



# Salty.

**NEVERSWEET**





# MEET SALTY

AN INTERSECTIONAL *DIGITAL*  
MEDIA COMMUNITY

**FOR TOTALLY UNAPOLOGETIC  
WOMEN, TRANS AND NON BINARY  
PEOPLE.**

# Salty.

@SALTY.WORLD

SELF LOVE &  
CLIMATE CHANGE:  
WHY I'M  
**MARRYING  
MYSELF**  
AMIDST  
THE CRISIS

**I MAKE  
THE RULES:**  
HOW S\*X  
WORK  
TAUGHT ME  
**BOUNDARIES**

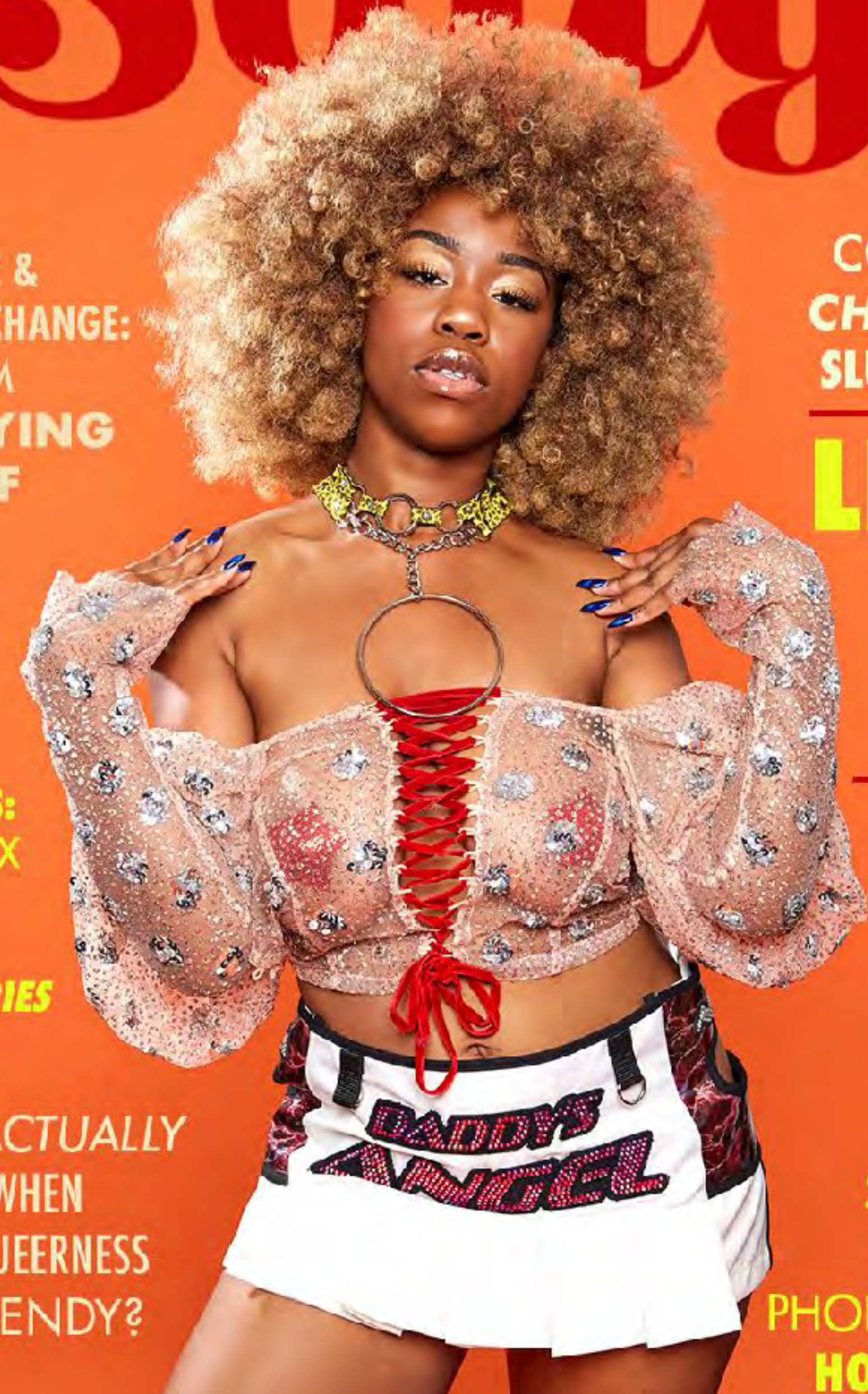
WHO ACTUALLY  
BENEFITS WHEN  
DIGITAL QUEERNESS  
GETS TRENDY?

COVER STAR  
**CHIDERA THE  
SLUMFLOWER:**

**LEAVE  
HIM  
SIS!**

"HOW I  
MAKE \$\$\$ OFF  
SHITTY DUDES  
WHO SEND ME  
UNSOLICITED  
NUDES"

