

AUTOSTRADDLE

2023 CONDENSED MEDIA KIT



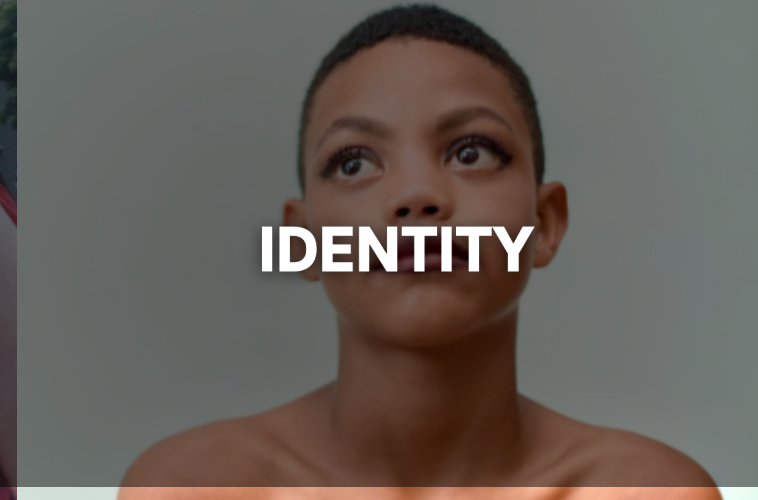
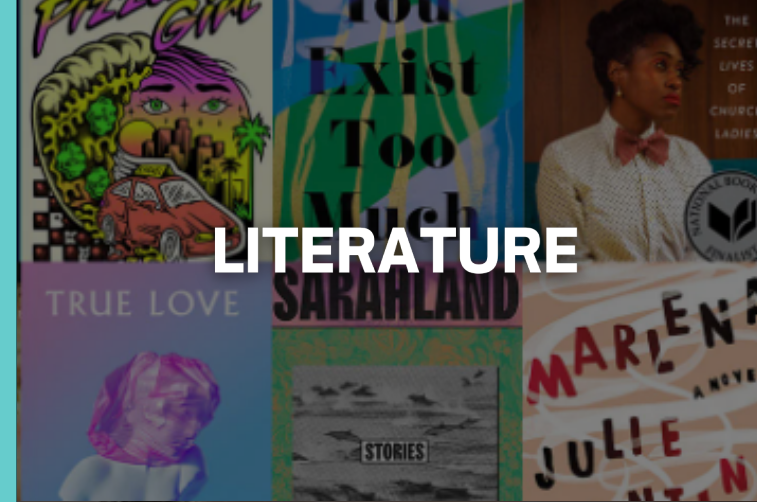
**AUTOSTRADDLE IS THE MOST
POPULAR LGBTQ+ WOMEN'S
WEBSITE IN THE WORLD.**

**WE CREATE CONTENT AND COMMUNITY FOR QUEER
WOMEN AND TRANS PEOPLE OF ALL GENDERS.**

AUTOSTRADDLE IS PROUDLY WOMAN- AND LGBTQ-OWNED.

OUR CONTENT SPANS A WIDE VARIETY OF TOPICS.

We cover everything from heavy-hitting, reflective identity pieces, to light-hearted, bite-sized commentary on pop culture.



AUTOSTRADDLE'S VOICE: THE ONE WHO GETS IT.

The friend who's always there for you. The listener who knows instantly what you're talking about. The advocate who's just as ready to fight for you as they are to hold you.

We write like people — our people. Autostraddle is our writers, and our writers are Autostraddle.

With our roots in '00s personal blogging, our writing style is conversational, intimate, and playful.

Our consistent audience interaction and position as the go-to for people first discovering their queerness makes our audience feel like they really know us.

That's because they do.



