

OUR
SPONSORS
ARE OUR
PARTNERS.

BITCH MEDIA SPONSORSHIP KIT

Bitch Media's mission is to provide and encourage an engaged, thoughtful feminist response to mainstream media and popular culture.

bitchmedia



Contact us for more info:
sponsorship@b-word.org / 503-282-5699

Bitch readers are too smart to listen to just anyone, but when our community cares, the connections we make are powerful.

If you're interested in reaching folks who are part of a whip-smart, steadfastly committed, pop culture obsessed, bookish, musical, Netflix-and-chill community, you're in the right place.

But will **your** message ring true?

Take a look at our kit—there are options that can work for just about any budget—and then **get in touch to find out.**





We love our community, and we're sure we'll love talking to you.

Undivided attention. Intentional readers. Limited availability.

In **100,000+** mailboxes annually. Passed to even more coffee tables. Interrupting newsstands across the U.S. and Canada.

Also reading: *Bust*, *The Atlantic*, *Mother Jones*, *Ms*, *The New Yorker*





| | 1 ISSUE/ 3 MONTHS | 4 ISSUES/ 12 MONTHS 20% DISCOUNT |
|---|----------------------|--|
|  Back cover, full page, full-color ad | \$3,500 | \$11,200 save \$2,800 |
|  HQ section, full page, full-color ad | \$2,500 | \$8,000 save \$2,000 |
| 1/2 page, full-color ad | \$1,300 | \$4,160 save \$1,040 |
|  Inside front cover, full page full-color ad | \$3,100 | \$9,920 save \$2,480 |
| 1/2 page, full-color ad | \$1,550 | \$4,960 save \$1,240 |
|  Inside inside cover, full page, full-color ad | \$3,000 | \$9,600 save \$2,400 |
| 1/2 page, full-color ad | \$1,500 | \$4,800 save \$1,200 |

Deliver an uninterrupted, striking message in an award-winning quarterly.

WHY BITCHMEDIA.ORG?

bitchmedia

 **PRINT**
Bitch magazine

 **WEB**
bitchmedia.org

 **EMAIL**
B-mail

 **SOCIAL**
Sponsored posts




 **PODCAST**
Popaganda & Backtalk

Contact us for more info:
sponsorship@b-word.org / 503-282-5699

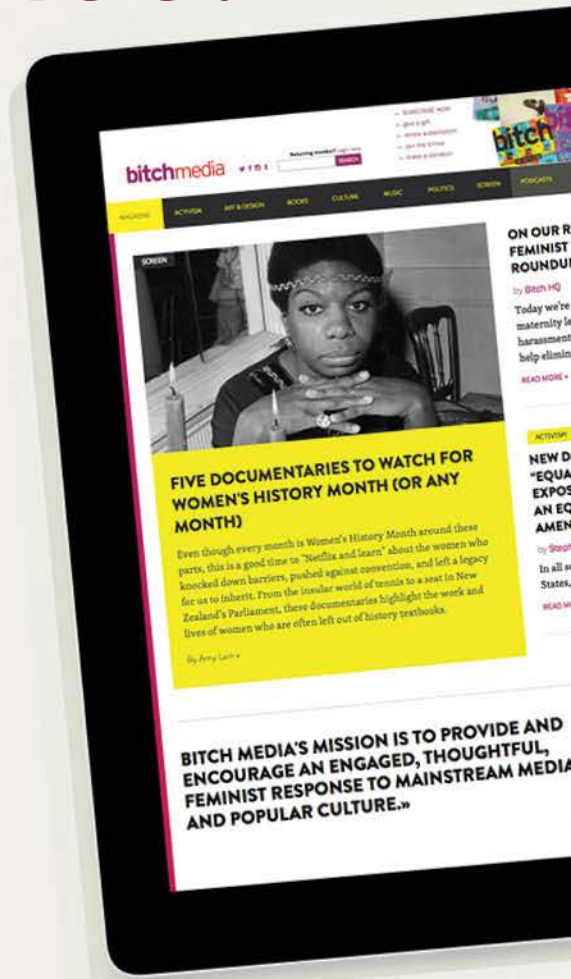
Clicks, clicks, clicks. Recruiting for a conference? Want to build your list?

Get on bitchmedia.org. 500,000+ readers are here every month to read our incisive views.

Where are you?


| | 3 MONTHS | 12 MONTHS 20% OFF |
|---|----------|----------------------|
|  Regular (320 x 130, RGB)..... | \$1,250 | \$4,000 save \$1000 |
|  Logo (110 x 80, RGB) | \$600 | \$1,920 save \$480 |
|  Name listing | \$300 | \$960 save \$240 |


Make thousands of impressions.
Specific audience.
Get creative with your pitch.



