

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



PRINT
Bitch magazine

WEB
bitchmedia.org

EMAIL
B-mail

PODCAST
Popaganda & Backtalk

Contact us for more info or to become a sponsor:
sponsorship@b-word.org / 503-282-5699

Sponsorship of Bitch Media offers opportunities for visibility in *Bitch magazine*, on bitchmedia.org, and across **all of our media formats**. Sponsorship is much like advertising, except that as a nonprofit organization, we are selective about our sponsors—because you are partners in fulfilling our mission!

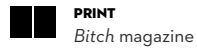
Sponsorship with Bitch Media offers opportunities for dynamic, multi-layered relationships with a fast-growing audience of thought-leaders and engaged readers. Through Sponsorship with Bitch Media, you'll have the chance to communicate your message to **10,000 readers** in *Bitch magazine*, to **500,000 monthly visitors** online at bitchmedia.org, through 75,000 email subscribers, via robust social media audiences, including **200,000 Facebook fans** and **100,000 Twitter followers**, and to **22,000 monthly listeners** through our podcasts, Popaganda and Backtalk.

We prefer Sponsors rather than Advertisers because what we promote is as important to us as what we don't, and as an independent, nonprofit feminist media organization, we're selective about who we work with. Sponsors are among an exclusive group of Bitch-approved and recommended businesses, organizations, products, bands, artists and more!

We'll help you put together the right package on any budget, and we'll evaluate your campaign's success through rigorous analytics every step of the way.

If you're ready to jump in, get in touch at sponsorship@b-word.org.

À LA CARTE SPONSORSHIP BENEFITS



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Sponsors can select individual media formats or combine à la carte benefits to create custom packages. Benefits and packages are discounted progressively based on the value. Contact us to help you create the perfect package—we can work with *any* budget and we'd love to help!

PRINT

	1 ISSUE/ 3 MONTHS	4 ISSUES/ 12 MONTHS
		20% DISCOUNT
■ Back cover, full page, full-color ad.....	\$2,500	\$8,000 <i>save \$2,000</i>
■ Sponsor section, full page, black/white ad.....	\$2,000	\$6,400 <i>save \$1,600</i>
■ Inside front cover, 1/2 page, full-color ad.....	\$1,500	\$4,800 <i>save \$1,200</i>
■ Inside front cover, 1/4 page, full-color ad.....	\$1,200	\$3,840 <i>save \$960</i>
■ Sponsor section, 1/2 page, black/white ad.....	\$1,000	\$3,200 <i>save \$800</i>
■ Inside back cover, 1/4, page full-color ad.....	\$950	\$3,040 <i>save \$760</i>
■ Inside back cover, 1/8 page, full-color ad.....	\$750	\$2,400 <i>save \$600</i>
■ Sponsor section, 1/4 page, black/white ad.....	\$600	\$1,920 <i>save \$480</i>
■ Sponsor section, 1/8 page, black/white ad.....	\$350	\$1,120 <i>save \$280</i>
■ Logo/URL/message on sponsor recognition page.....	\$200	\$640 <i>save \$160</i>
■ Name listing on sponsor recognition page.....	\$100	\$320 <i>save \$80</i>

PODCAST

	1 EPISODE	4 EPISODES
		20% DISCOUNT
🔊 Backtalk.....	\$250	\$800 <i>save \$200</i>
🔊 Popaganda.....	\$300	\$960 <i>save \$240</i>



WEB

	1 QUARTER/ 3 MONTHS	4 QUARTERS/ 12 MONTHS
		20% DISCOUNT
📄 Preferred placement 2 screen animated web ad/link.....	\$1,500	\$4,800 <i>save \$1200</i>
📄 2 screen animated web ad/link.....	\$1,250	\$4,000 <i>save \$1000</i>
📄 Logo/link.....	\$600	\$1,920 <i>save \$480</i>
📄 Name listing/link.....	\$300	\$960 <i>save \$240</i>

EMAIL

Dedicated emails to Bitch Media's B-Mail list

✉ 4 dedicated emails / 40% DISCOUNT.....	\$7,200	<i>save \$4,800</i>
✉ 3 dedicated emails / 30% DISCOUNT.....	\$6,300	<i>save \$2,700</i>
✉ 2 dedicated emails / 20% DISCOUNT.....	\$4,800	<i>save \$1,200</i>
✉ 1 dedicated email.....	\$3,000	