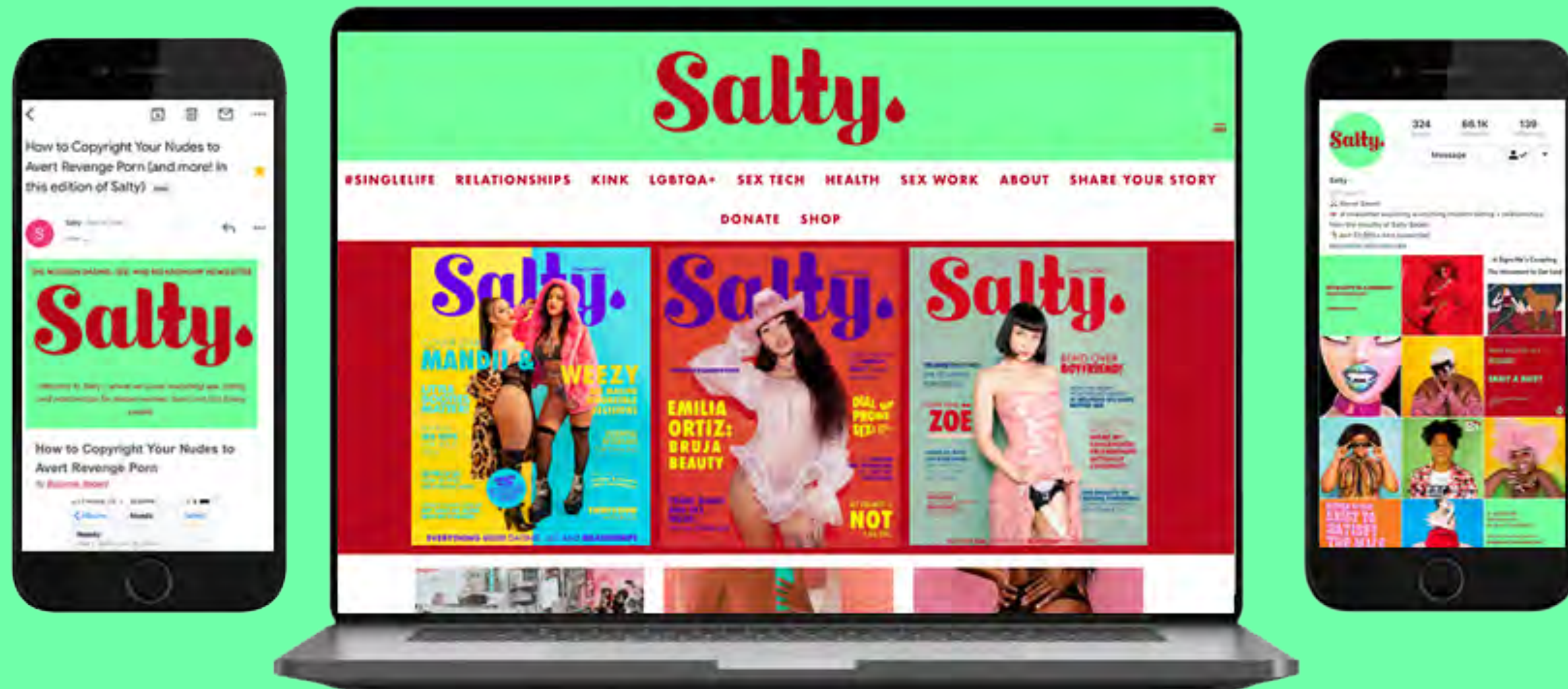
IS THERE  
**STALKER WARE**  
ON YOUR  
PHONE RIGHT NOW?  
**HOW TO CHECK**





# WE ARE

a membership driven digital newsletter, **commerce hub and social media community of hyper-engaged, radically conscious, ultra-informed** women, trans and non-binary people.





# WE'RE NOT

A TRADITIONAL MEDIA COMPANY

**WE DON'T TALK DOWN TO WOMEN,  
TRANS AND NONBINARY PEOPLE...**

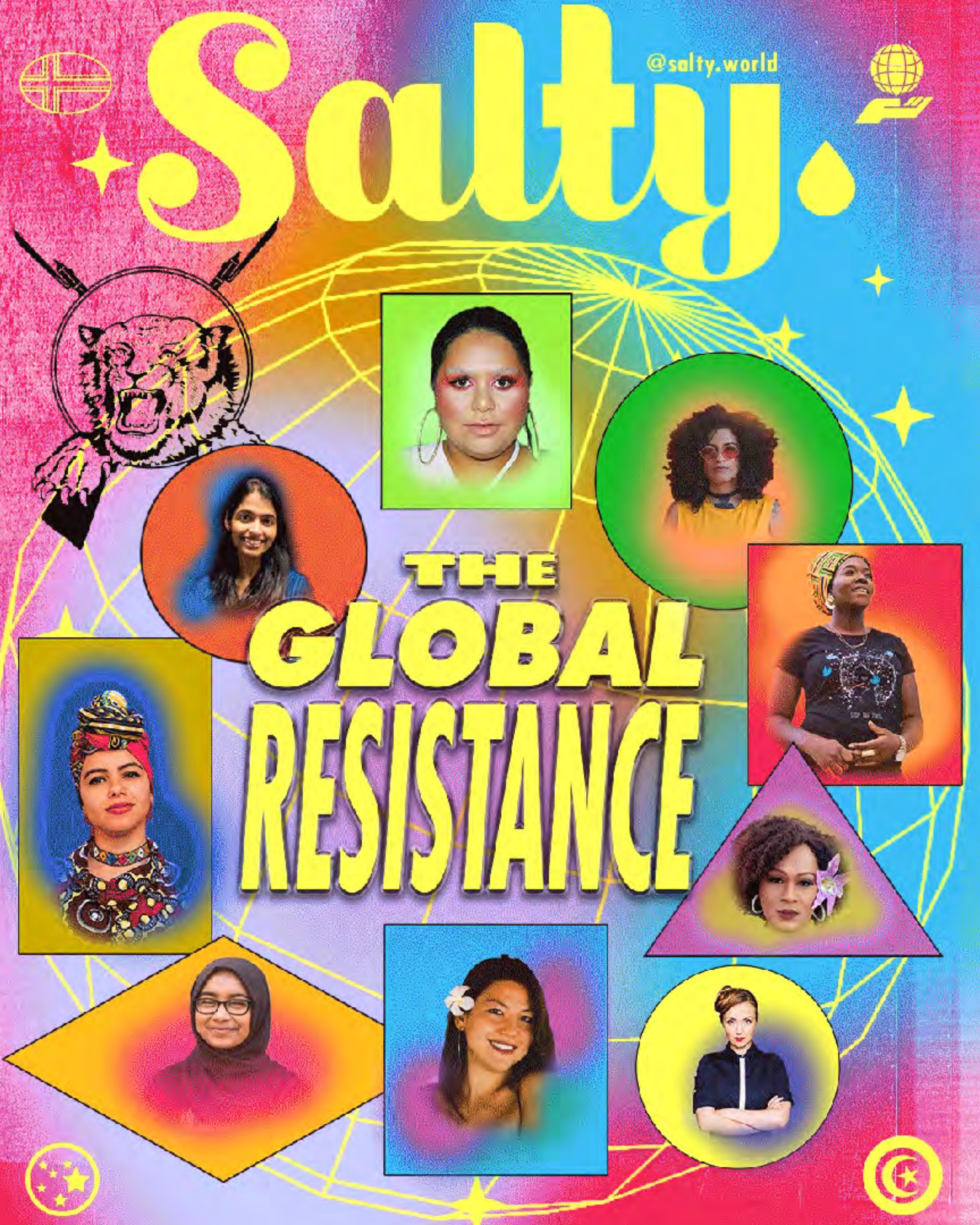
Unlike big media conglomerates who attempt to keep up with fleeting trends, and inauthenticity tell female focused, non-binary stories with a cis, white, male gaze...

**WE PASS THEM THE MIC TO SHARE THEIR  
OWN EXPERIENCES AND STORIES.**

Salty boasts a community of highly engaged readers who contribute their own stories and engage in deeply nuanced conversations about their shared, unique experiences.







# SALTY'S

## BRAND ETHOS

Salty contributors **keep it real**. They speak to their own experiences and truths.

We maintain a **sex and body positive, pop-cultural look and tone**.

**Inclusivity and diversity** have been baked in to the brand DNA since day one. We take it very seriously.

We are a supportive community that's **anti-toxicity** — we don't police, bully or threaten. **We celebrate each other**.

We have a unique, authentic editorial process that delivers **maximum reader engagement**.



