



love
to
know

Media Kit 2017



About LoveToKnow

LoveToKnow is the #2 destination for women online! We specialize in providing our audience with intelligent and quality editorial content on every subject. Our editorial rich site is the perfect place to advertise: content rich advertising is the best positioning to create brand awareness and call-to-action. At LoveToKnow, you can research and learn about any subject within our 90+ channels with leading edge articles written by over 40 world class editors.



Advertise with LoveToKnow

Advertise to one of the highest shopping index sites as reported on comScore!!! The average index for "retail" worthiness is 100, however at LoveToKnow we are two and a half times the average at an index of 255, with high interest in verticals such as weddings, babies, electronics and more!

Our more than 100 topical channels allow us to target specifics.

MORE THAN
90
EXPERT
WRITERS

MORE THAN
39,000
Articles

Highlights of our channels include:



Business & Finance



Entertainment & Hobbies



Family & Lifestyle



Health & Beauty



Home, Garden & Events



Internet & Technology



Style & Shopping



Travel & Vacations

Plus there are many more categories perfect for content rich targeting.



The LoveToKnow Consumer

Age



7 Million

MONTHLY UNIQUE VISITORS

14 Million

PAGE VIEWS PER MONTH

69%

TRAFFIC FROM MOBILE DEVICES

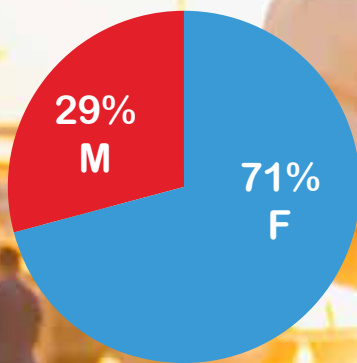
61%

TRAFFIC FROM MILLENNIALS

145,800

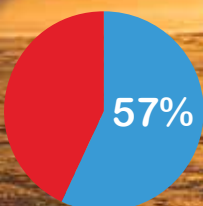
FANS ACROSS ALL SOCIAL CHANNELS

Gender

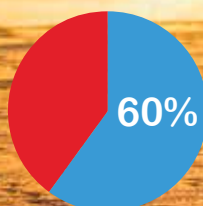


Lifestyle

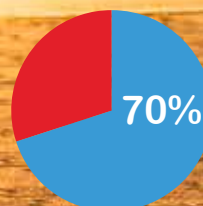
Married



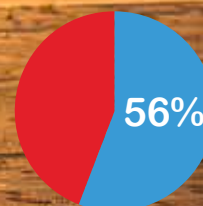
Have Children



Own Homes



Have a College Degree



LoveToKnow Ad Specs

We offer customized programs that allow you to tap into our highly targeted, highly motivated customer base, all within the context of viewing and sharing their most relevant articles. LoveToKnow can drive traffic to your site or store, encourage trial, and help build your brand.

Partner with LoveToKnow– and experience the results.

Desktop Advertising Specifications

Name	Ad Unit Size	File Size	Looping	Placement	Flash
Banner	728 x 90 pixels	20kb	Max 4 times	Top of Page	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Top of Sidebar	39kb
Tall Rectangle	300 x 600 pixels	20kb	Max 4 times	Top of Sidebar	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Slideshows	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Quizzes	39kb

Mobile Advertising Specifications

Name	Ad Unit Size	File Size	Looping	Placement	Flash
Banner	320 x 100 pixels	20kb	Max 4 times	Top of Page	39kb
Banner	320 x 50 pixels	20kb	Max 4 times	Top of Page	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	First Rectangle Slot	39kb

Targeting Capabilities

All Verticals, Geo-targeting, DMA and Zip code, Competitive Ad Blocks, and customized targeting upon request

Ad Server

We use Google DFP, a third party ad serving company

Reporting

We use Google DFP for reporting.

Other Advertising Information

We have a strict CPM model, and do not accept CPC or CPA ads. LoveToKnow does NOT sell text link ads under any circumstances, please do not inquire.



For more information, contact:

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