

AUTOSTRADDLE

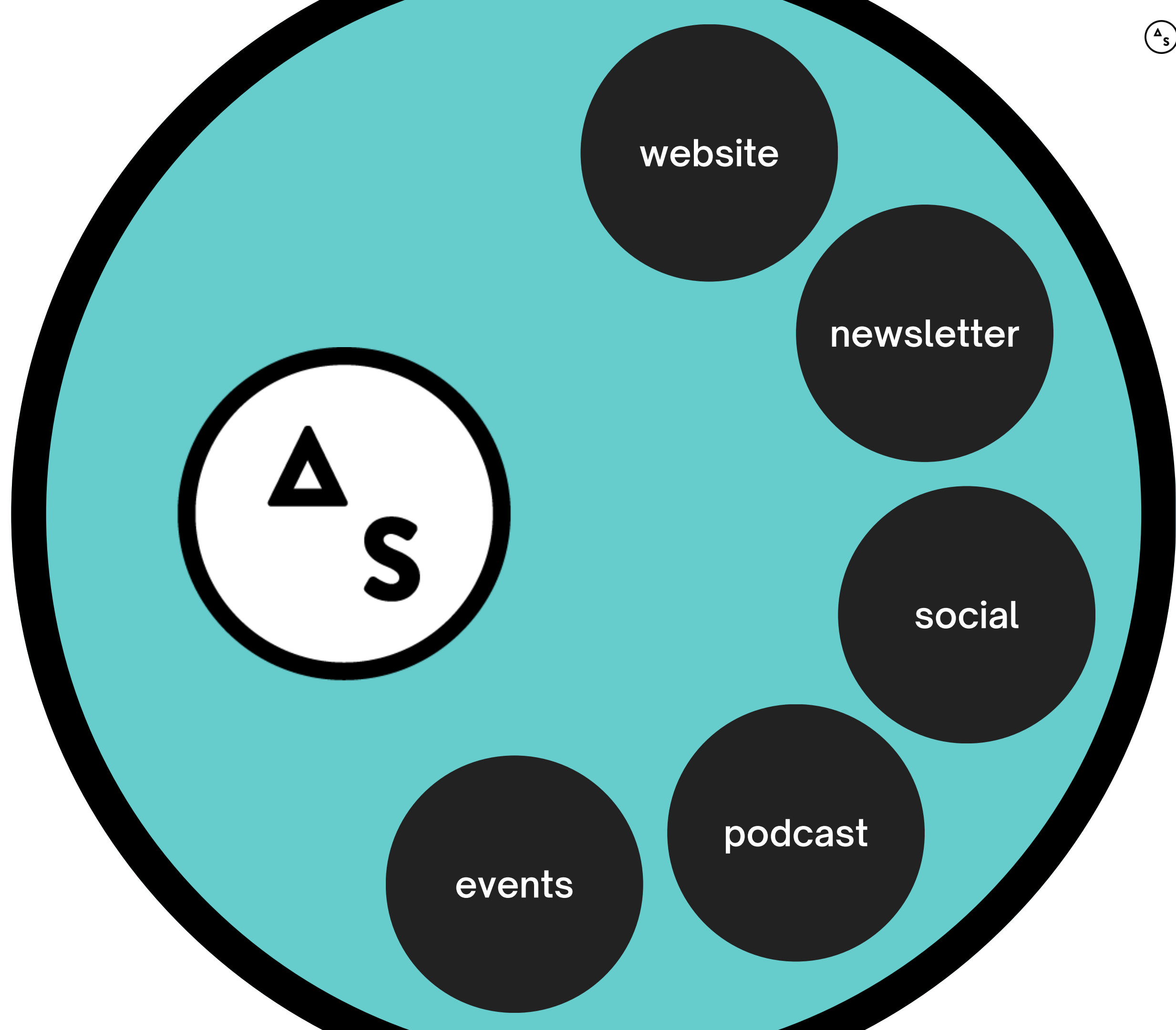


CONTENT & PARTNERSHIP OPPORTUNITIES



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

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



