbian, bisexual and otherwise inclined ladies.

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.





# THE WORLD'S MOST POPULAR LESBIAN WEBSITE



## TRAFFIC



UNIQUE VISITORS  
PER MONTH



TOTAL PAGE VIEWS  
PER MONTH

## SOCIAL MEDIA



48.9K

TWITTER  
FOLLOWERS



65K

FACEBOOK  
LIKES



62K

TUMBLR  
FOLLOWERS



4.7K

PINTEREST  
FOLLOWERS



21.5K

INSTAGRAM  
FOLLOWERS

FEATURED IN

JEZEBEL  
DIVA MAGAZINE  
REFINERY29  
CURVE MAGAZINE  
ROOKIE  
GO! MAGAZINE  
TAKEPARTLIVE TV  
HUFFPO GAY VOICES  
THE EXAMINER  
GO MAGAZINE



FOUNDER RIESE BERNARD FEATURED IN

**GO MAGAZINE'S 100  
WOMEN WE LOVE** (2016)

LISTED ON REFINERY29'S

**24 BEST WEBSITES  
FOR WOMEN** (2013)

TOP 5 NOMINEE IN THE MASHABLE OPEN WEB AWARDS FOR

**BEST ONLINE MAGAZINE**  
(2009)

24TH & 25TH ANNUAL GLAAD MEDIA AWARDS NOMINEE FOR

**OUTSTANDING BLOG**  
(2013 AND 2014)

WINNER OF THE 2012 BLOGGIES AWARD FOR

**WEBLOG OF THE YEAR** (2012)

COFOUNDER/DESIGN DIRECTOR FEATURED IN REFINERY29'S

**30 UNDER 30,  
LOS ANGELES EDITION** (2013)

LAUNCHED ONE OF INDIEGOGO'S

**MOST SUCCESSFUL  
FUNDRAISING  
CAMPAIGNS** OF ALL TIME (2012)



# CONTENT & ENGAGEMENT

## EDITORIAL

**6-9** PIECES OF EDITORIAL CONTENT  
PUBLISHED DAILY

**6** LEADING EDITORS AND  
FULL-TIME STAFF

**50+** CONTRIBUTING WRITERS,  
EDITORS, AND ILLUSTRATORS

**48k** REGISTERED USERS  
ON AUTOSTRADDLE.COM

## SOCIAL MEDIA

**67** KLOUT SCORE (OUT OF 100)

**58K** AVERAGE ORGANIC POST  
REACH ON FACEBOOK

**60K** IMPRESSIONS ON  
TWITTER EVERY DAY

**787** AVERAGE TWITTER LINK CLICKS  
PER DAY

# OUR AUDIENCE

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.

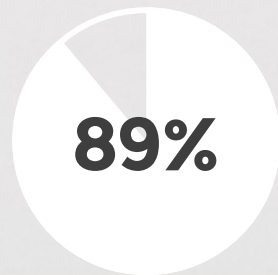
A unique combination of quality content and high-value, committed readership means that advertising with Autostraddle is **getting an endorsement from the coolest kid in school.**



