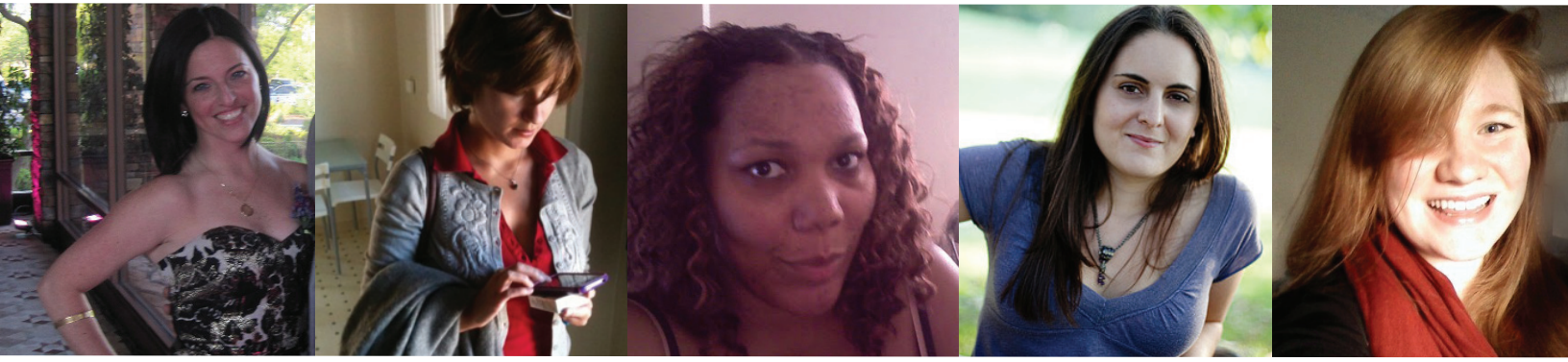


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2011 Media Kit



MOXY MAGAZINE

For women with big cojones... And bigger dreams.



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Book Review: A Place of Yes
KRISTIN OFFILER // JUL 8TH, 2011

Most people know Bethenny Frankel as a reality TV star from the Real Housewives of New York and her spin-off shows, Bethenny Getting Married? and Bethenny Ever After. What people may not realize is that she's actually a very savvy businesswoman who figured out how to leverage her time on the screen to help her establish...

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5 Things You Might Not Know About Your Breasts
P.S. JONES // JUL 6TH, 2011

Breasts are the most important body part in the world. Disagree? Name another body part that offers sexual arousal AND nutrition. That we spend more money dressing (with the exception of our feet). That get more stares. That more women spend more time obsessing about. Boobs and obsessions go hand in hand. There's...

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July 2011: Alternative Lifestyles
KIM COUGHLIN // JUL 4TH, 2011

Countless coming of age stories revolve around a character who is trying to find out who they are and where they fall in regard to the norm. There's the outsider who is dying to get in, the insider who longs to break out, or the motley crew of token characters who all feel misunderstood. The final conclusion...

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Roommate Negotiations
KAITLYN CALALUCA // JUL 1ST, 2011

There are a ton of books, websites, and forums dedicated to roommate planning and negotiating, but it is my belief that nothing can better prepare you for living with others than experience. I have had my fair share of roommate combinations—from my first shared dorm room, to my own apartment on the North Shore of...

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At Moxy our tagline is “for women with big cojones and bigger dreams,” and our goal is to help women in their 20s and 30s make those big dreams a reality. Right now we get about 1800 unique visitors a month and about twice that many page views.

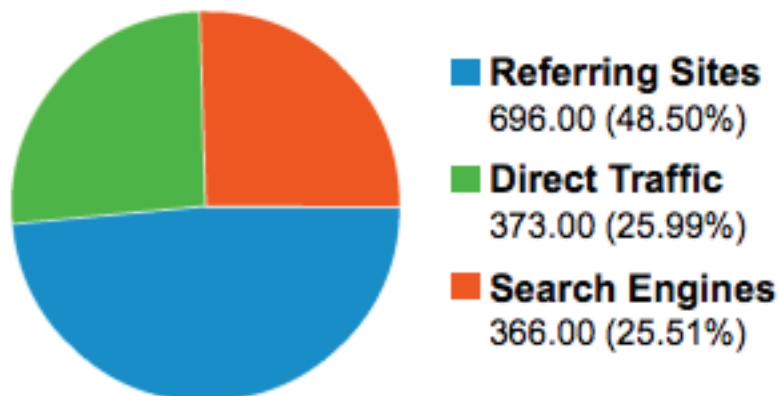
A completely online publication, we publish new content three times a week on the website and everyday through social media, where we tackle the issues our readers are facing in their daily lives. We provide real life stories of women who have been there, tips and ideas for facing these problems and the news they need to stay relevant in today’s quickly moving world.

Media currently tailored specifically for young women tends to view them as one-dimensional. Content geared toward women in this demographic attempts to stereotype them and their interests.

We understand that young women today want real content that will help them get a few steps farther down the path they’ve chosen for their life.

Written for women in their 20s and 30s to provide them with the information they need but no one ever taught them, Moxy Magazine has 1800 unique visitors from 61 countries a month and about twice that many page views.

Visitors stay an average of 2 minutes and look at an average of 2.5 pages. The majority of that traffic comes directly or from referring sites. Only 25% of our visitors find us through search engines—our readers come via recommendation; it doesn't happen by accident.



Currently Moxy offers 4 ad spots on the website; these ads display on every page of the site. Each spot has the potential to hold up to 4 ads that load randomly. We currently only load one company's ads per ad spot but allow companies to send up to 4 designs (this option allows for a variety, to help garner attention).

Our current ad rate is \$50/mo. However we offer a discount if you buy ads in bulk—it's \$90 for 2 months of advertising or \$120 for 3 months. Ads currently measure 110px x 110px.

We're also open to other advertising options, including giveaways or discounts to promote your company to our readers. This can be a discount or giveaway of your own products, or of products provided by you but given away on our site. We are also seeking affiliate partners and companies to partner with when creating unique products to sell in the Moxy Shop.

For partnership opportunities, contact:

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