# PHENOMENAL TRACTION

We launched in March 2018, and in our first two years we've caused a stir, seeing **notable traction and proven conversions**. Salty's fresh, outsider driven, radically inclusive mission — paired with our digestible, sharable social content and newsletter strategy — has struck a tone with Millennial and Gen Z women, trans and nonbinary people.



**2.3mm**

Total Impressions  
Per Month across  
platforms



**128,000**

Social Media  
Followers



**28%**

Newsletter  
Open Rate



**51,000**

Newsletter  
Subscribers



**88%**

Women, Trans  
and Non-Binary



**83%**

18-35  
12% 35 - 44



# DEDICATED COMMUNITY

In 2019, Salty launched our membership program and the response proved what we already knew- **our readers dedicated to our mission and community**. Because accessibility is important to our community, our core content remains free for all readers. The subscription numbers indicate both our readers commitment to the platform and **appetite for meaningful content**.



**4% conversion from newsletter to paying monthly members**

**4x**

**4x the industry average for conversion from free subscription to paid membership**



**Continued steady growth rate of both newsletter subscribers and paying members**



# WHAT THEY SAY ABOUT US

//

The biggest difference between **Salty** and other "inclusive" women's media though? **Salty** actually does the work, in the sense that they refuse to speak on behalf of others.

//

**PAPER**<sup>®</sup>

//

The bright, brash voice of **Salty** cuts through the millennial pink clouds of other sex and dating sites.

//

healthyish

//

**Salty** is radically, authentically and fiercely body and sex positive, intersectional and multidimensional. In short, Salty is a place for modern feminists like me.

