

AUTOSTRADDLE

2023 GROWTHFRONTS SUPPLEMENTAL INFORMATION

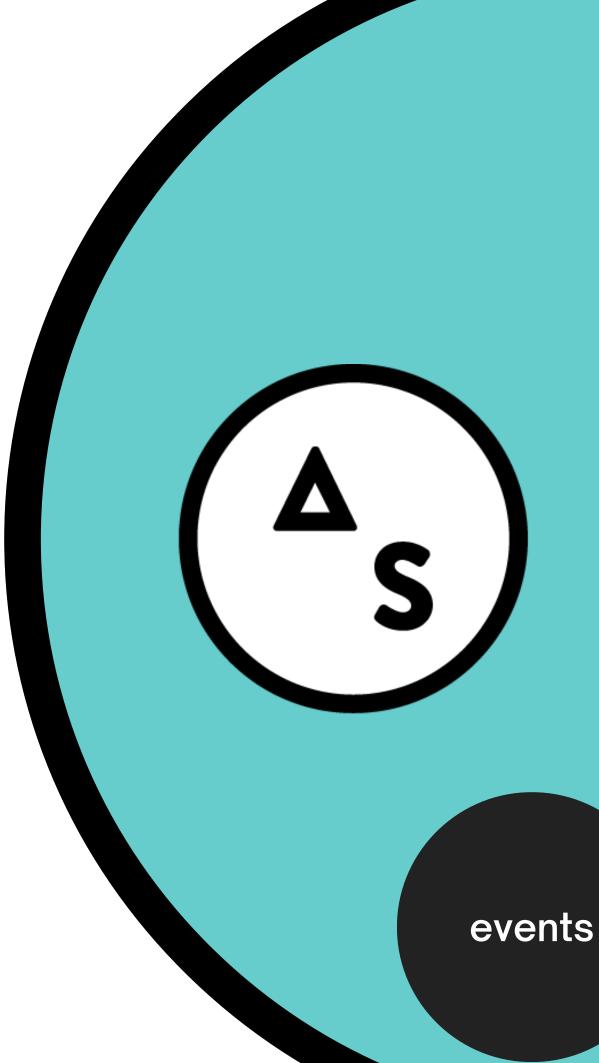
CONTENT & PARTNERSHIP **OPPORTUNITIES**

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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.

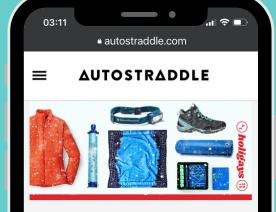
Alignment Opportunities

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.

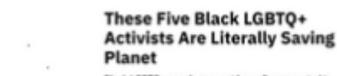




Holigay Gift Guide: Gear and Gadgets for Wilderness Survival

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, Vancess, and Heather to 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

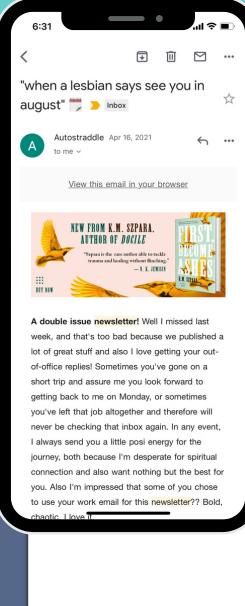
Reach 10k of our most devoted fans directly in their inbox. Our weekly newsletter fuses humor and vulnerability with a round-up of our favorite articles.

