

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-shrill 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 ISSUE/ 12 MONTHS <i>20% DISCOUNT</i>
 Back cover , full page, full-color ad.....	\$3,500	\$11,200 <i>save \$2,800</i>
 Interior , full page, full-color ad.....	\$2,500	\$8,000 <i>save \$2,000</i>
 Interior , 1/2 page, full-color ad.....	\$1,300	\$4,160 <i>save \$1,040</i>
 Inside front cover , full page full-color ad.....	\$3,100	\$9,920 <i>save \$2,480</i>
 Inside front cover , 1/2 page, full-color ad.....	\$1,550	\$4,960 <i>save \$1,240</i>
 Inside back cover , full page, full-color ad.....	\$3,000	\$9,600 <i>save \$2,400</i>
 Inside back cover , 1/2 page, full-color ad.....	\$1,500	\$4,800 <i>save \$1,200</i>

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

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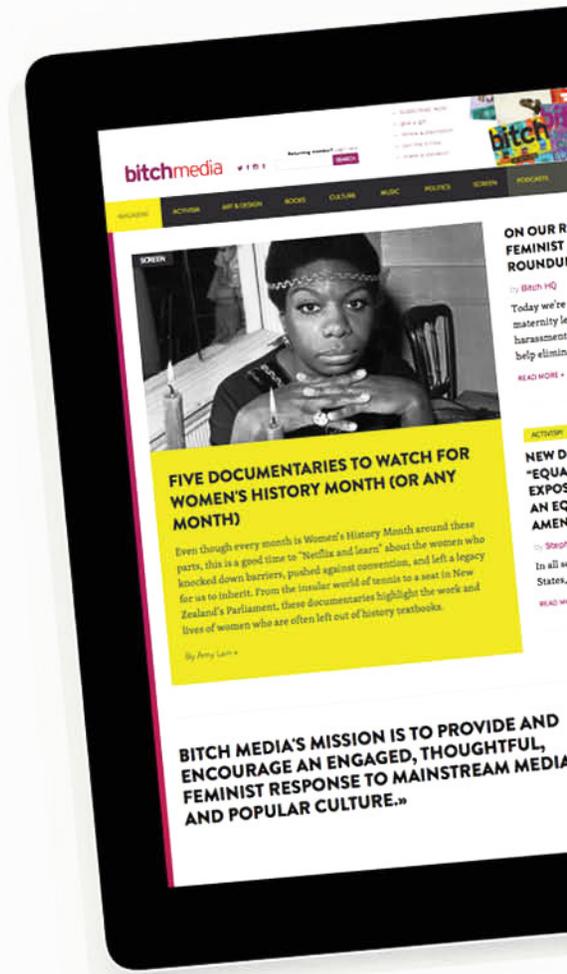
Clicks, clicks, clicks. Recruiting for a conference? Want to build your list?

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

Where are you?

	3 MONTHS	12 MONTHS <i>20% DISCOUNT</i>
 Regular (320 x 130, RGB)	\$1,250	\$4,000 save \$1,000
 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

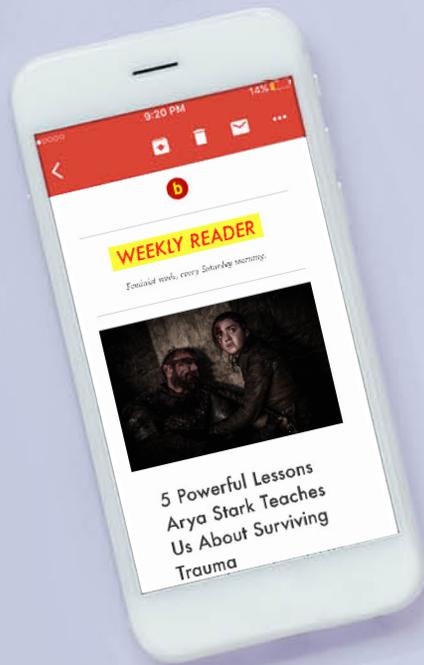
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Get your routine into the Bitch community.

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.