HAVE PURCHASED  
SOMETHING BECAUSE  
AUTOSTRADDLE  
**RECOMMENDED IT**



RATE A PRODUCT  
RECOMMENDATION FROM  
AUTOSTRADDLE AS  
**"VERY IMPORTANT"**



SEEK OUT BRANDS  
THAT **ADVERTISE**  
**TO THE LGBT MARKET**  
DIRECTLY



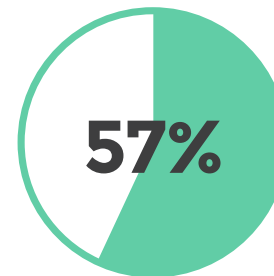


# HOME TO THE SMARTEST, SAVVIEST, HIPPEST LADIES ON THE INTERNET

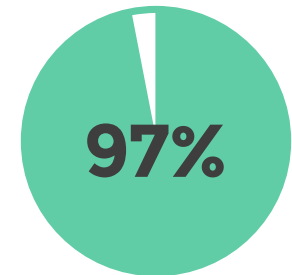
THE MAJORITY OF  
AUTOSTRADDLE READERS ARE

**FEMALE**  
**AGE 18-34**  
**COLLEGE-EDUCATED**  
**SINGLE/DATING**

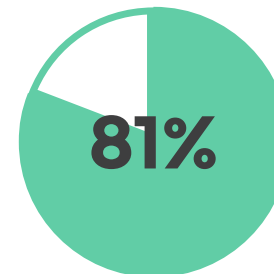
A VERY ENGAGED AUDIENCE



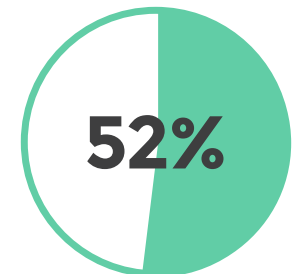
HAVE THEIR OWN  
BLOG OR TUMBLR



SURF THE WEB  
REGULARLY



ENGAGE WITH BRANDS  
AND SHARE CONTENT  
ON SOCIAL MEDIA



HAVE OVER 250  
FACEBOOK FRIENDS



# WE CREATE INTELLIGENT & ENGAGING CONTENT THAT SPEAKS DIRECTLY TO OUR READERS



FROM "BOYSHORTS 101"

"Whenever you guys talk about a product, I immediately want it with a fiery passion from deep within."



FROM "TOTALLY TRUE TAMPON TALES!"

"Next month I'll be buying o.b.<sup>®</sup> tampons. This product placement thing really does work!"



FROM "WHAT YOUR GIRLFRIEND WANTS"

"This whole article is super ace, and I want pretty much everything on it!"



FROM "GIVEAWAY: TRADLANDS"

"Thanks so much for introducing me to this company :) Everything looks amazing."

## PREMIUM LEADERBOARD

970X90 DISPLAYS AT THE TOP OF ALL PAGES IN  
DESKTOP AND IN LANDSCAPE MODE ON MOBILE  
EST 500,000 IMP/WEEK

## LEADERBOARD

728X90 DISPLAYS AT THE TOP OF ALL ARTICLES  
EST 500,000 IMP/WEEK

## SITE-WIDE SIDEBAR

300X250 ABOVE THE FOLD ON ALL PAGES AND  
AT THE END OF PAGES IN MOBILE.  
EST 500,000 IMP/WEEK

## MOBILE PREMIUM AD

320X150 AND 320X50 ABOVE THE FOLD ON ALL  
PAGES ON MOBILE  
EST 500,000 IMP/WEEK

## MOBILE IN-ARTICLE AD

320X150 DISPLAYS AT THE TOP OF ALL ARTICLES  
EST 500,000 IMP/WEEK

## SPONSORED FEATURE

PRODUCT PROMOTION INCORPORATED INTO A REGULAR  
EDITORIAL FEATURE

## COLUMN SPONSOR

INCLUDES LOGO PLACEMENT AND TWO ADS WITHIN  
THE ARTICLE POST

## PRODUCT PLACEMENT

INSIDE ARTICLE, LINKED TO MERCHANDISER

## BUSINESS PROFILE

INTERVIEW OR EDITORIAL-STYLE PROFILE

## SPONSORED GIVEAWAY

ARTICLE AND CONTEST FACILITATION

## HOLIDAY GIFT GUIDES

PRODUCT PLACEMENT LINKED TO MERCHANDISER

## A-CAMP PARTNERSHIPS

COMPREHENSIVE INTEGRATION OF YOUR BRAND



OUR CUSTOM  
INTEGRATIONS ARE  
THE BEST WAY TO  
CONNECT WITH  
THE AUTOSTRADDLE  
COMMUNITY



Johnson & Johnson

F O C U S  
F E A T U R E S

Motrin<sup>®</sup> IB

BLOGHER



CONTACT US

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Sarah Sarwar

BRAND PARTNERSHIPS DIRECTOR