

# **AUTOSTRADDLE**

**2023 GROWTHFRONTS SUPPLEMENTAL INFORMATION** 

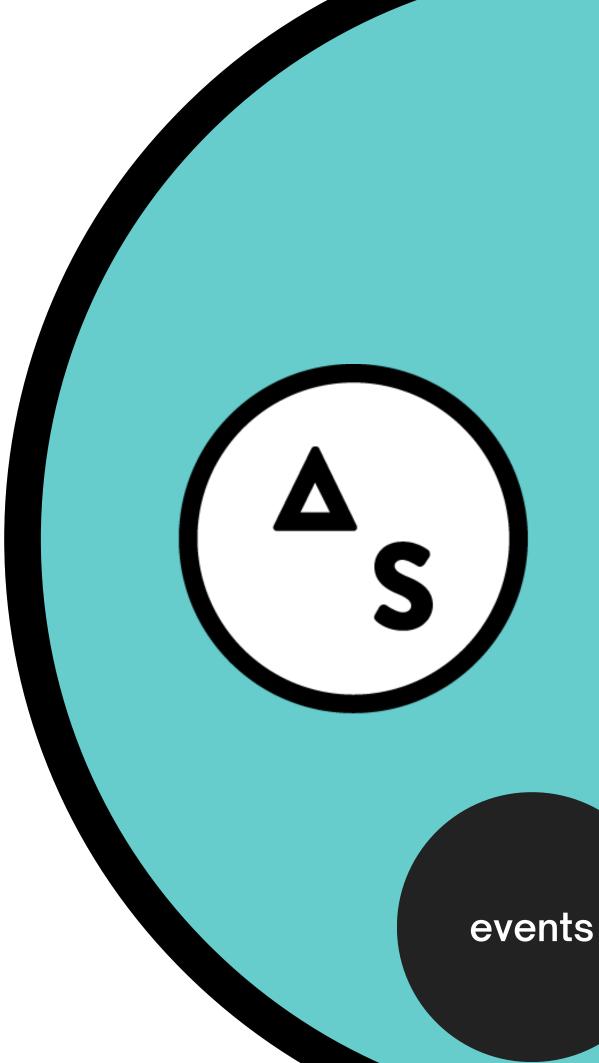
# CONTENT & PARTNERSHIP **OPPORTUNITIES**

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PARTNERSHIP OPPORTUNITIES

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

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



## website

## newsletter

(As)

## social

## podcast

## WEBSITE

Show up where our audience goes to get the latest in Autostraddle's world — our bread and butter: the site.

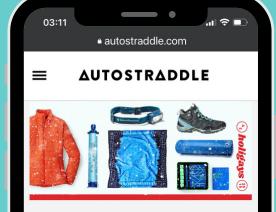
### **Alignment Opportunities**

On-site display advertising across all pages.

### **Custom Opportunities**

Bespoke articles, series, award sponsorships and multi-media content created in partnership with our editorial staff, articulating your brand's messaging in the Autostraddle tone and voice.

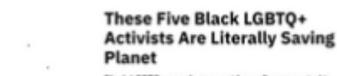




### Holigay Gift Guide: Gear and Gadgets for Wilderness Survival

BY ABENI JONES | DECEMBER 10, 2019

Have a queer survivalist friend who needs some new gear to round out their "get up and go" kit? Or a friend who just likes hiking and/or being outdoors but isn't sufficiently prepared for the possibility of something going wrong?



Black LGBTQ+ people may not be well-represented in mainstream-environmental organizations, but we're cre own interventions that center the most marginalized ar If you're wondering what true environmental justice loo meet these five Black LGBTQ+ people who put in MAU to protect Earth.

BY NEEDHA POWELL TRADITUMARIZA



We Took REI's Extended Sizes Apparel Out for a Hike, a Zombie Attack, and a Photo Class – Here's What We Learned BY HEATHER HOGAN | DECEMBER 23, 2019

REI invited Abeni, V<del>ancess, and Heather t</del>o choose one of

### When Climbing Mental Mountains Becomes Literal

Twenty plue-size women climbed Kilimanjaro in March 2019. They call themselves the Curvy Kili Crew. This is their story.