WEBSITE

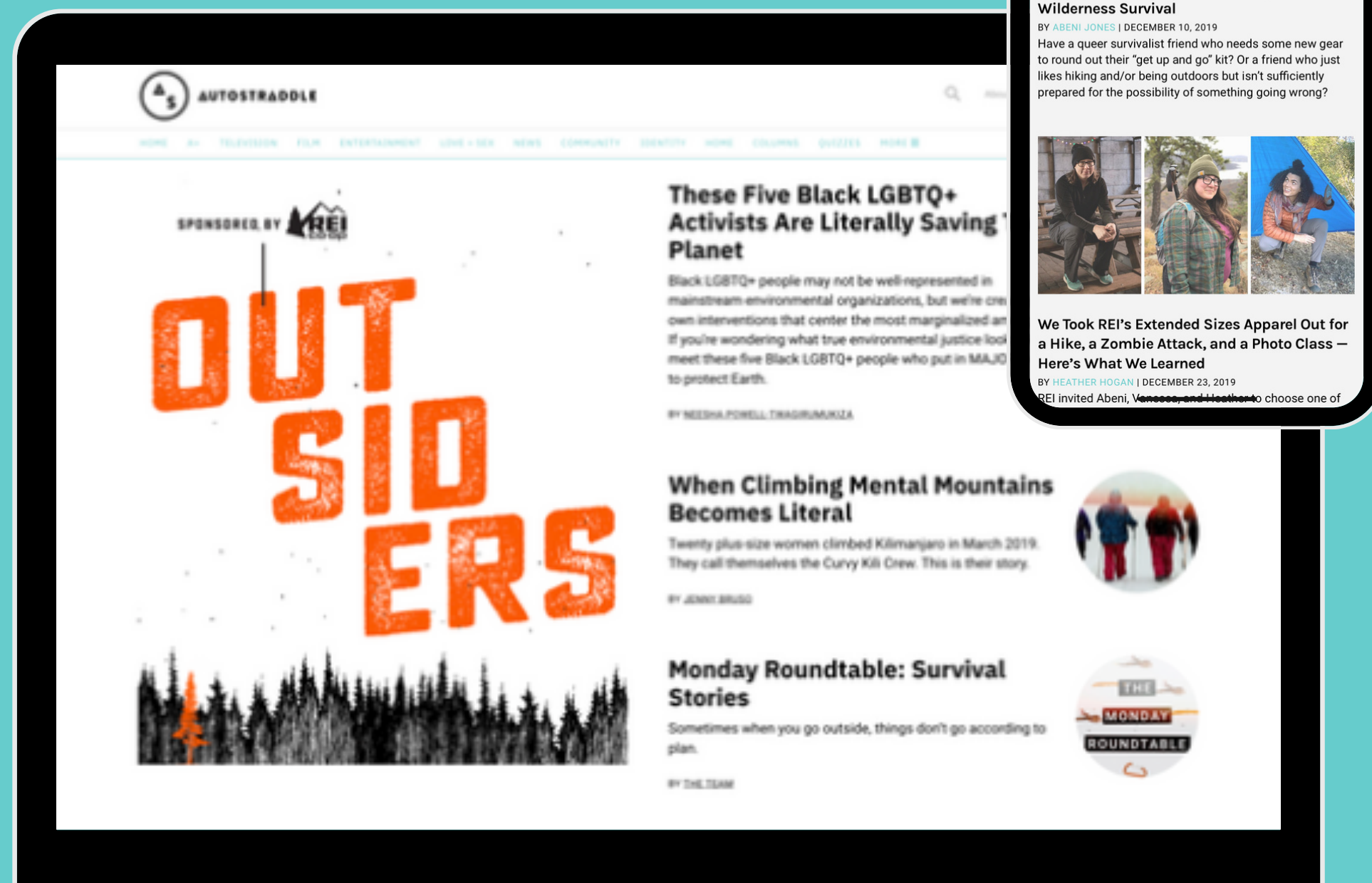
Show up where our audience goes to get the latest in Autostraddle's world — our bread and butter: the site.

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.



