

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.

WHY EMAIL?

bitchmedia

 **PRINT**
Bitch magazine

 **WEB**
bitchmedia.org

 **EMAIL**
B-mail

 **PODCAST**
Popaganda & Backtalk

 **SOCIAL**
Sponsored posts TK TK

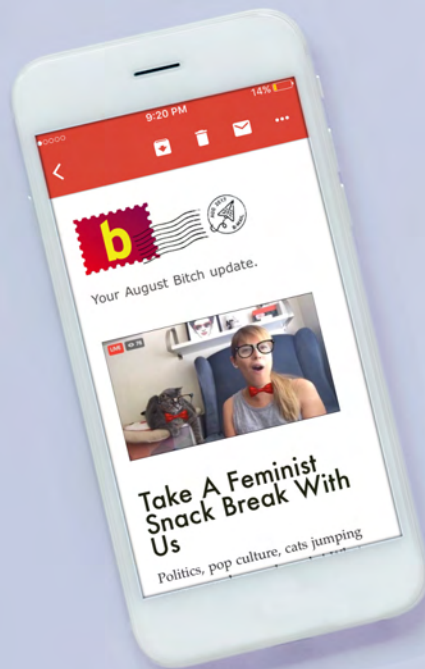
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Get your routine into the Bitch community.

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 |
| | | | 1 DAY | 1 WEEK 20% DISCOUNT |
|  On Our Radar | Content block | (240 x 240 pixel image, full color + 50 words) | \$100 | \$400 |
| | | | 1 MONTH | 3 MONTHS 20% DISCOUNT |
|  Listen Bitch | Content block | (240 x 240 pixel image, full color + 50 words) | \$300 | \$720 |
| | | | 1 MONTH | 3 MONTHS 20% DISCOUNT |
|  B-Mail | Content block | (240 x 240 pixel image, full color + 50 words) | \$500 | \$1200 |
| | Ad only | (220 x 80 pixel image, full color) | \$500 | \$1200 |

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

WHY EXCLUSIVE EMAIL?

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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 |

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WHY PODCASTS?

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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 |
|---|---------------------|-------------|------------------------|--------------------------|--------------------------------------|
| | | | 10% DISCOUNT | 20% DISCOUNT | 30% DISCOUNT |
|  Backtalk | 10,000 / show | \$350 | \$630 save \$200 | \$1,120 save \$200 | \$6370 |
|  Popaganda | 12,000 / show | \$400 | \$740 save \$240 | \$1,280 save \$200 | \$7280 |

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

WHY BITCHMEDIA.ORG?



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B-mail



PODCAST

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SOCIAL





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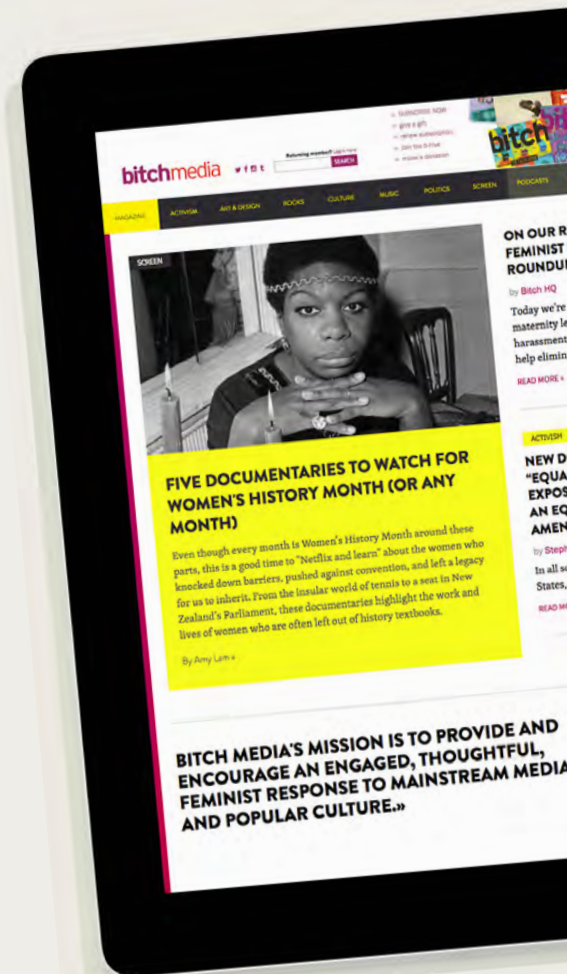
bitchmedia