BY JENNY BRUSS

### Monday Roundtable: Survival Stories

Sometimes when you go outside, things don't go according to plan.

BY THE TEAM





## NEWSLETTER

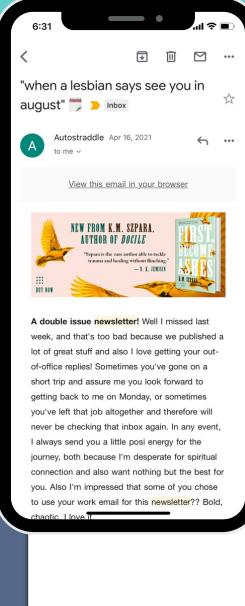
Reach 10k of our most devoted fans directly in their inbox. Our weekly newsletter fuses humor and vulnerability with a round-up of our favorite articles.

### **Alignment Opportunities**

- Presented by [brand]
- Featured link
- Display unit

## **Custom Opportunities**

Bespoke newsletter article created in partnership with our newsletter editor, articulating your brand's messaging in the Autostraddle tone and voice



### how people found autostraddle this week

"how do i get my gf dog to like me" "names of the lesbians who breakup" "can lesbians squeeze each other while dancing" "how to text your stupid ex-girlfriend" "is candace parker gay" "unintentionally gay stuff"



The Gay Nightmare Before Christmas: A Holiday Fanfic of Disturbing Lesbian Movies

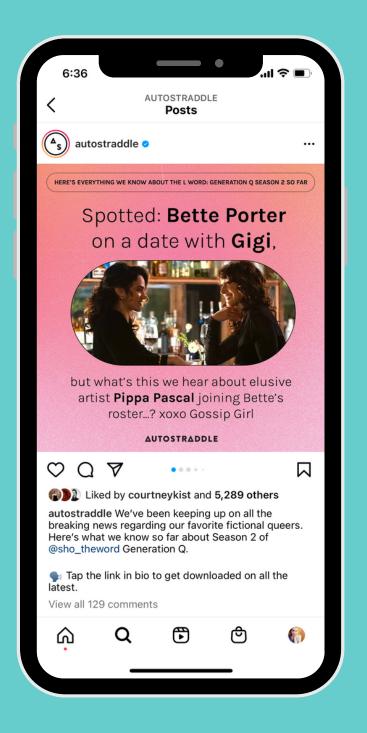


## SOCIAL

Use our various social levers to engage audience members directly (Facebook and Instagram) and drive traffic to our custom content (Twitter).

### **Alignment Opportunities**

- Promote custom content through Facebook, Instagram and Twitter
- Social-specific placements, graphics or campaigns