//

A M B E R   R O S E

//

**Salty** is bringing intersectional feminism into the bedroom, or dungeon, depending on what you're into.

//

girlboss







# HOW SALTY WORKS

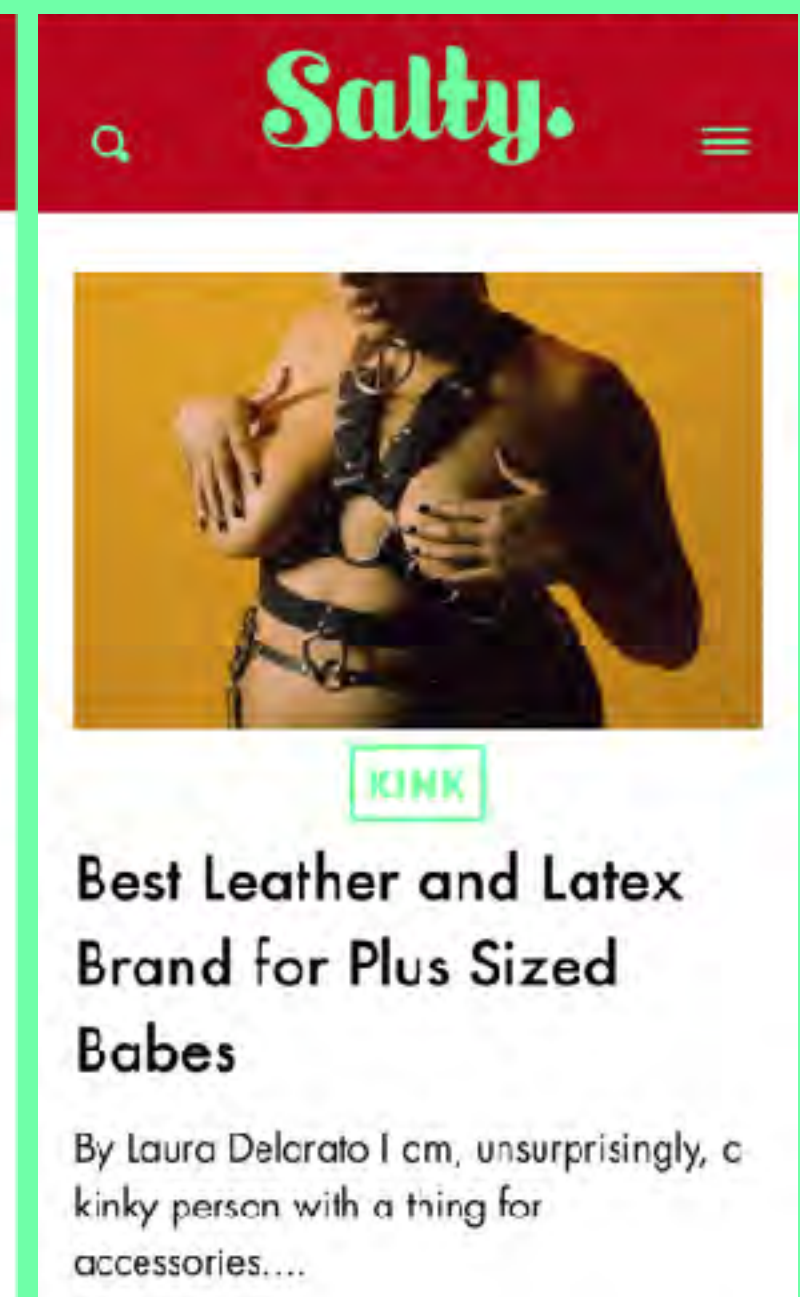
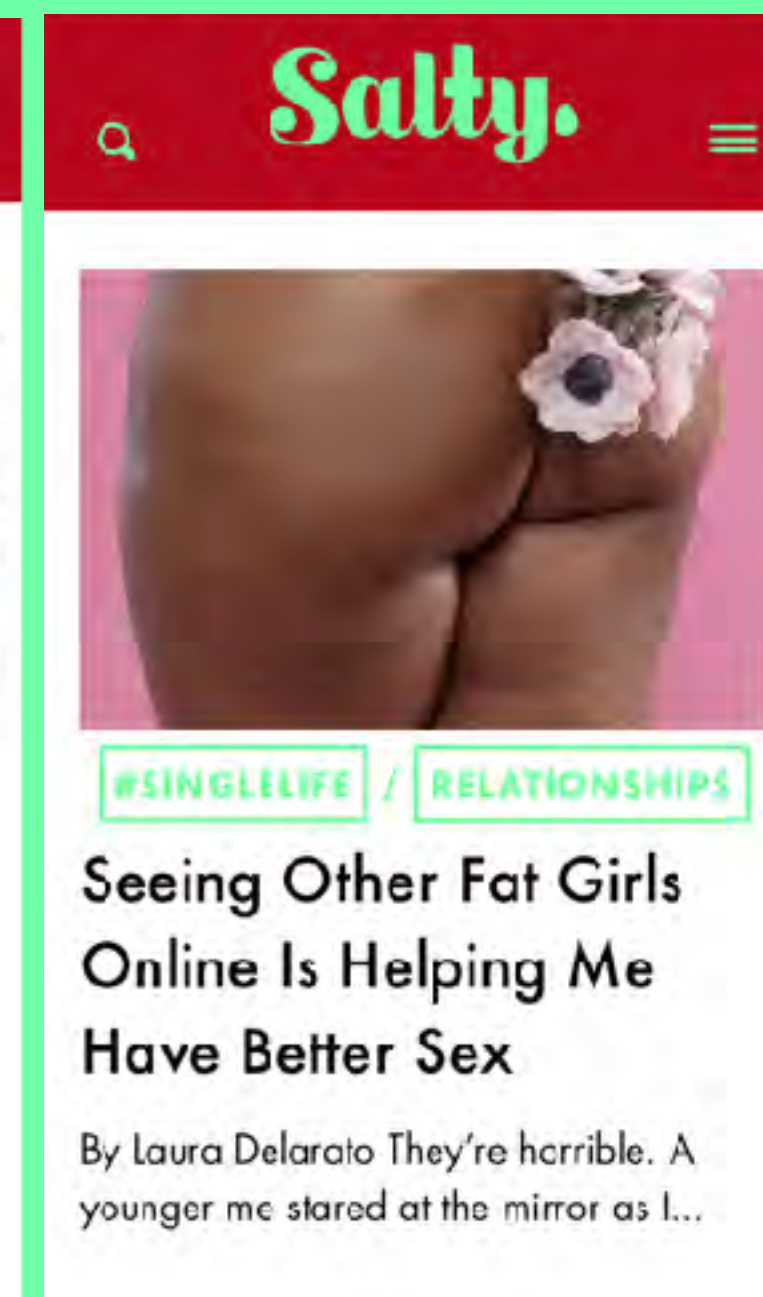
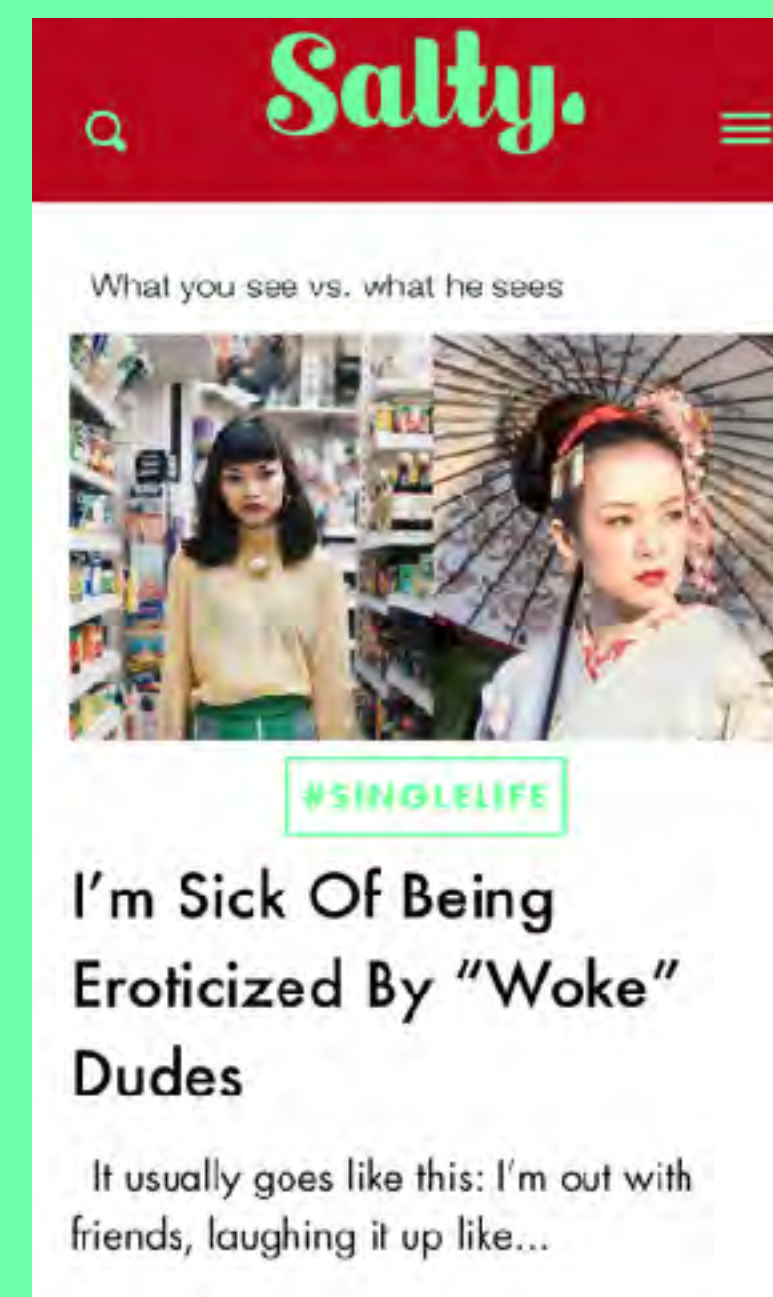