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

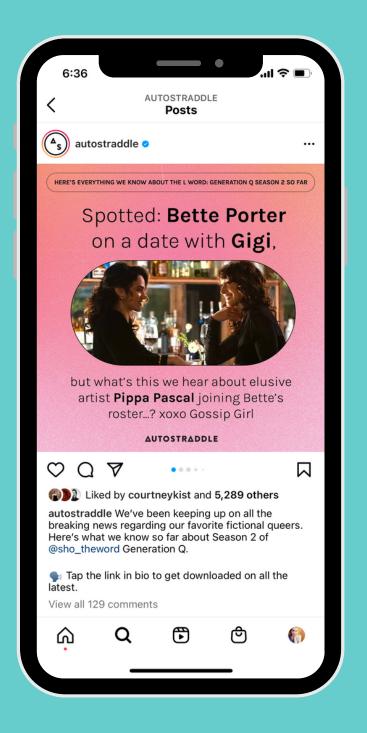


SOCIAL

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



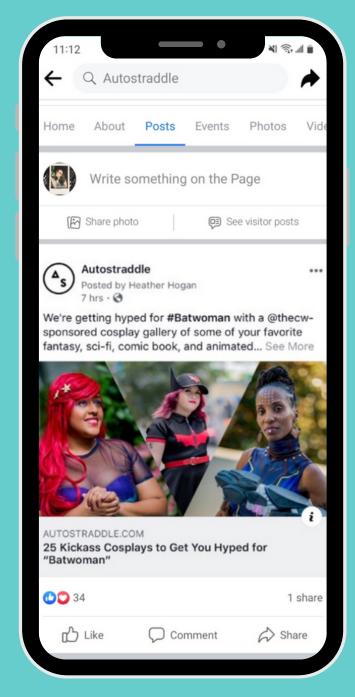




9:38 AM - Dec 23, 2019 - TweetDeck







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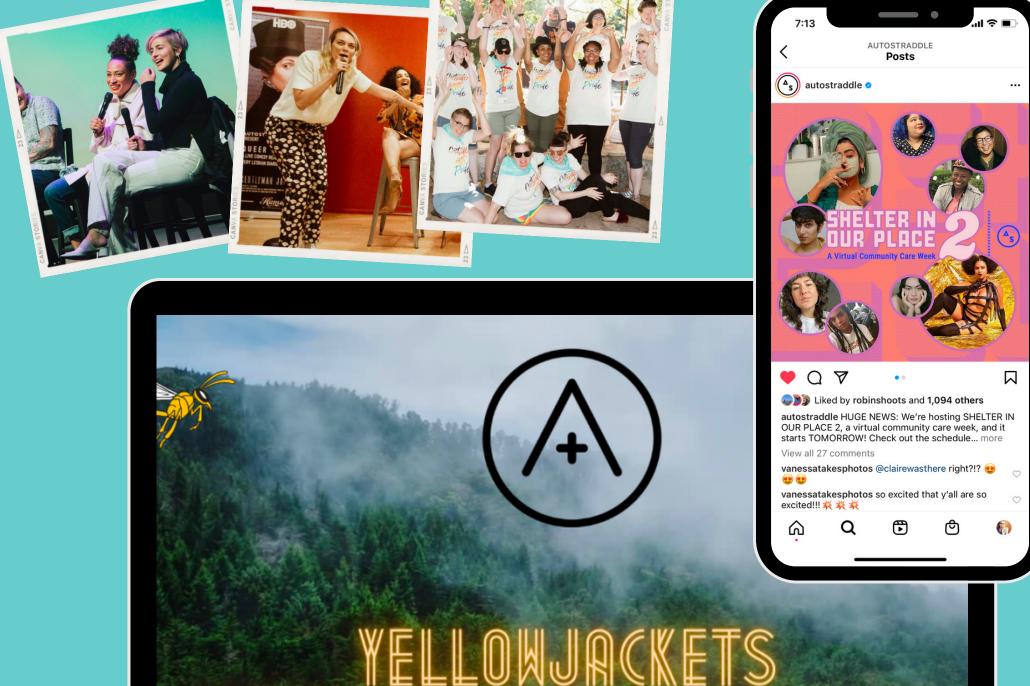
EVENTS