NEWSLETTER

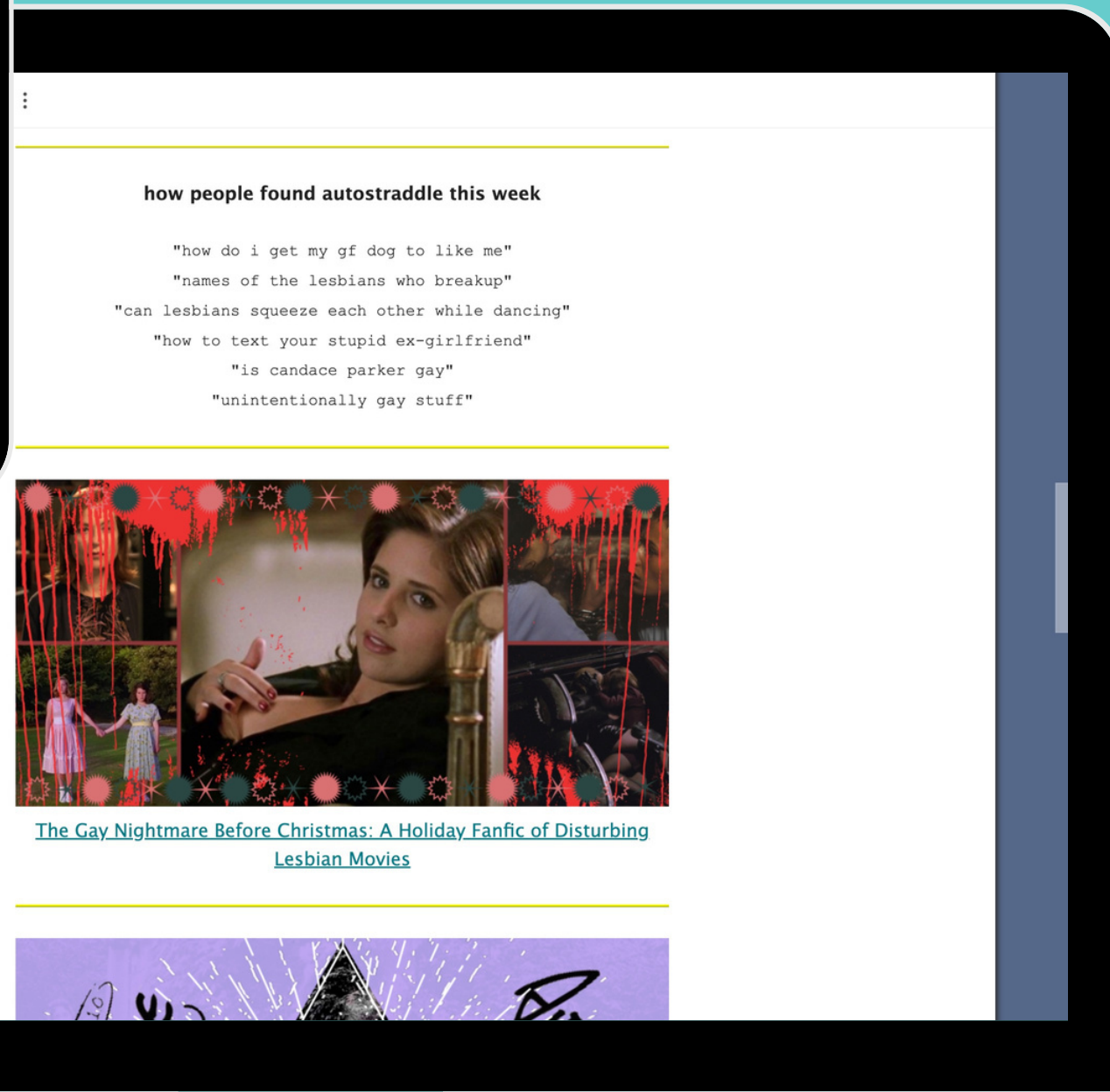
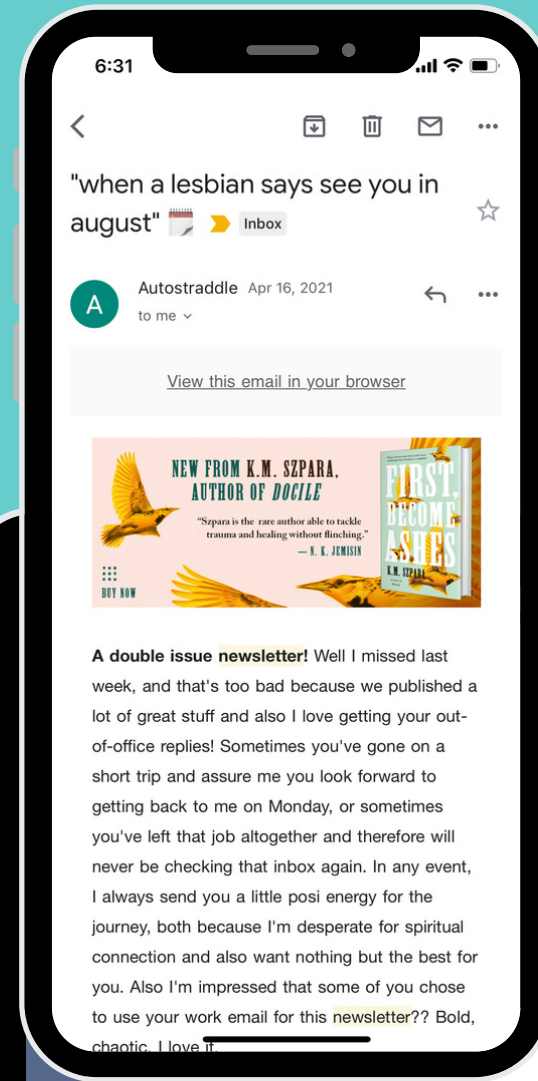
Reach 10k of our most devoted fans directly in their inbox. Our weekly newsletter fuses humor and vulnerability with a round-up of our favorite articles.