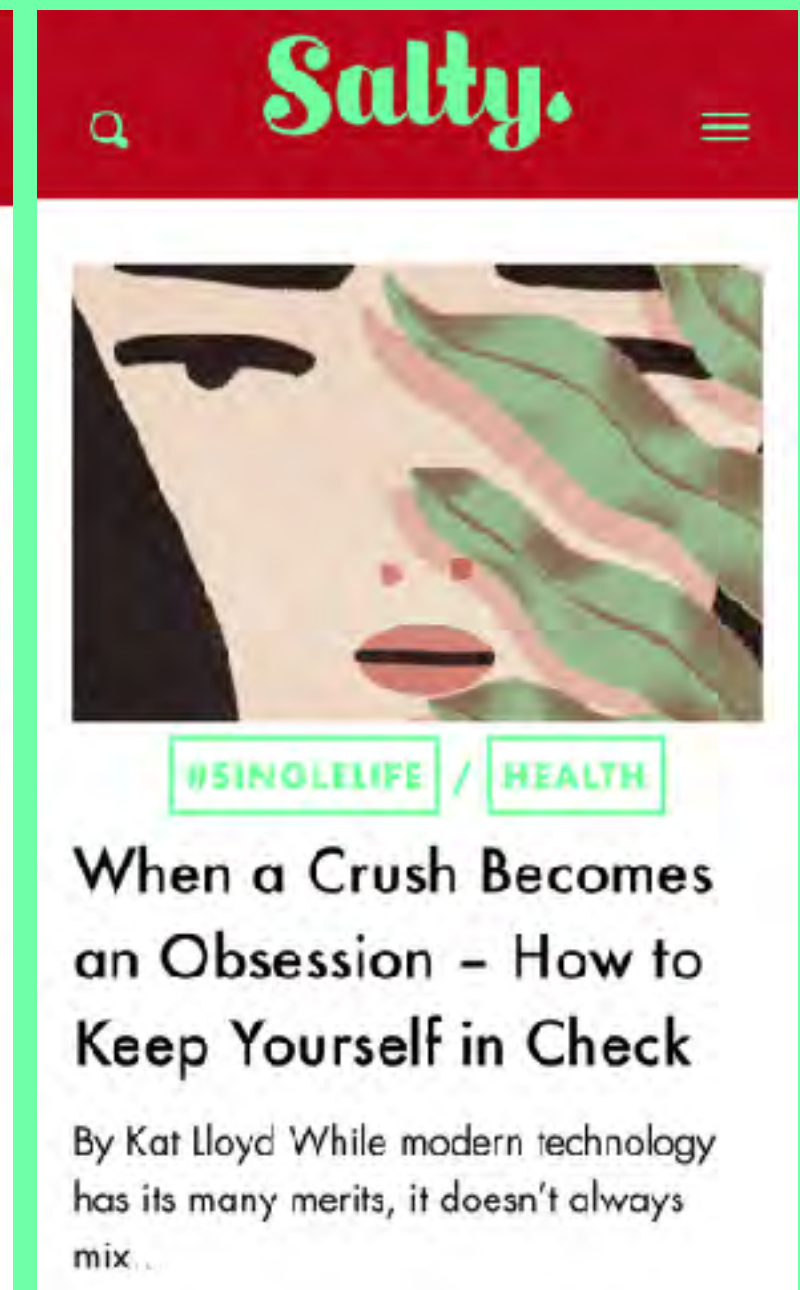
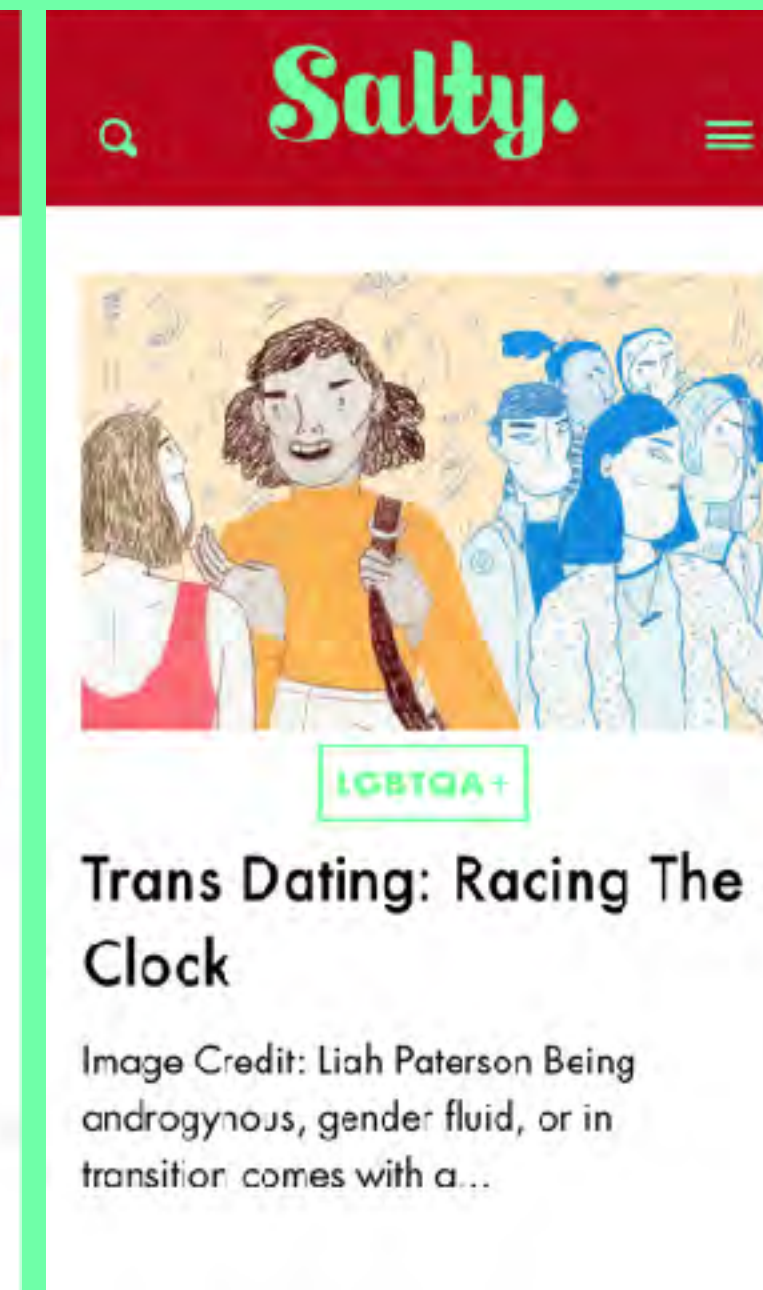
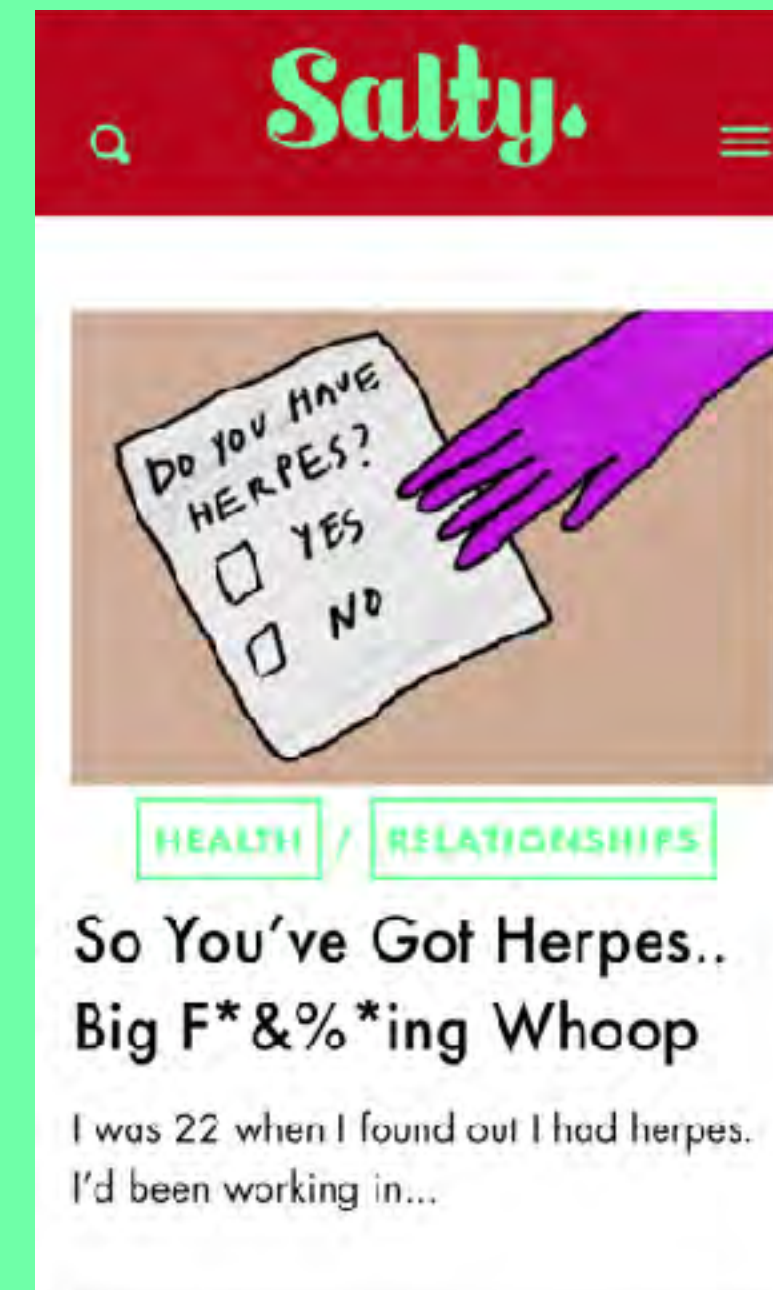