Kayla Kumari Upadhyaya
MANAGING EDITOR



Carmen Phillips
EDITOR-IN-CHIEF



Riese Bernard
CO-FOUNDER/CEO



Heather Hogan
SENIOR EDITOR



Vivienne Le
ART DIRECTOR



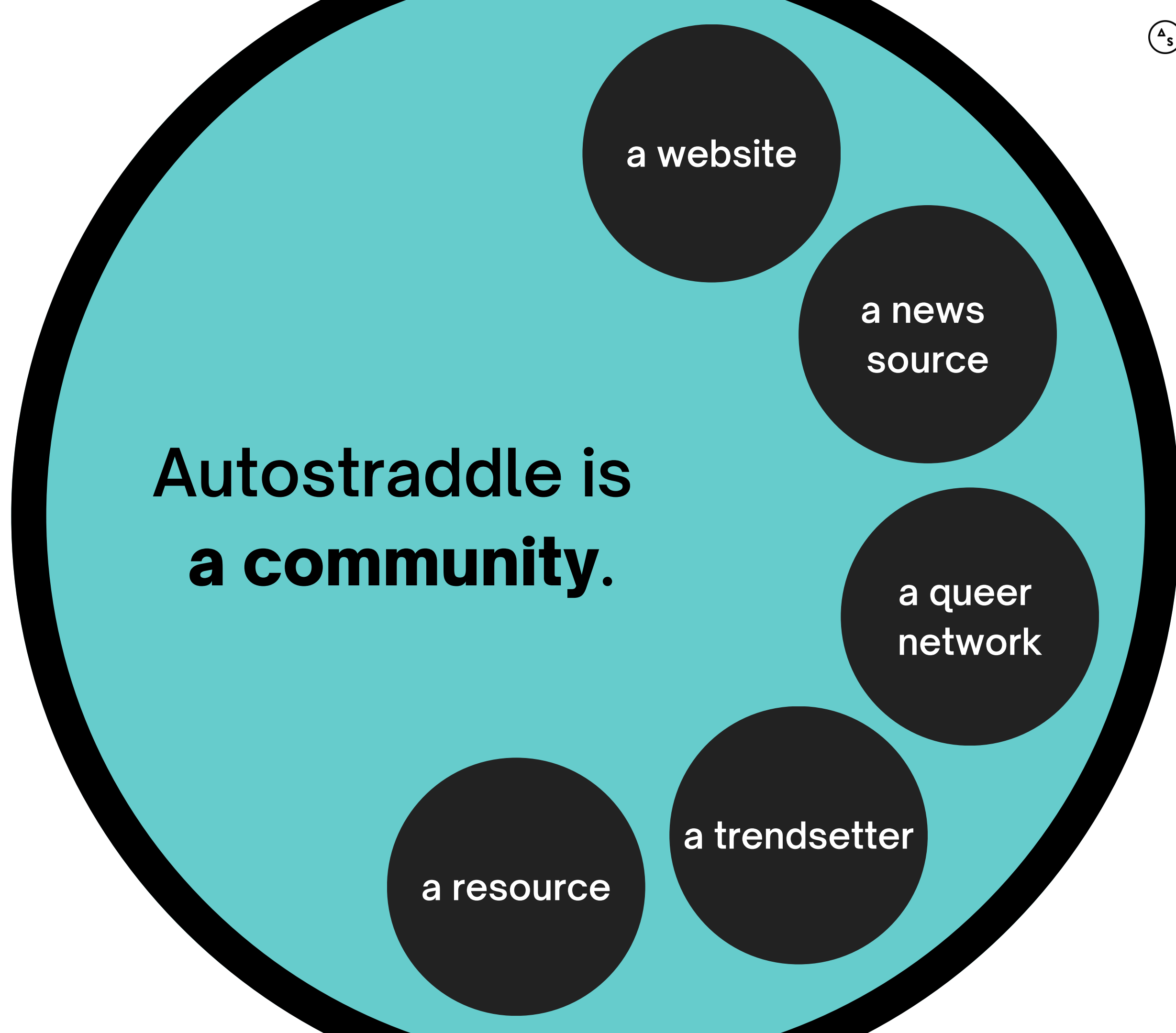
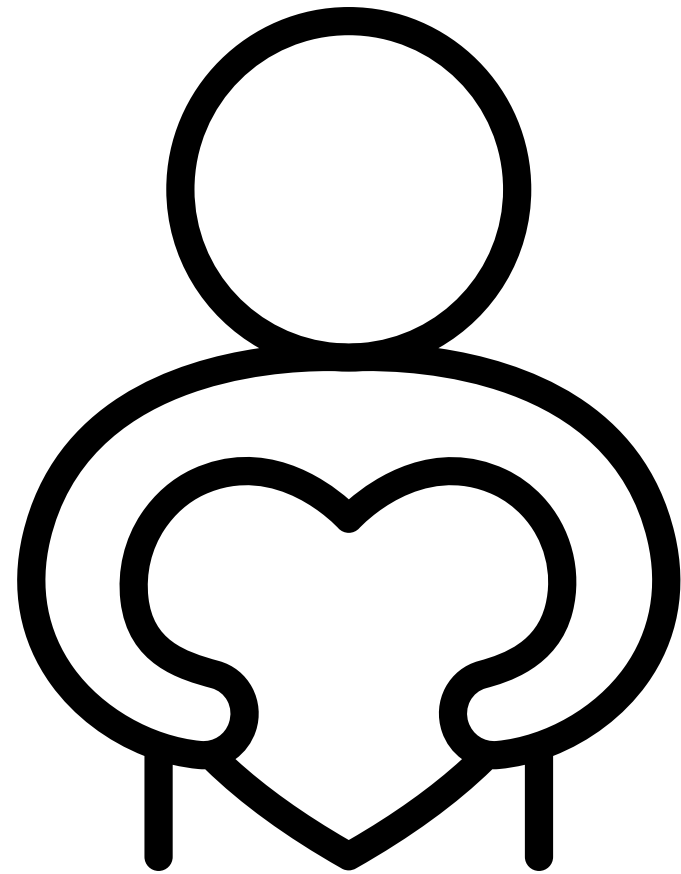
Laneia Jones
DIRECTOR OF OPERATIONS