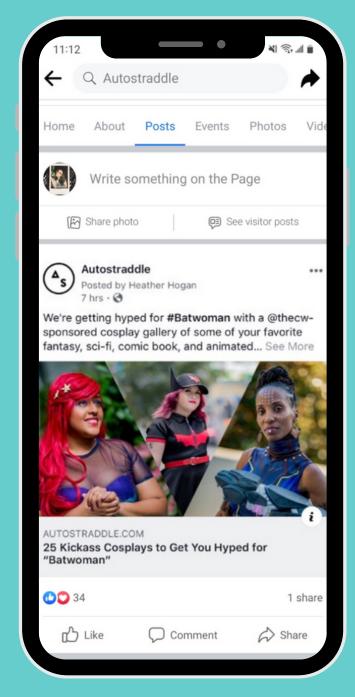




9:38 AM - Dec 23, 2019 - TweetDeck







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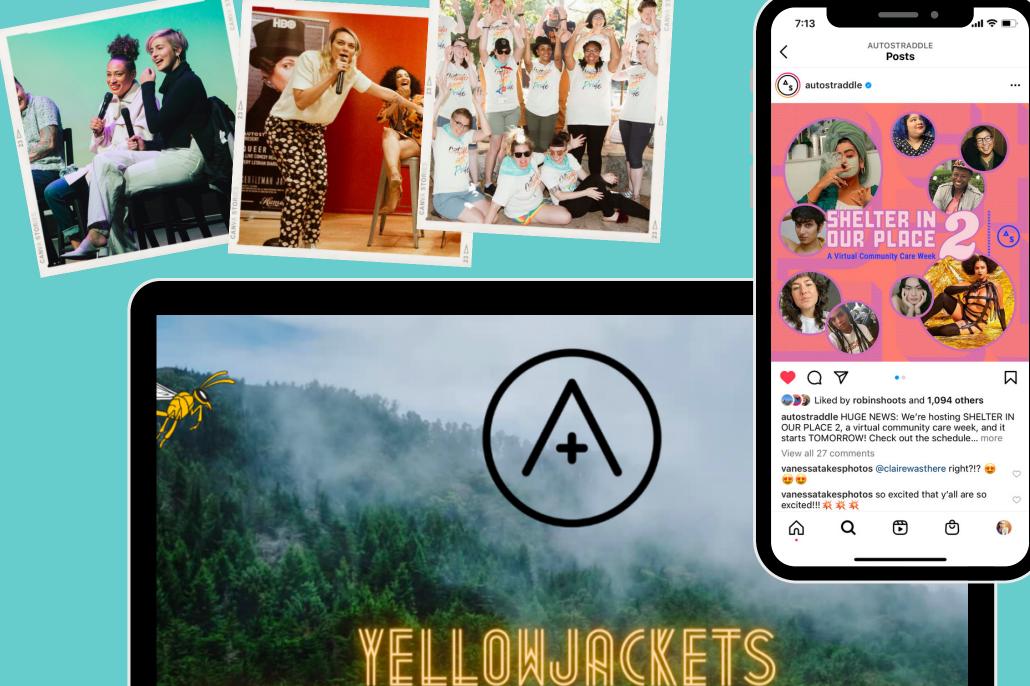
## **EVENTS**

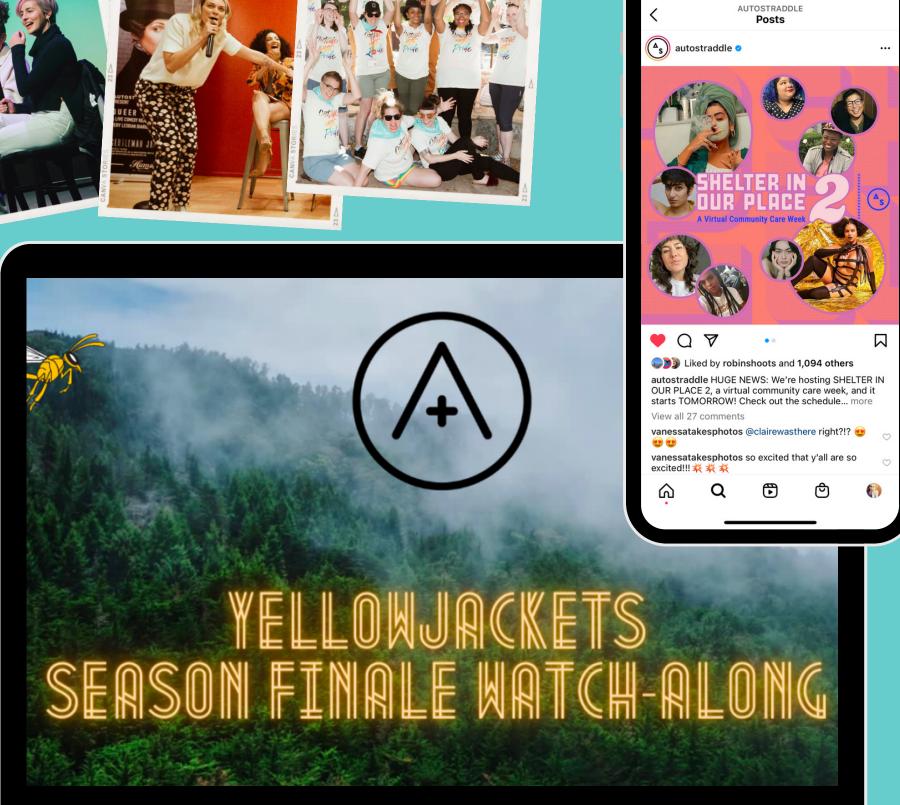
Connect with our audience one-on-one by creating events that center your brand, embrace the Autostraddle vibe, and leverage our network of popular queer influencers and entertainers.

