Reductress

Advertise with Reductress

"One of the Top 100 Websites for Women in 2013"
- *Forbes Magazine*

What is Reductress?

Reductress is a fake women's news magazine, parodying all woman-focused media, including blogs and consumer culture.

The Reductress Reader:

- Female
- Age 25-34
- Graduated from College or Graduate Program
- Earns $50-$150k/year
- Does not have kids

People who read Reductress Also Read:

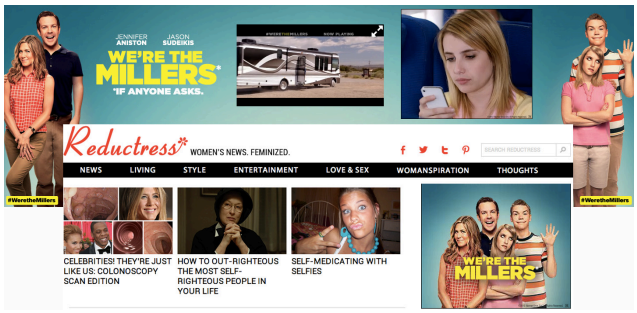
JEZEBEL
xojane
xoVain
the ONION
the hairpin
REFINERY29

Traffic:

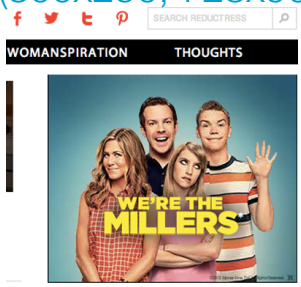
500k+ Unique Visits/Month
750k+ Pageviews/Month
Time Spent: Avg. 2 Minutes Per User
Most Popular in: US, Canada, UK, Australia, Denmark
8k + Combined Social Media Following

Display Advertising Opportunities

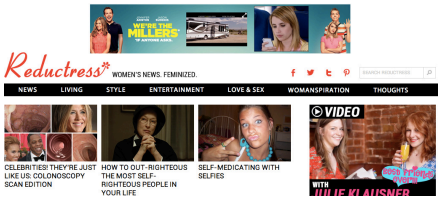
Homepage Takeover



Standard Display Blocks (300x250, 728x90)



Roadblocks



Homepage Takeover
$14.00 CPM

Roadblocks (970x90)
Homepage: $7.00 CPM
Inner Category Pages: $3.50 CPM

300x250 Post/Content Pages (top placement)
$3.00 CPM

728x90 Post/Content Pages (top placement)
$4.00 CPM

Sponsored Posts
We are happy to discuss options for sponsored posts that fit your advertising goals and budget. Please reach out to our team at info@reductress.com for more information.