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

Get on bitchmedia.org. 400,000 readers are here every month to read our incisive views.

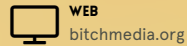
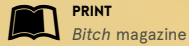
| | 3 MONTHS | 12 MONTHS |
|--|----------|---------------------|
| | | 20% OFF |
|  Large, 2-screen gif (240 x 240, RGB)..... | \$1,500 | \$4,800 save \$1200 |
|  Regular 2-screen gif (240 x 80, RGB) | \$1,250 | \$4,000 save \$1000 |
|  Logo (110 x 80, RGB) | \$600 | \$1,920 save \$480 |
|  Name listing | \$300 | \$960 save \$240 |

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



WHY SOCIAL?

bitchmedia



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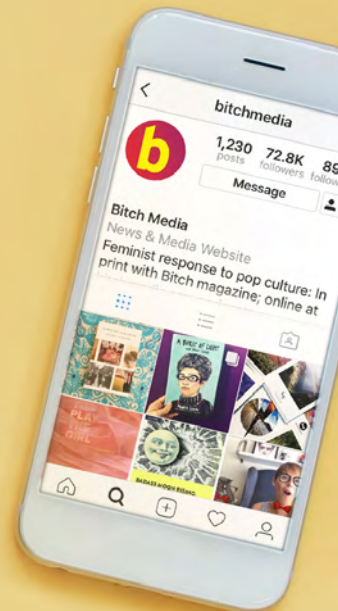
Get into the conversation— right away.

360,000+ whip-smart minds in media, pop culture, and feminism
who just might RT, double-tap, or share your message.

| | |
|-----------------|--------------|
| Facebook | \$125 / post |
| Instagram | \$150 / post |
| Twitter | \$100 / post |

Package deals available.

Relevant. Immediate.
Potentially viral.







Undivided attention. Intentional readers. Limited availability.

In 12,000 mailboxes each quarter. 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 | \$2,500 | \$8,000 save \$2,000 |
|  HQ section, full page, black + white ad | \$2,000 | \$6,400 save \$1,600 |
| 1/2 page, black + white ad | \$1,000 | \$3,200 save \$800 |
| 1/4 page, black + white ad | \$600 | \$1,920 save \$480 |
| 1/8 page, black + white ad | \$350 | \$1,120 save \$280 |
|  Inside back cover, 1/4, page full-color ad | \$950 | \$3,040 save \$760 |
| 1/8 page, full-color ad | \$750 | \$2,400 save \$600 |
|  Inside front cover, 1/2 page, full-color ad | \$1,500 | \$4,800 save \$1,200 |
| 1/4 page, full-color ad | \$1,200 | \$3,840 save \$960 |

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

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

Top 5 Social Issues**

Healthcare for all
Repro rights
Racial justice
Ending gender-based discrimination
Economic justice


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

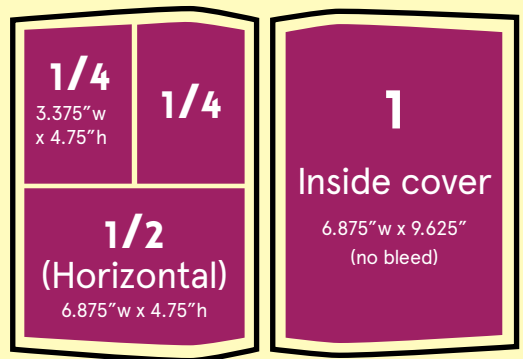
*All data from 2016 reader survey and 2017 google analytics)