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

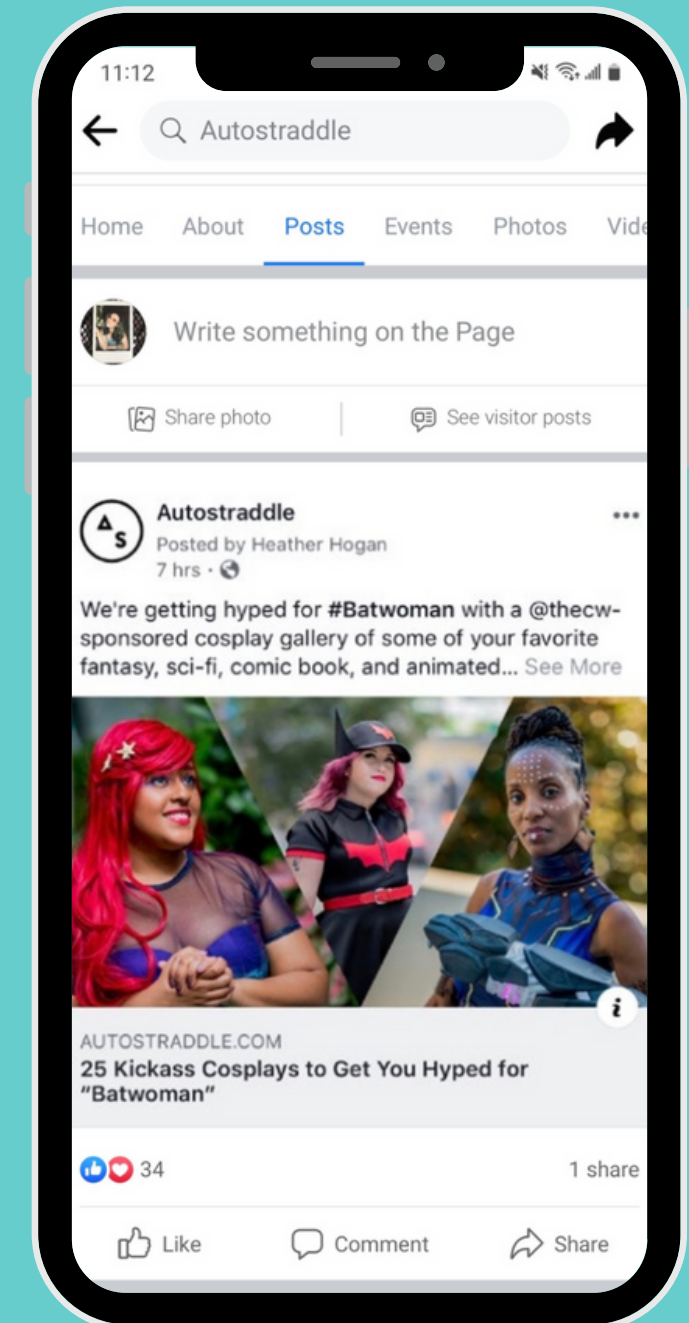