# SALTY COMMUNITY GENERATED CONTENT

**We pass the mic to our vibrant community to share their unique and valuable stories, advice and lived experiences.**

Radical Authenticity is core to our editorial process, and our proprietary submission and assignment processes work to eliminate editorial bias. For example, if it's about being a black woman, it's written by a black woman, and top edited by a black woman.





# SALTY COVER STARS

Each month Salty features one inspiring, outspoken influencer as our Salty cover star.

In an original, creative editorial article, each cover story is distributed via the Salty newsletter and on Salty O&O social accounts. Our ambition is to celebrate those who have been overlooked by traditional women's media- including **activists, influencers and progressive thinkers.**





# SALTY ORIGINAL VIDEOS

We collaborate with our cover star talent, as well as our community members to develop custom, original videos optimized for our social channels.

Salty videos amplify the perspectives and voices of women, trans and non binary people. They are informative, bitesized, funny and sharable. **Our video strategy is tailored towards social media virality.**







# OUR COMMUNITY



**SALTY BABES ARE**

**PROGRESSIVE,  
SEX POSITIVE,  
BODY POSITIVE  
AND INCLUSIVE.**



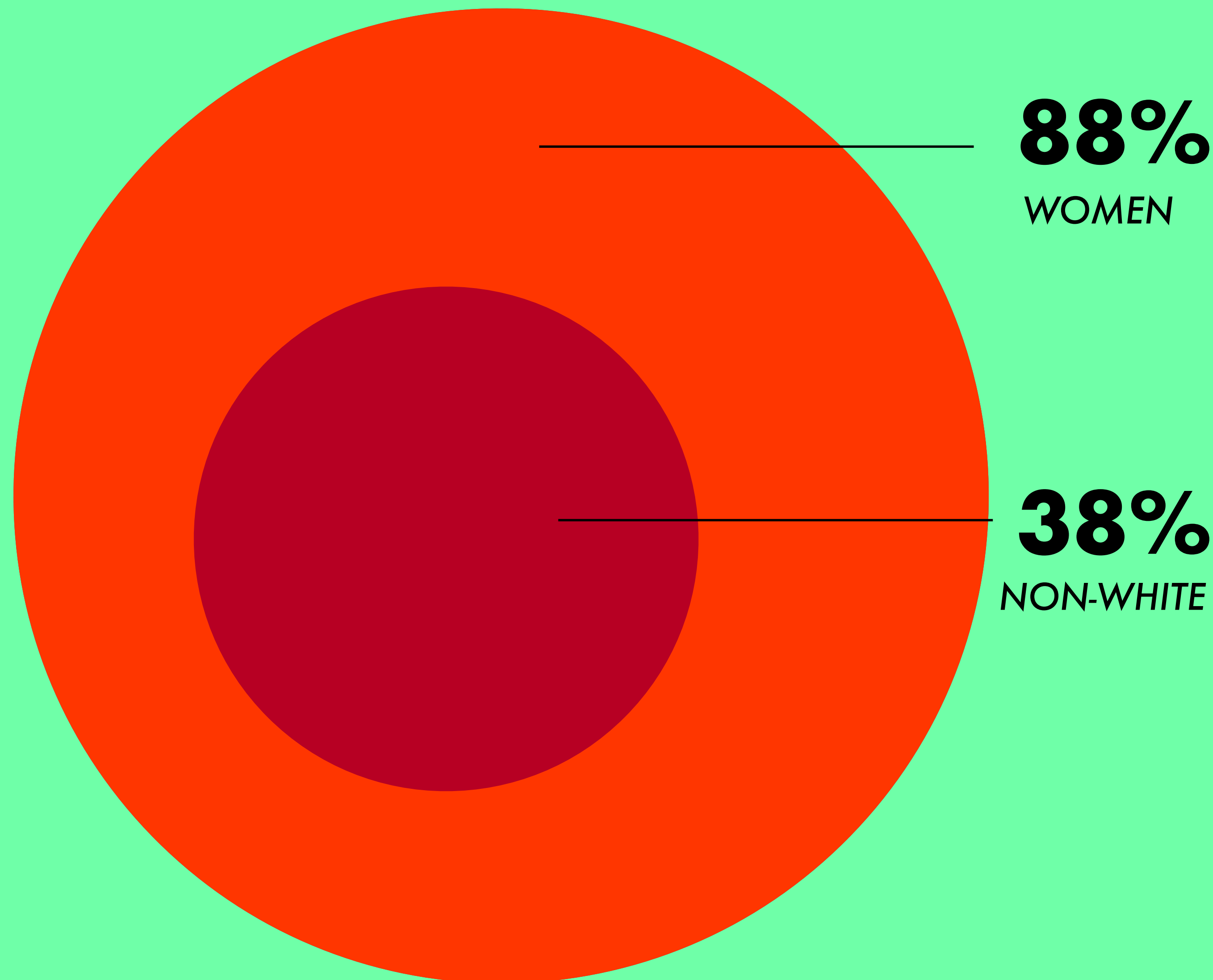


# OUR AUDIENCE IS PRIMARILY COMPRISED OF WOMEN.

## SALTY BABES LIVE IN:

- UNITED STATES **60 %**
- UNITED KINGDOM **11 %**
- CANADA **6.3 %**
- AUSTRALIA **5.3 %**
- BRAZIL **2.3 %**

**70%** OF READERS AGREE:  
“**SALTY** MAKES ME  
FEEL REPRESENTED”





# AGE DEMOGRAPHICS

83%

OF SALTY'S AUDIENCE IS  
COMPOSED OF READERS  
AGED 18-35

17%

OF SALTY'S AUDIENCE IS  
COMPOSED OF READERS  
AGED 35-44





# **SALTY + YOUR BRAND** ***PARTNERSHIP OPPORTUNITIES***







# WHY WORK WITH SALTY?

**Reach a highly engaged, authentic, invested audience** of women, trans and nonbinary consumers.

**Demonstrate your brand's commitment to diversity and empowering women, trans and nonbinary people.**

**Build brand equity by helping share untold stories** from an authentic, trusted voice.



# PARTNERSHIP OPPORTUNITIES

\*PACKAGES  
AVAILABLE

## Editorial Sponsorship

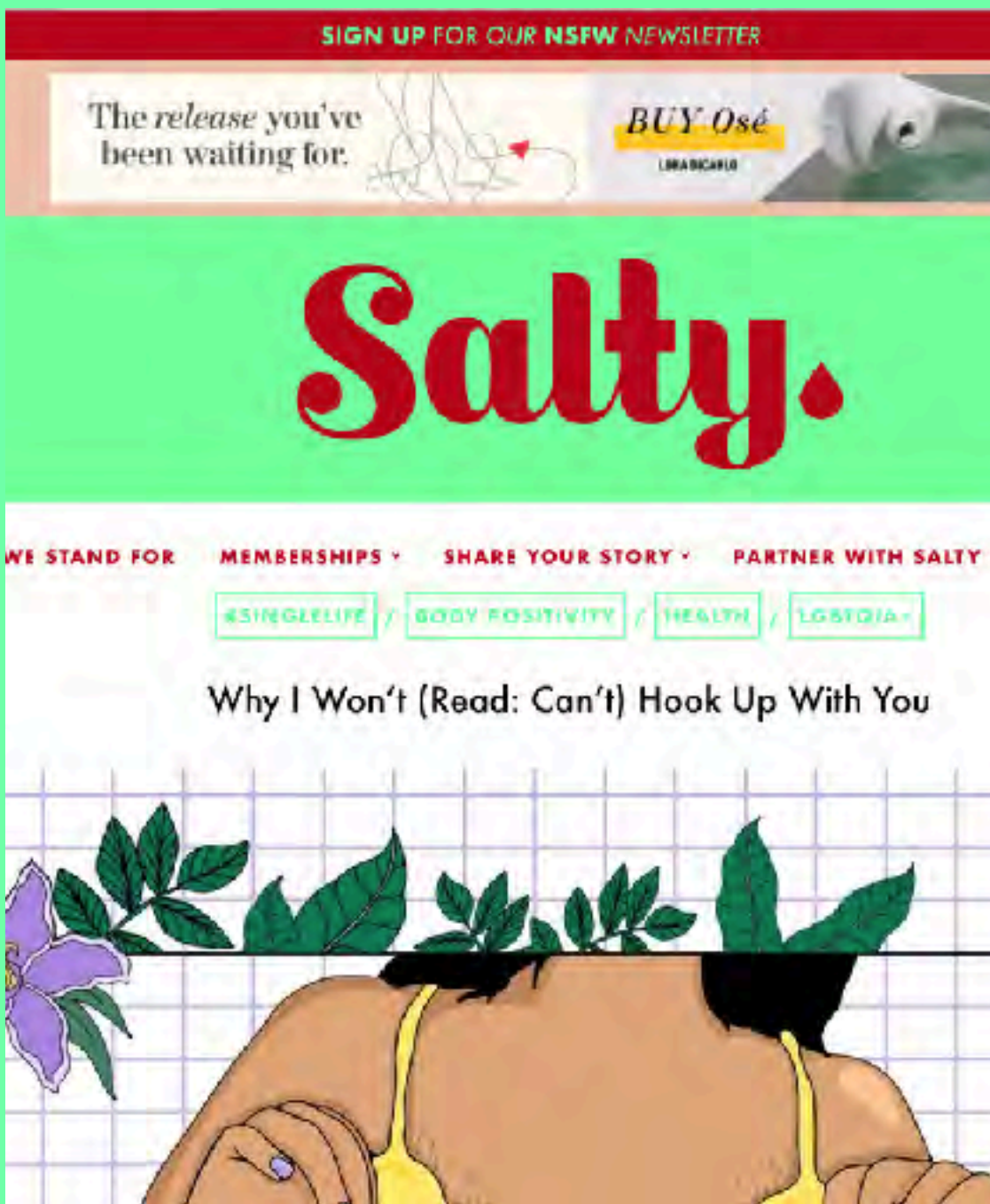
Support our biggest monthly influencer program, the Salty cover story- shared via social, newsletter and website. Approx 450,000 monthly impressions.



\$13,000 PER COVER

## Banners on Salty Website and Newsletter

Surround Salty's exclusive content with banner ads across our site and in our newsletter. Approx 120,000 monthly impressions.



\$5,000 PER MONTH

## Host or Sponsor a 'Salty Sessions' Digital Wellness Event

Position your brand within one of our monthly digital wellness and / or education sessions.



\$2,500 PER SESSION

## Label-Free Content Made With Salty's Mission of Diversity and Authenticity

Salty can activate our vast network of diverse creators and influencers to make content for your brand to use.



STARTING AT \$10,000



# SALTY SUCCESS STORIES

## Salty + Amber Rose

Salty collaborated with model and activist Amber Rose to create a co-branded Salty edition of her monthly Slutbox. The release was accompanied by themed editorial articles.



## Salty + #TheRealCatwalk

In 2018 and 2019, Salty partnered with The Real Catwalk to celebrate all bodies, and highlight the need for inclusivity in fashion. We launched over 40 covers featuring models from the event.