 Weekly Reader	Content block	(240 x 240 pixel image, full color + 50 words)	1 WEEK \$300	5 WEEKS 20% DISCOUNT \$1,200
 B-Mail	Content block Ad only	(240 x 240 pixel image, full color + 50 words) (320 x 130 pixel image, full color)	1 MONTH \$500 \$500	3 MONTHS 20% DISCOUNT \$1,200 \$1,200

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

WHY EXCLUSIVE EMAIL?

bitchmedia

 **PRINT**
Bitch magazine

 **WEB**
bitchmedia.org

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B-mail

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Our audience, exclusively yours. All eyes on you.

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

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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 SOCIAL?

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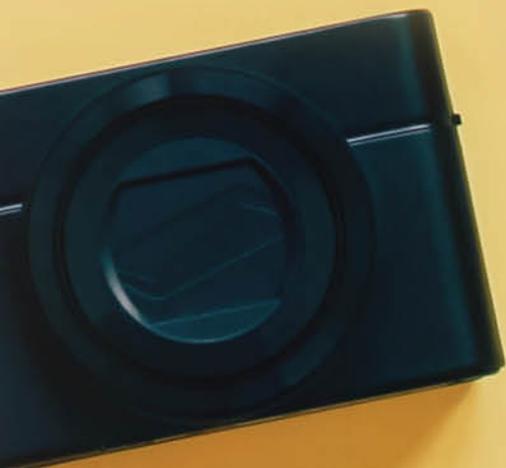
Get into the conversation— right away.

706,800+ 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.





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

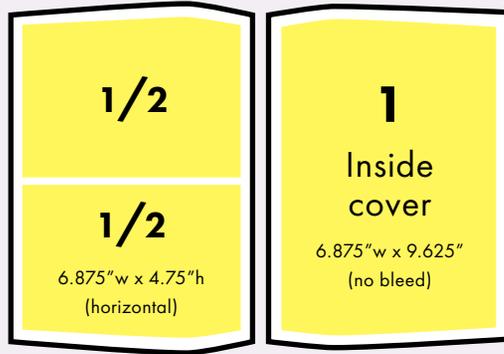
*All data from 2016 reader survey and 2017 google analytics)

**in no particular order

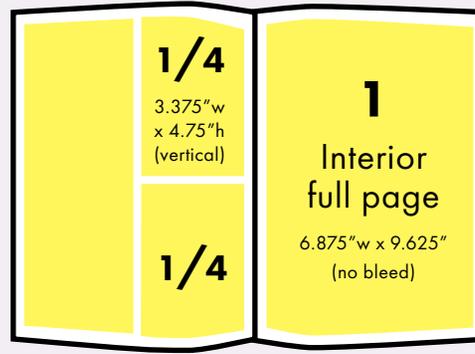
ART SPECS / SUBMISSION REQUIREMENTS

 **PRINT**
Bitch magazine

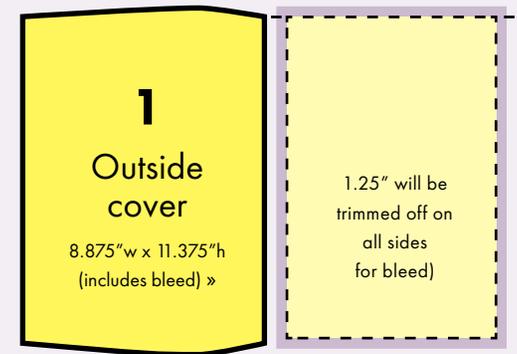
Inside cover space (full color, CMYK)



Interior space (full color, CMYK)

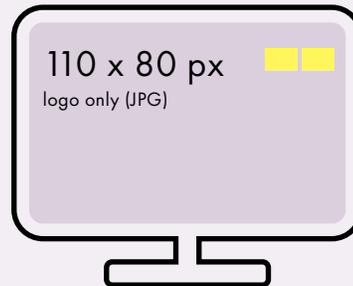


Back cover space (full color, CMYK)

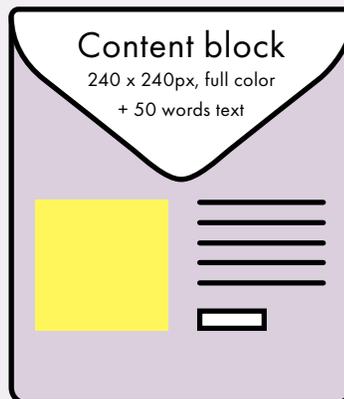


 **WEB**
bitchmedia.org

(full color, RGB)



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B-mail



 **SOCIAL**
Please contact us for details