Anya Richkind
DIRECTOR OF BRAND PARTNERSHIPS




Nico Hall
DIRECTOR OF FUNDRAISING



OUR AUDIENCE IS...


Lesbian, bisexual, and queer
Women & trans people of all genders
Millennials and Gen X
College-educated
Very online



73k
fans
on Facebook



128k
followers
on Instagram



2.1mm
monthly page
views



87.9k
followers
on Twitter



OUR AUDIENCE IS INVESTED.



3:42

avg. time spent on article



+52%

IG engagement rate



+84%

above avg. donor retention rate

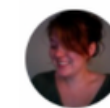


14

avg. comments per article



OUR AUDIENCE IS EARNEST.



Sadie

NOVEMBER 17, 2020 AT 4:08 PM (EDIT)

I 100% empathize. I panicked immediately after I came out. It was like I had whiplash and suddenly wanted to take it back because admitting openly that I was gay was scary mostly because I did not know what a freely gay version of myself looked like. Even after I came out to myself I could barely look at my reflection in the mirror. Then I felt like because I didn't feel relieved that I wasn't queer or that I wasn't coming out the "right" way.

You're doing great. Even when it doesn't feel like it and however you are feeling is valid and normal.



chandler_castle I am so grateful you made it through that period. I read Autostraddle daily as a queer teen beginning in 2011. Your site was an oasis for me then and provided much needed community. I am a proud A+ member now. 🙌

13w 5 likes Reply



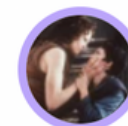
irl_catboy Same. I read Autostraddle back in 2010 when it was so small, it wasn't blocked by my school's anti-gay content filter (I don't even know if the homophobia was on purpose from the school, or if it was just built into the service they bought). Autostraddle helped raise me, love being an A+ member for the next generation

13w Reply



aloma_x These made me feel some things and felt like I was in a room with all those voices, thank you 🧡

5w 1 like Reply



Serena

FEBRUARY 10, 2021 AT 10:09 AM (EDIT)

This made me cry! Proud to be an Autostraddle member and grateful to be able to donate to support the community and writers that give me so much!