**in no particular order

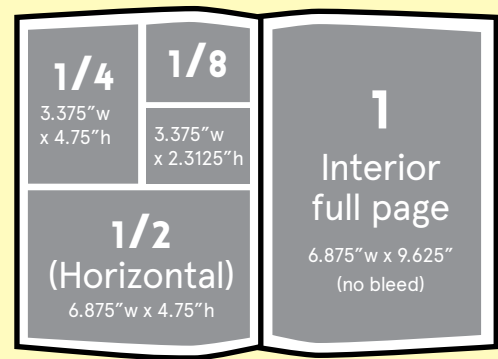
ART SPECIFICATIONS / SUBMISSION REQUIREMENTS

 **PRINT**
Bitch magazine

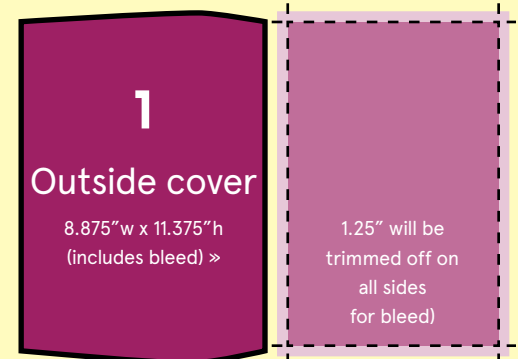
Inside cover space (full color, CMYK)




Interior space (grayscale)

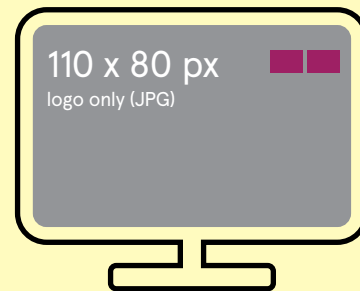
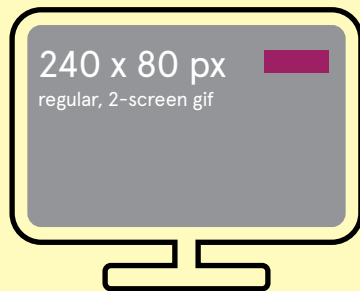
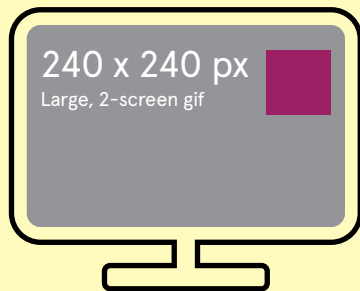



Back cover space (full color, CMYK)

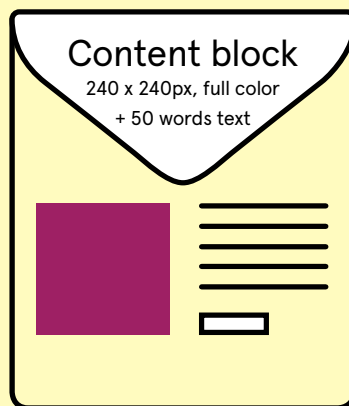
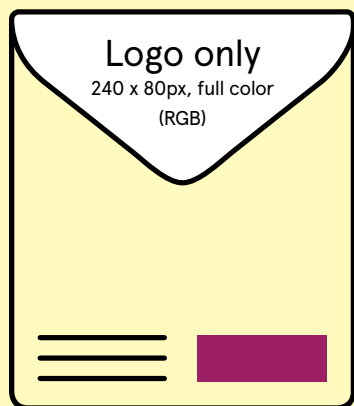



 **WEB**
bitchmedia.org

(full color, RGB)



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B-mail



 **SOCIAL**
Contact us for details

POPAGANDA



OUTSMART THE PATRIARCHY!
READ. WRITE. BITCH.



BACKTALK