WHY EMAIL?

bitchmedia

 **PRINT**
Bitch magazine

 **WEB**
bitchmedia.org

 **EMAIL**
B-mail

 **SOCIAL**
Sponsored posts

 **PODCAST**
Popaganda & Backtalk

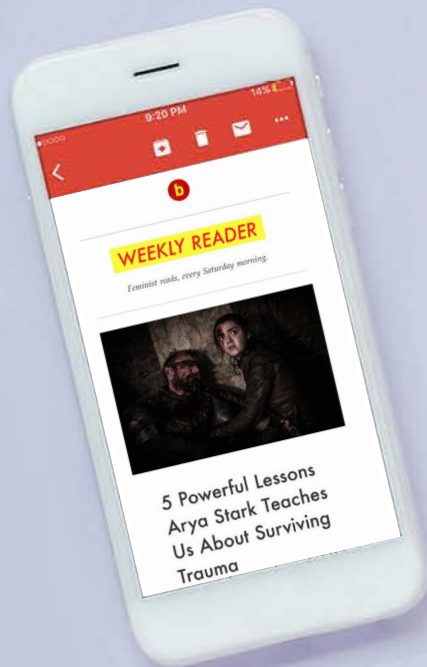
Contact us for more info:
sponsorship@b-word.org / 503-282-5699






Get your routine into the Bitch community.

Reach extremely engaged readers *right now* with an undeniable ask.

Engagement that's well beyond M+R Industry standards:
28% average click through rate. 22% average open rate.



| | | 1 WEEK | 5 WEEKS 20% DISCOUNT |
|---|--|-------------|-------------------------|
|  Weekly Reader | Content block (240 x 240 pixel image, full color + 50 words) | \$300 | \$1200 |
|  On Our Radar | Content block (240 x 240 pixel image, full color + 50 words) | \$100 | \$400 |
|  B-Mail | Content block (240 x 240 pixel image, full color + 50 words) | \$500 | \$1200 |
| | Ad only (320 x 130 pixel image, full color) | \$500 | \$1200 |

High conversions. Excellent branding.
Initiate long-term relationships.

WHY EXCLUSIVE EMAIL?

bitchmedia

 **PRINT**
Bitch magazine

 **WEB**
bitchmedia.org

 **EMAIL**
B-mail

 **SOCIAL**
Sponsored posts

 **PODCAST**
Popaganda & Backtalk

Contact us for more info:
sponsorship@b-word.org / 503-282-5699




Our audience, exclusively yours. All eyes on you.

Reach extremely engaged readers *right now* with an undeniable ask.

Engagement that's well beyond M+R Industry standards:

28% average click through rate.

22% average open rate.


| List focus | Cost per email | 1 EMAIL | 2 EMAILS | 3+ EMAILS |
|--|----------------|----------------------|----------------------|------------------------------|
|  Regional | 14¢ | \$500 | \$800 | add \$300 per email |
|  Full List | 4¢ | \$2,250 | \$3,600 | add \$1,350 per email |
|  Partial List | | | | |
| 25,000 | 6¢ | \$1,500 | \$2,700 | add \$1,200 per email |
| 10,000 | 7¢ | \$700 | \$1,120 | add \$420 per email |


High conversions. Excellent branding.
Initiate long-term relationships.



WHY SOCIAL?

bitchmedia

 **PRINT**
Bitch magazine

 **WEB**
bitchmedia.org

 **EMAIL**
B-mail




 **SOCIAL**
Sponsored posts

 **PODCAST**
Popaganda & Backtalk

Contact us for more info:
sponsorship@b-word.org / 503-282-5699

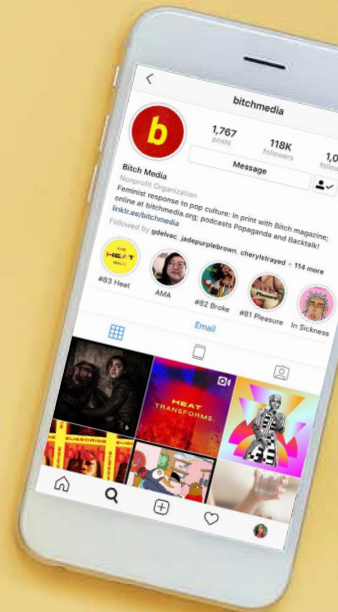
Get into the conversation— right away.

682,000+ whip-smart minds in media, pop culture, and feminism
who just might RT, double-tap, or share your message.

-  Instagram \$550 / post
-  Facebook \$450 / post
-  Twitter \$300 / post


Package deals available.

Relevant. Immediate.
Potentially viral.



WHY PODCASTS?

bitchmedia

 **PRINT**
Bitch magazine

 **WEB**
bitchmedia.org

 **EMAIL**
B-mail

 **SOCIAL**
Sponsored posts



 **PODCAST**
Popaganda & Backtalk

Contact us for more info:
sponsorship@b-word.org / 503-282-5699

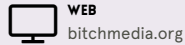
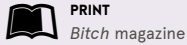
Listeners lean in close. Make sure they hear your message.

10,000+ listeners per episode, every week.