J

DECEMBER 29, 2021 AT 3:14 AM (EDIT)

I loved reading this. I could almost imagine everything the writer described. Looking forward to having a queer Christmas soon

OUR AUDIENCE TRUSTS US.



Katie

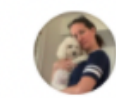
FEBRUARY 10, 2021 AT 1:27 PM (EDIT)

Crying so hard... 😭😭, just when I thought I couldn't love you more! As a person with a similar chronic illness who grew up in a religious, repressive family, this means so much to me. The thought that someone as strong, as talented, as out and proud, as happily married to a long time love as you could've once been as scared and desperate as me. AS has been my biggest source of support and community since I blew up my life and came out at age 36 in an unfriendly suburb 18 months ago. I am so proud to be an A+ member; you all literally keep me alive so I feel it only right that I do my best to try to do the same for you. ❤️



asthma_admiral I needed this today, thank you.

5w Reply



iammariannebuckley I LOVE the Autostraddle episode recaps so much! They only make me love the show more. Unconditional love, it is. So fun to keep the balls in the air talking about the going's-on after the show has aired. You are doing a fantastic job. Thank you so much! 🍷💕

14w 6 likes Reply



Ben Couch
@viewfromcouch

TIRED: Having to wait 7 days for the next episode of [#yellowjackets](#) 🗑️

WIRED: Having to wait until [@KaylaKumari](#) finishes her recap for [@autostraddle](#)

(They are the best ones. Don't miss out.)



cleo

JANUARY 28, 2022 AT 9:15 AM (EDIT)

Oh wow, did I need to read this today. Thank you.

This is such a loving, generous article that I got a little teary reading it. Especially since I looked around our bathroom this morning and knew that a) it's looking pretty gross and b) I don't have the energy to clean it. So now I'll add c) and that's OK.

THERE'S A LOT OF LOVE IN THIS CLUB.



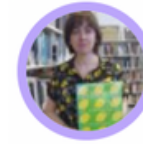
OUR AUDIENCE LIKES BRANDED CONTENT!



90%

of our audience would be more likely to support a business if it **markets to the queer community.**

OUR AUDIENCE LIKES BRANDED CONTENT!



Sally

MARCH 3, 2021 AT 8:14 AM (EDIT)

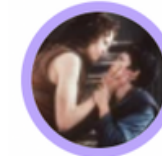
I was so excited to see this advertised on AS yesterday and immediately got it out of the library!

As a committed reader of lesbian science fiction, this is the first time in my life I have felt truly targeted by an advertising campaign – who knew capitalism could feel this warm and fuzzy?



Jeanna Kadlec 🌈 @jeannakadlec · May 27

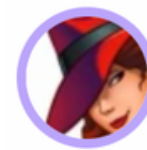
I'm thrilled about **Gentleman Jack**'s season two renewal because 1) historical queers on television but also 2) @hbo has sunk money into sponsoring wonderful content on @autostraddle and hoo boy, that has been a joy to see



Serena

OCTOBER 15, 2020 AT 3:06 AM (EDIT)

What a creative way to do sponsored content! I love the illustrations.



Carmen SanDiego

SEPTEMBER 30, 2019 AT 12:58 PM (EDIT)

I'm so excited about this! And yay sponcon! Thank you for your support, CW! Your hair looks great today