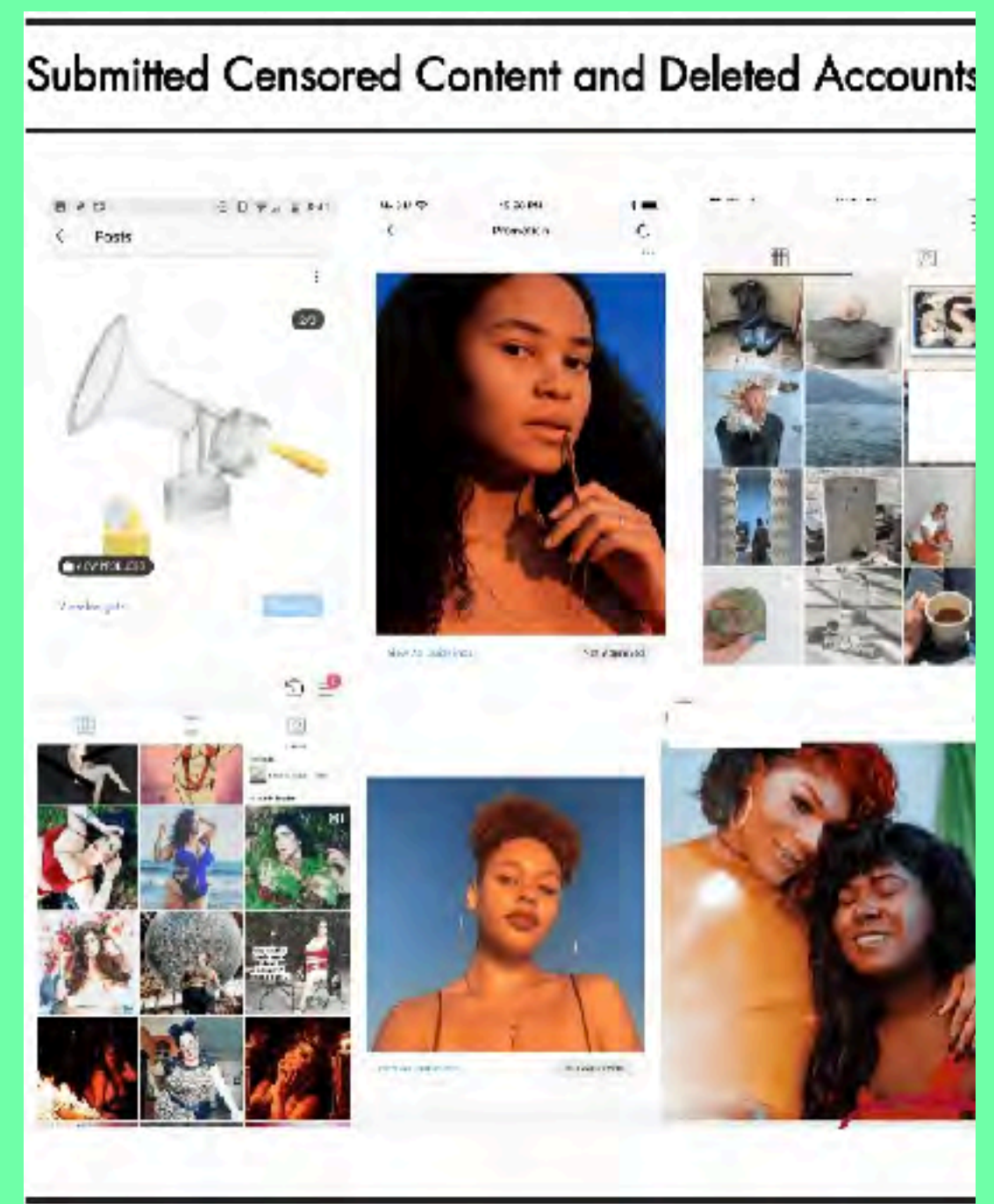
## Free Self Defense Class

Salty partnered with Brooklyn Brazilian Jujitsu to teach a self defense course specifically for women, trans and non binary students. The course ran for 8 weeks.



## Algorithmic Bias Project

We created an in-house research team and compiled data from our readers to gain a deeper understanding of how algorithmic biases on social media are affecting our community.



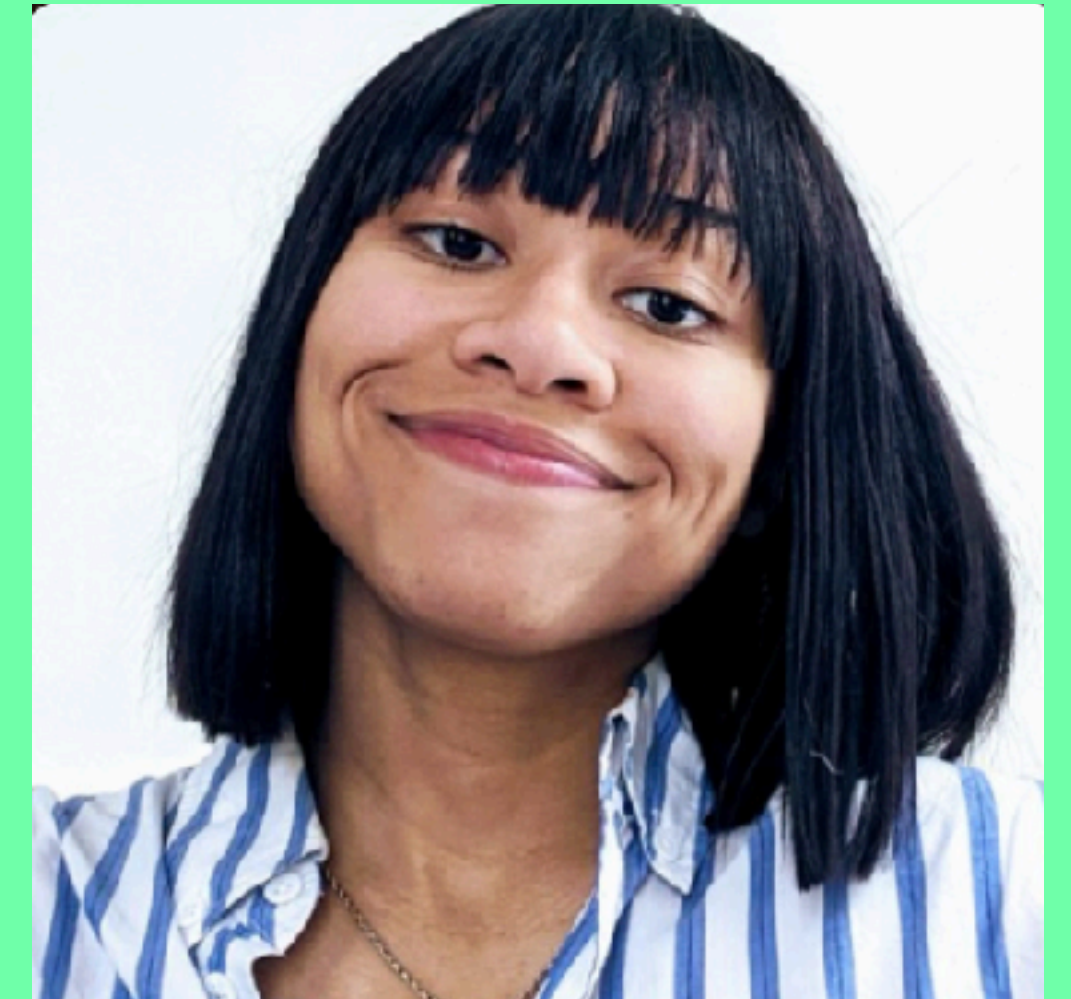


# THE SALTY TEAM



Salty Founders are Digital Strategist **Claire Fitzsimmons** (She/ They) and Editorial Director **Nikki Brown** (She/ Her).

Salty is supported by a diverse team of freelance contributors, strategists, creatives, technologists and editors.





“Salty stands behind those that others don't see any value in.

Salty takes risks, they are not afraid, they stand for something, and have deep rooted integrity. ”

**- SALTY READER**







# LET'S WORK *TOGETHER!*

**CONTACT:**

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