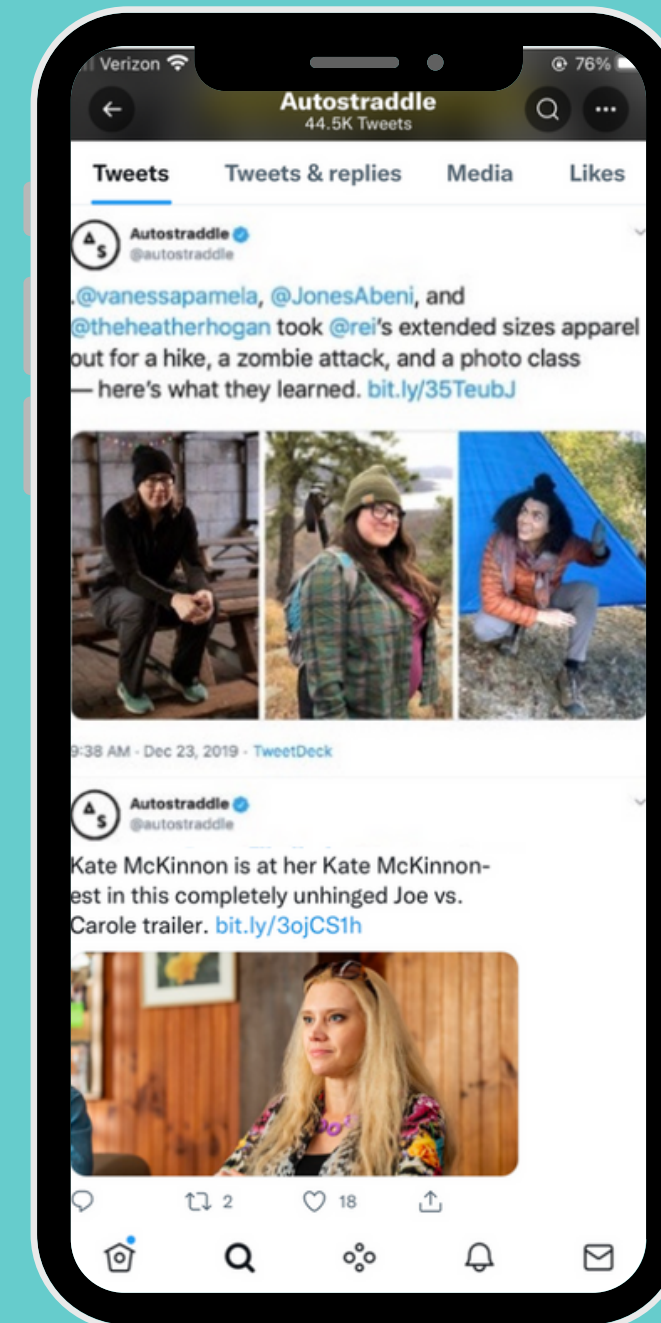
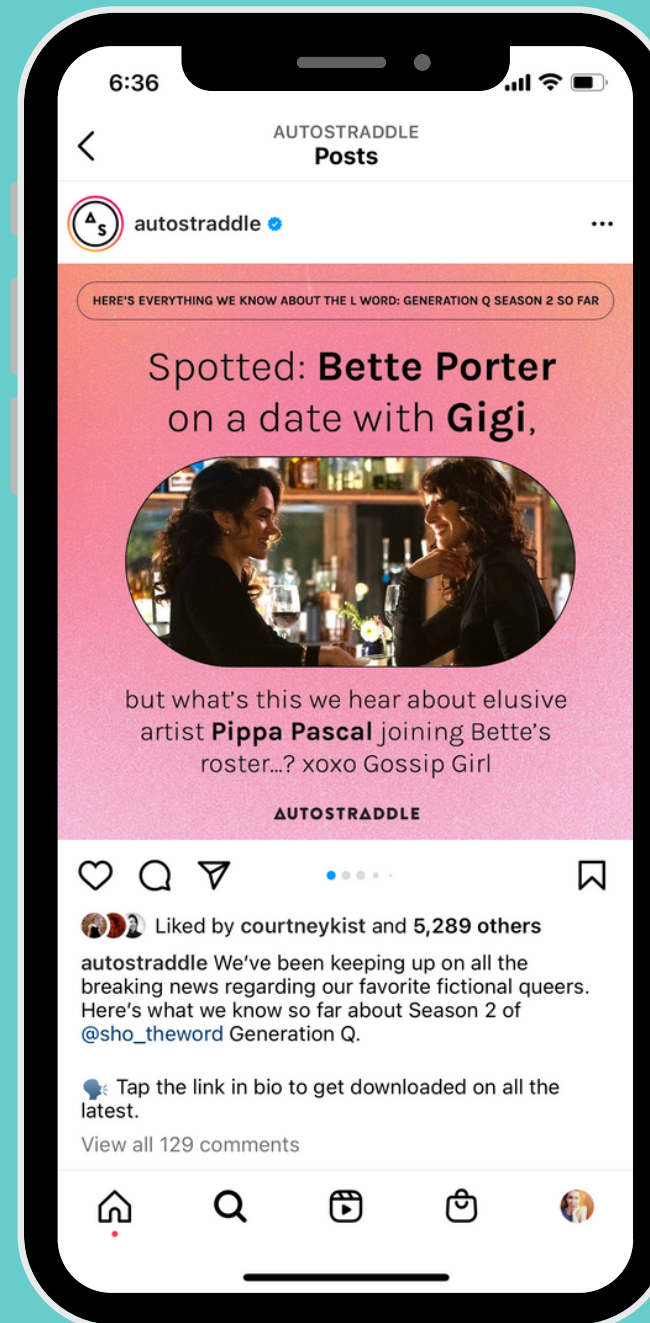