### **Custom Opportunities**

- Virtual watch parties
- Virtual panels
- Live podcast recordings
- Workshops
- Performances
- Themed parties
- And more!







\*Live events are, of course, dependent on the COVID-19 situation



## PODCAST

Get in our listeners' ears while they engage with content they care about.

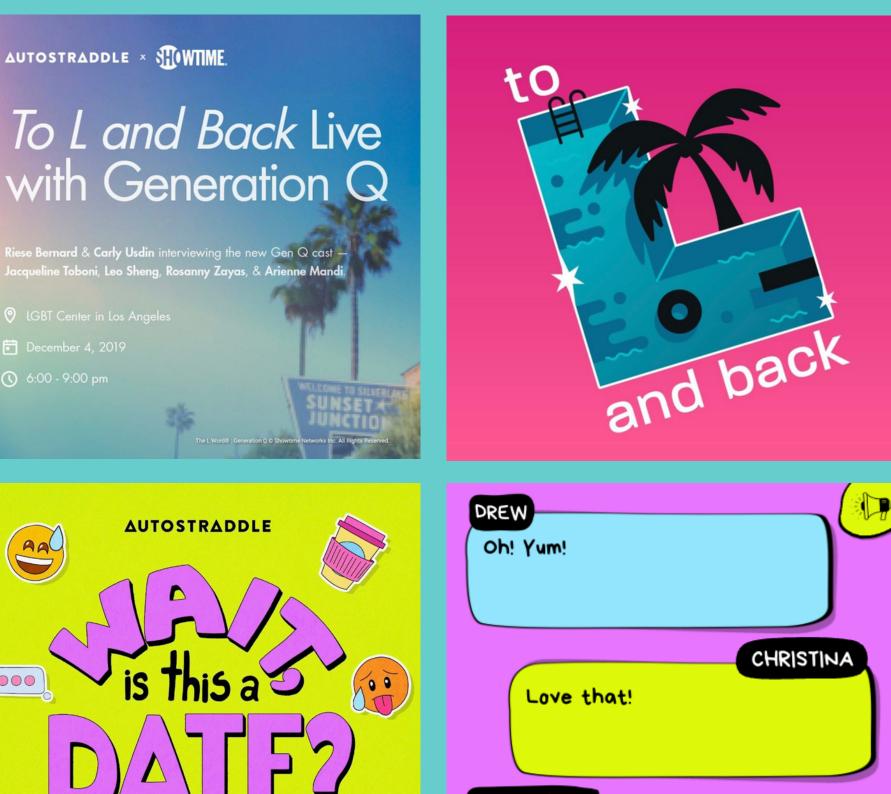
### **Alignment Opportunities**

Opportunities for pre-roll, mid-roll and post-roll as well as seasonal sponsorship in Wait, Is this a Date?

### **Custom Opportunities**

Launch partner for bespoke created in partnership with our editorial staff.

\*Our custom podcast, To L and Back, created with Showtime to promote the reboot of The L Word, was on The Advocate's "12 LGBTQ Podcasts To Listen To" and Oprah's "15 LGBTQ+ Podcasts to Make You Proud Year-Round"





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## TARGETING STRATEGY

## OUR AUDIENCE IS INHERENTLY DIVERSE.

In creating branded content, we aim to reach our audience in full, because that represents our most diverse swath of followers. Our audience is:

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



128k followers on Instagram



## **73k** fans on Facebook



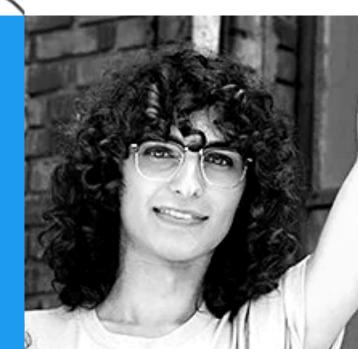
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## 2.1mm

monthly page views

**87.9k** followers on Twitter



# THANK YOU!

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Let's make something great.

## **Anya Richkind**

DIRECTOR OF BRAND PARTNERSHIPS anya@autostraddle.com