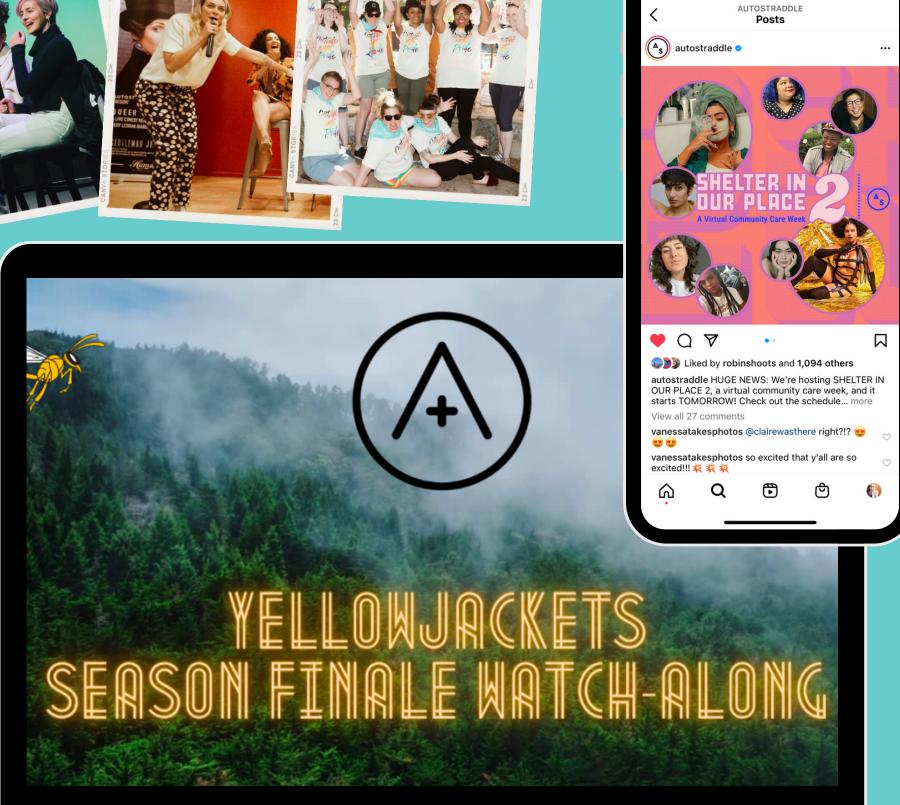
Connect with our audience one-on-one by creating events that center your brand, embrace the Autostraddle vibe, and leverage our network of popular queer influencers and entertainers.

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.

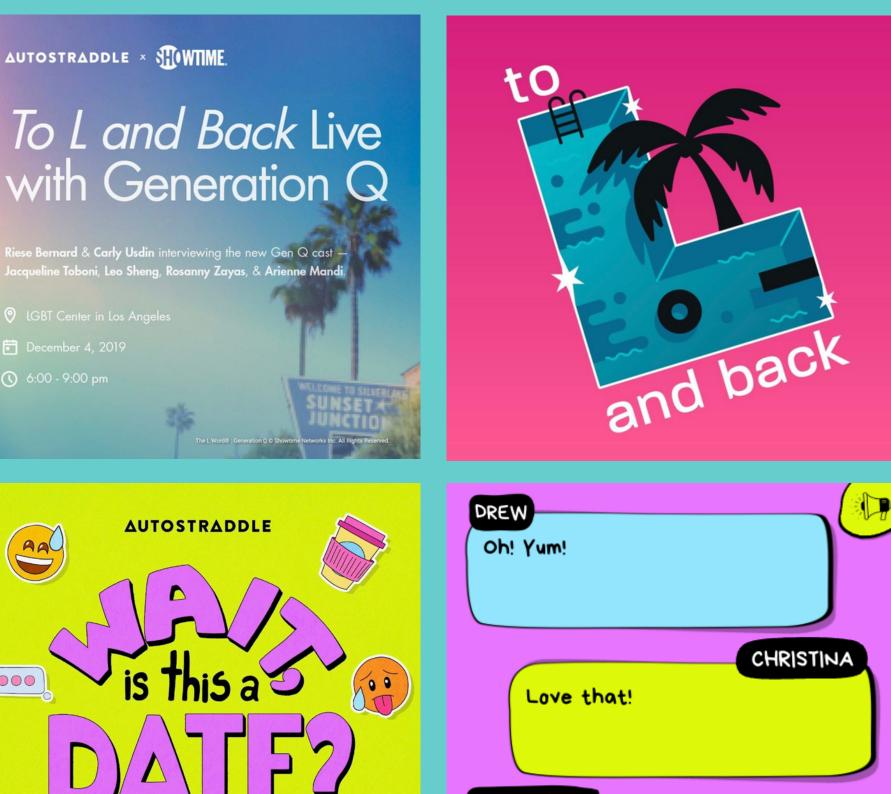
Alignment Opportunities

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



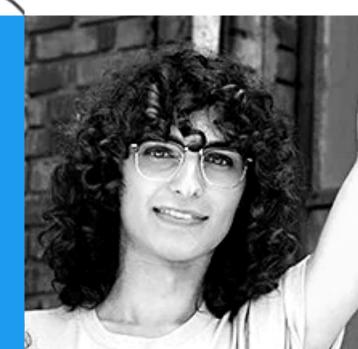
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2.1mm

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