	3 EMAILS/ 3 MONTHS	12 EMAILS/ 12 MONTHS
		20% DISCOUNT

B-Mail (monthly e-newsletter) visibility

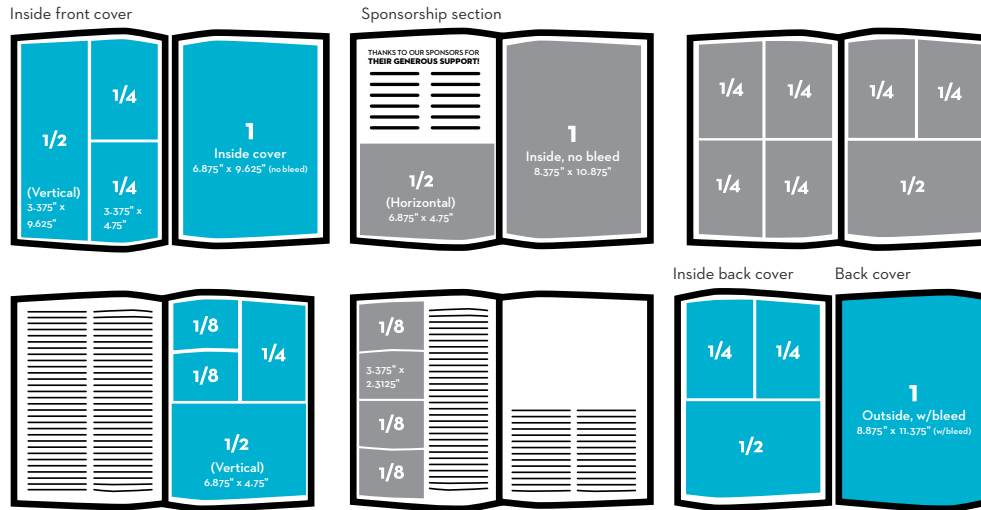
✉ Logo/link to website in B-Mail.....	\$1,000	\$3,200 <i>save \$800</i>
✉ Content block.....	\$3,000	\$9,600 <i>save \$2,400</i>

	3 MONTHS/ 12 EMAILS	12 MONTHS
		20% DISCOUNT

Weekly Reader visibility

✉ Ad only.....	\$550	\$1,320 <i>save \$880</i>
✉ Content block.....	\$1,920	\$6,150 <i>save \$1,530</i>

ART SPECIFICATIONS / SUBMISSION REQUIREMENTS



-  **PRINT**
Bitch magazine
-  **EMAIL**
B-mail
-  **WEB**
bitchmedia.org

PRINT

ADS

Size and format

- Trim size is 8.375" x 10.875"
- 300 dpi resolution minimum
- Submit file in color or black/white as designated in contract
- Save in grayscale for black/white;
- Save in CMYK for color
- PDF, TIF, EPS or JPG

EMAIL

LOGO

Size and format

- Vector-based file preferred (.ai, .eps, .pdf), or
- Minimum 104 x 60 pixels, JPG or GIF files, 72 dpi resolution

DEDICATED EMAIL

Format

- HTML file for email body (an intro paragraph from Bitch Media will precede your content)
- Provide email subject line, which will be preceded by "From our sponsor:"

Message content

- Please follow all strategic partnership criteria guidelines (at right)
- Bitch Media reserves the right to reject content that does not uphold the organization's mission and values

WEB

2 SCREEN ANIMATED WEB ADS

Size and format

- 220 x 80 pixels
- Provide 2 JPG or GIF files (1 for each screen)
- We will create the animated screen to screen file
- Plus design requirements below...

LOGO

Size and format

- 104 x 60 pixels
- 72 dpi resolution
- JPG or GIF files
- Plus design requirements below...

BOTH AD + LOGO

Design Requirements

- Save in RGB color format
- Type should be rasterized/outlined
- Provide desired URL for link (in body of email)
- The simpler the better. Your name will be most visible if it's clean, clear, and takes up most of the space provided
- Please no complicated backgrounds (photos)

BITCH MEDIA STRATEGIC PARTNERSHIP CRITERIA

Bitch Media seeks to engage in strategic partnerships with sponsors that match and enhance the organization's mission and values.

A strategic partner

- is committed to being socially and environmentally responsible;
- works toward goals of being anti-sexist, anti-racist, adhering to fair labor practices, and promoting healthy lifestyles;
- works to develop common goals and create profound social impact to change the unequivocal gender balance;
- recognizes the benefits of the partnership for Bitch Media, themselves and their constituents or customers.

Bitch Media reserves the right to decline partnerships with businesses or organizations that fall outside of this value system, or that we believe may offend our readers or promote organizations, products or opinions that do not match the organization's values and mission. We also reserve the right to reject partnerships with businesses or organizations that may visually, verbally or by reputation promote ideas or information that is: patently false, libelous, exploitative, hateful, that fails to meet the visual and production standards of our publication, or that Bitch Media staff or Board of Directors determine would be detrimental to the social responsibilities of the organization.

AUDIENCE DEMOGRAPHICS

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BITCH MEDIA HAS A BROAD REACH, WITH MORE THAN...