SOCIAL

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



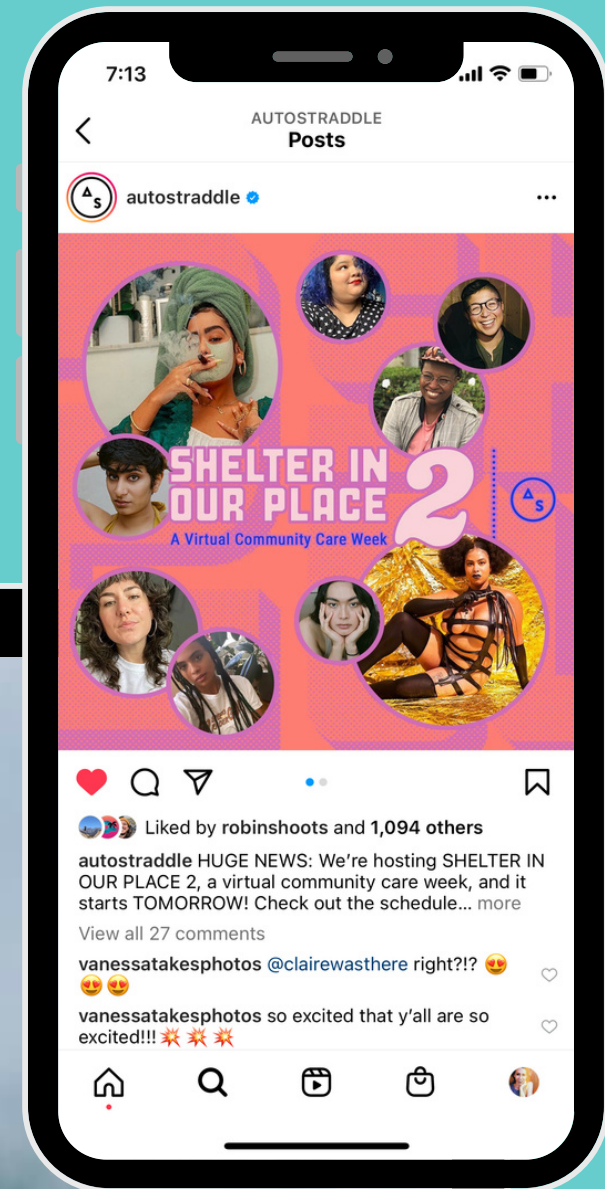
EVENTS

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.