Deli Twotone

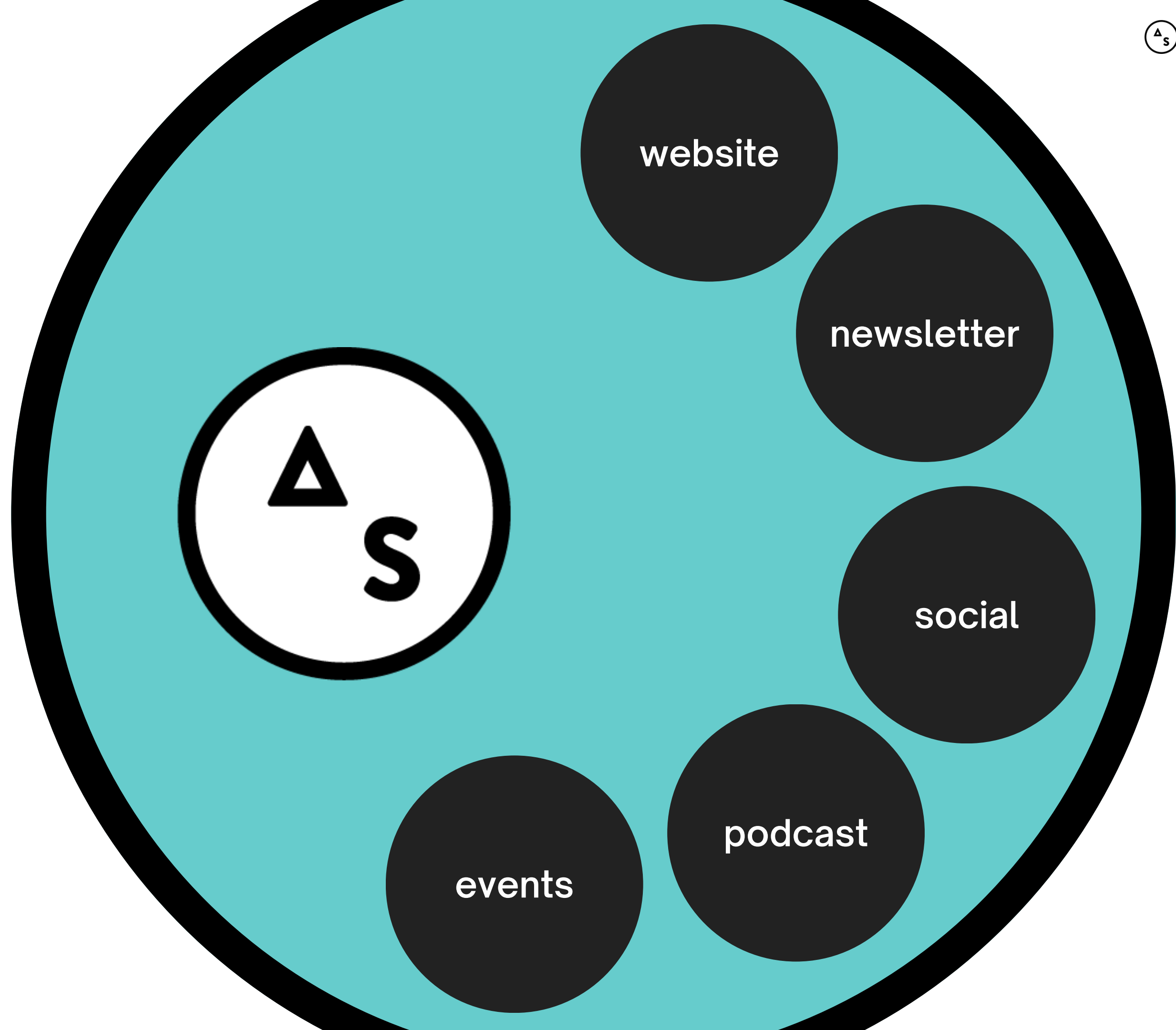
DECEMBER 23, 2019 AT 11:59 AM (EDIT)

"it just warms my heart that some queers at the REI office were like "let's work with Autostraddle!" and the folks in charge were like "hell yeah!""

LOVE

**AUTOSTRADDE
ISN'T JUST A
WEBSITE — IT'S
A CONTENT
ECOSYSTEM.**

Across all of our channels,
we deliver an average of
8mm monthly impressions.





THANK YOU!

Let's make something great.

Anya Richkind
DIRECTOR OF BRAND PARTNERSHIPS
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