- **6 million** readers annually
- **200,000** people who like us on Facebook
- **100,000** Twitter followers
- **75,000** subscribers to B-Mail, our e-newsletter
- **25,000** registered users on bitchmedia.org
- **10,000** Bitch subscribers in 46 countries and all 50 states
- **17,000** unique visits a day to bitchmedia.org
- **20,000** monthly podcast audio downloads
- **1,300** retail locations carrying Bitch magazine across the United States



WHO IS THE BITCH MEDIA SUPPORTER/READER?

Bitch Media supporters/readers are young, urban and socially active.

- **43%** are between the ages of 25-34
- **78%** live in an urban center or college town
- **70%** regularly attend music performances, 55% attend art exhibitions, and 39% attend theater performances
- **48%** traveled overseas in the last 3 years, and 92% traveled domestically in the last year

Bitch Media supporters/readers are educated opinion leaders who aren't afraid to speak their minds.

- **98%** read in their free time, and **63%** read more than 10 hours each week
- **49%** are college graduates, and **20%** hold a graduate degree
- **54%** regularly attend lectures and talks
- **24%** wrote a letter to the editor last year, and **12%** addressed a public meeting

Bitch Media supporters/readers are committed activists for social and political causes.

- **89%** identify as politically liberal, progressive, or radical
- **85%** voted in a federal, state, or local election last year
- **30%** worked in a campaign for social justice last year
- **51%** wrote a letter to an elected official last year



Bitch Media supporters/readers are ethical spenders who put their money behind their convictions.

- **74%** donated to a cause last year, and **31%** donated to a political campaign
- **82%** go out of their way to shop at independent and DIY companies
- **84%** purchase environmentally friendly products and services
- **44%** research a company's mission or labor practices before buying its products

Bitch Media supporters/readers are avid web users.

- **56%** regularly read the blog at bitchmedia.org in addition to the print magazine
- **99%** have internet access, and **89%** have visited bitchmedia.org
- **77%** shop and donate online

Bitch Media supporters/readers are loyal fans who trust the organization.

- **44%** have read Bitch for more than 2 years, and **29%** for 5-9 years
- **60%** buy every issue, and **88%** save their copies
- **56%** pass on their copy of Bitch to at least one other person
- **56%** have purchased a product or service or supported an organization advertised (by a sponsor) in the magazine, and **51%** have recommended these products, services, or organizations to friends



LOCAL SPONSORSHIP OPPORTUNITIES (OR/WA)

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PACKAGES

EMAIL & EVENT SPONSORSHIP

\$2,000 \$3,500 VALUE / 43% DISCOUNT

NW EVENTS EMAIL

Logo/link to website in NW events email for one year \$1,000

DEDICATED EMAIL

2 dedicated emails to Bitch Media's NW events email list \$1,000

COMMUNITY FORUM EVENT *

Community Forum (Nov)—print and digital visibility \$1,000

BOOK CLUBS *

3 Book Clubs (Aug, Sept & Oct)—print and digital visibility \$500

\$1,800 \$3,000 VALUE / 40% DISCOUNT

NW EVENTS EMAIL

Logo/link to website in NW events email for one year \$1,000

DEDICATED EMAIL

2 dedicated emails to Bitch Media's NW events email list \$1,000

COMMUNITY FORUM EVENT *

Community Forum (Nov)—print and digital visibility \$1,000

* See EVENT SPONSORSHIP (right) for details.

EMAIL

\$1,300 \$2,000 VALUE / 35% DISCOUNT

NW EVENTS EMAIL

Logo/link to website in NW events email for one year \$1,000

DEDICATED EMAIL

2 dedicated emails to Bitch Media's NW events email list \$1,000

\$700 \$1,000 VALUE / 30% DISCOUNT

NW EVENTS EMAIL

Logo/link to website in NW events email for 6 months \$500

DEDICATED EMAIL

1 dedicated email to Bitch Media's NW events email list \$500

\$1,000 \$1,500 VALUE / 33% DISCOUNT

NW EVENTS EMAIL

Logo/link to website in NW events email for 6 months \$500

DEDICATED EMAIL

2 dedicated emails to Bitch Media's NW events email list \$1,000

\$550 \$750 VALUE / 27% DISCOUNT

NW EVENTS EMAIL

Logo/link to website in NW events email for 3 months \$250

DEDICATED EMAIL

1 dedicated email to Bitch Media's NW events email list \$500

À LA CARTE

EVENTS EMAIL

Visibility in 1-2 events announcements/month

	3-6 EMAILS (3 MONTHS)	12-24 EMAILS (1 YEAR)
☒ Logo/link to website	\$250	\$800 \$1,000 value

DEDICATED EMAIL

Dedicated emails to Bitch Media's NW events email list

☒ 4 emails / 40% DISCOUNT	\$1,600	\$2000 value
☒ 3 emails / 30% DISCOUNT	\$1,200	\$1500 value
☒ 2 emails / 20% DISCOUNT	\$800	\$1000 value
☒ 1 email	\$500	