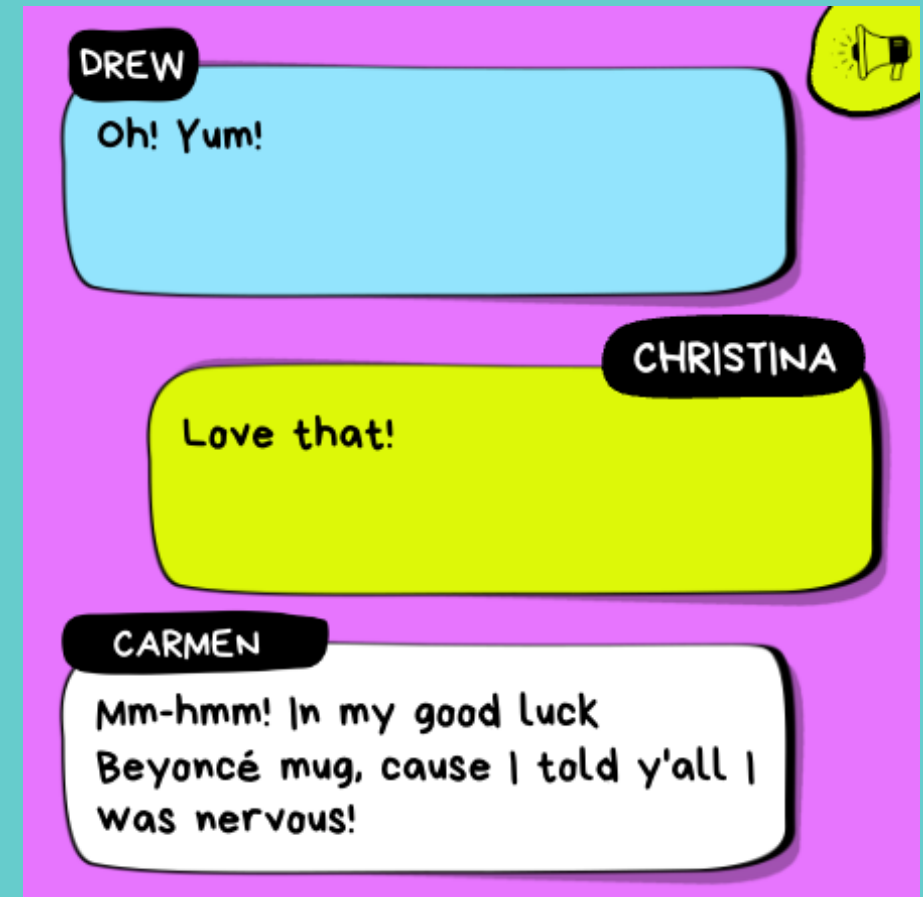
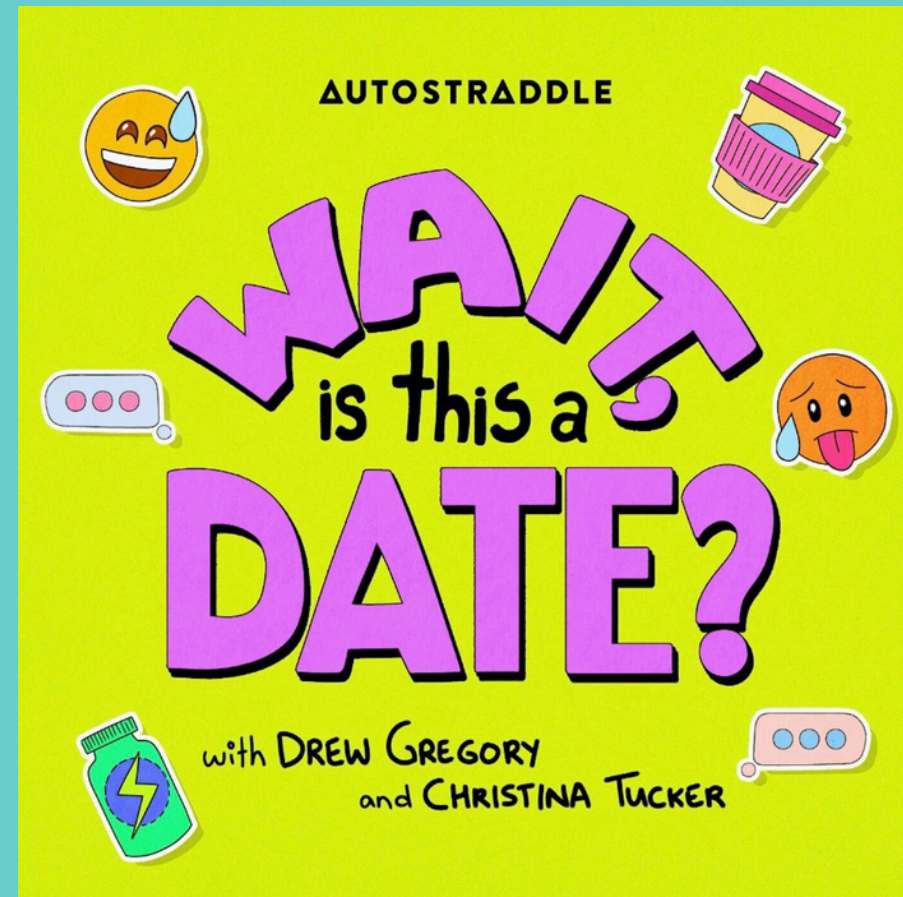
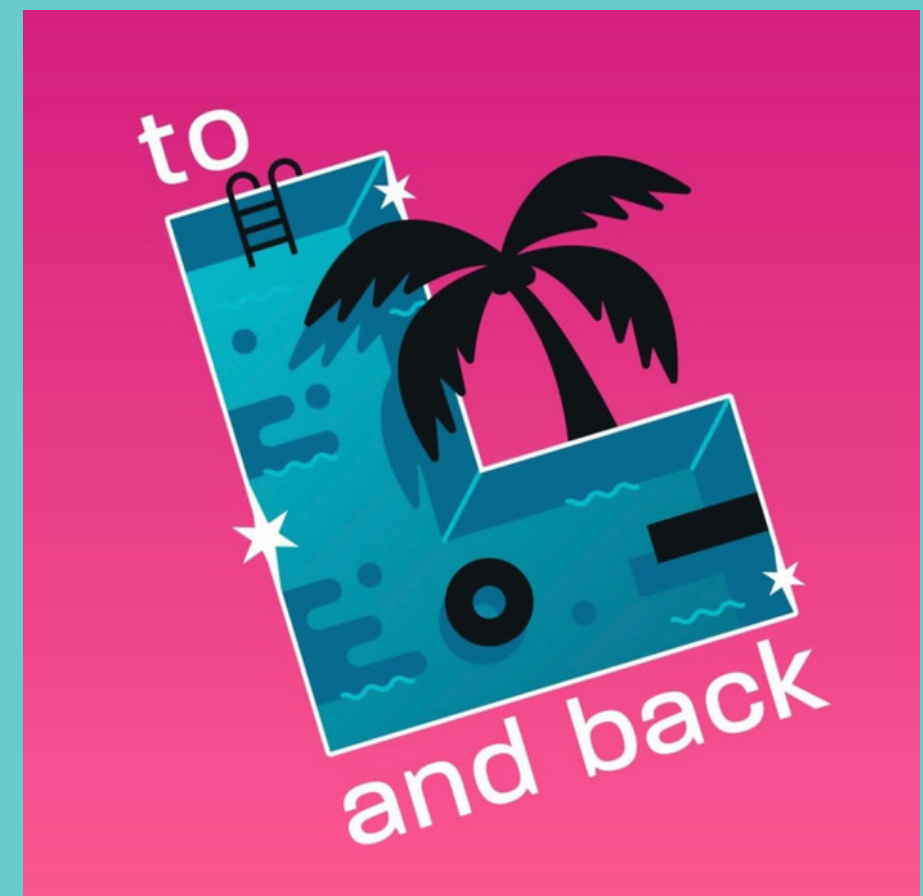
Alignment Opportunities

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"



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



73k
fans
on Facebook



128k
followers
on Instagram



2.1mm
monthly page
views



87.9k
followers
on Twitter





THANK YOU!

Let's make something great.

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