Our listeners are also fans of: *Call Your Girlfriend*, *Stuff Mom
Never Told You*, *Pop Culture Happy Hour*, *2 Dope Queens*

| | LISTENER BASE | 1 EPISODE | 2 EPISODES | 4 EPISODES | EXCLUSIVE SPONSORSHIP 26 EPISODES |
|---|---------------|-----------|---|---|--------------------------------------|
|  Backtalk | 10,000 / show | \$350 | 10% DISCOUNT \$630 save \$200 | 20% DISCOUNT \$1,120 save \$200 | 30% DISCOUNT \$6370 |
|  Popaganda | 12,000 / show | \$400 | 10% DISCOUNT \$740 save \$240 | 20% DISCOUNT \$1,280 save \$200 | 30% DISCOUNT \$7280 |

Extremely limited availability. Infinitely discoverable.
Intimate connections with loyal listeners.



Contact us for more info:
sponsorship@b-word.org / 503-282-5699

Bitch Media's audience is paying attention.*

86% between ages 25-44

76% woman identified

78% in North America

75% college grads

96% feminist

28% current students

18% work in academia

How our community feels about our sponsors:

64% Important for me to support

59% Doing work that aligns with my values

52% Interested enough to check `em out

57% Believe they have made a purchase from a sponsor

Top 5 Social Issues**

Healthcare for all

Repro rights

Racial justice

Ending gender-based discrimination


Economic justice

*All data from 2016 reader survey and 2017 google analytics)

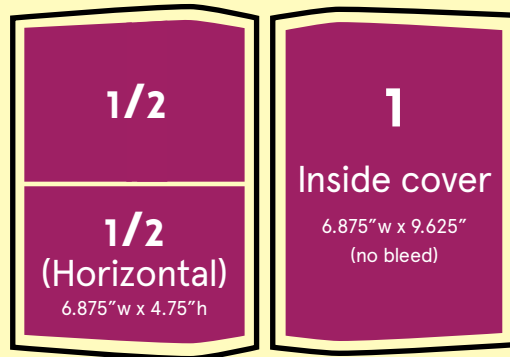
**in no particular order

ART SPECIFICATIONS / SUBMISSION REQUIREMENTS

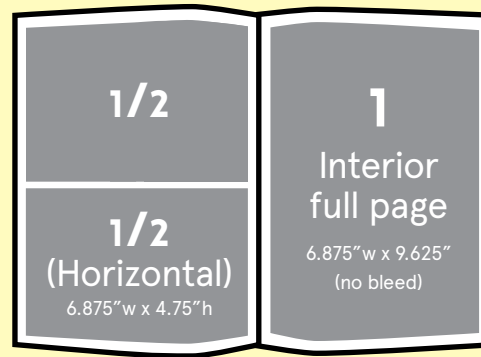
bitchmedia

 **PRINT**
Bitch magazine

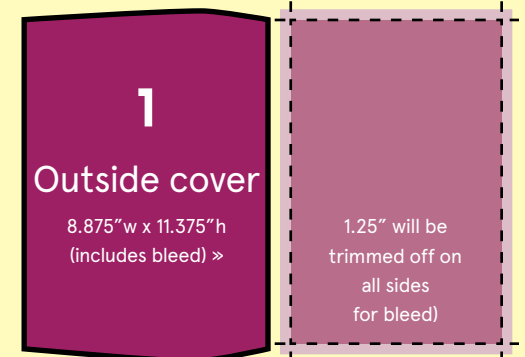
Inside cover space (full color, CMYK)




Interior space (full color, CMYK)

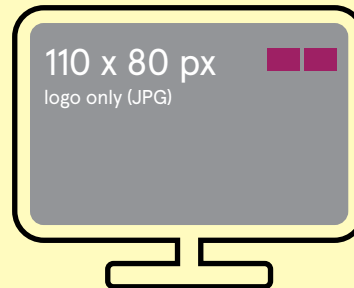
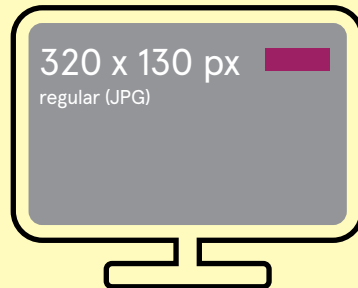



Back cover space (full color, CMYK)

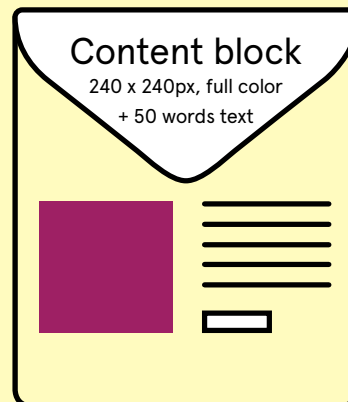



 **WEB**
bitchmedia.org

(full color, RGB)



 **EMAIL**
B-mail



 **SOCIAL**
Contact us for details

POPAGANDA



OUTSMART THE PATRIARCHY!
READ. WRITE. BITCH.



BACKTALK

