

LoveToKnow Media Kit 2022



**At LoveToKnow, we're not another women's lifestyle site.
Readers come to us to learn something.**



We Engage

her thirst for knowledge
with informative content
written by **experts**.

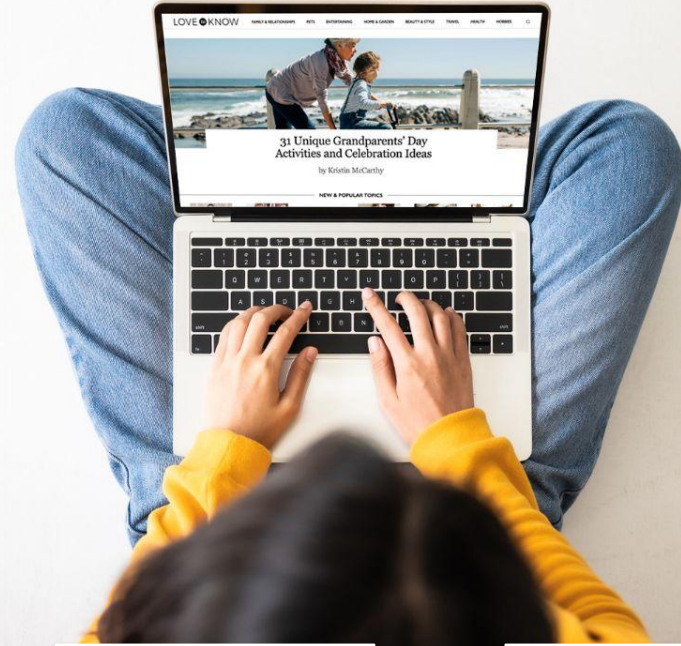
We Educate

her on various topics
through **meaningful**,
long-form content that's
memorable.

We Encourage

her to apply what
she has **learned** to help
her *live a life she loves*.

Meaningful and memorable content
fosters genuine connection.



10MM

Monthly Unique
Visitors

+24%

YoY Growth

5X

More time spent than
the industry average,
+21% YoY

75%

Viewability



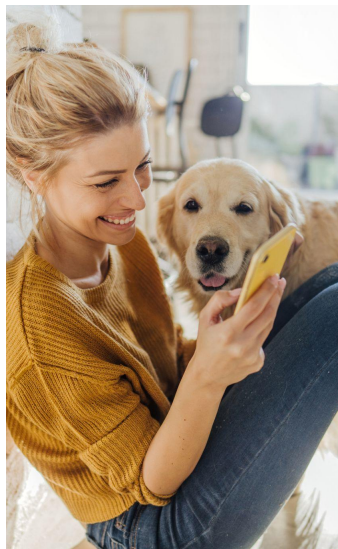
**We speak to the
*next generation
of women.***



75%
Women

67%
Age 18-44, rank #1

34
Median Age



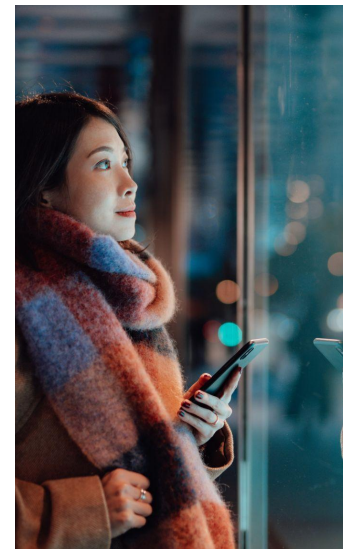
55%
HHI \$100,000+

\$80K
Median HHI



Average 5
purchases per week

72%
are first among friends to
try new brands, products,
and services



95%
say once they find a
brand they like,
they often
tell others about it

What We Do for Brands

LTK Studios

Native Storytelling



Influential Voices



LTK Insights Lab

LTK Targeting Solutions

Programmatic



Proximate by LTK



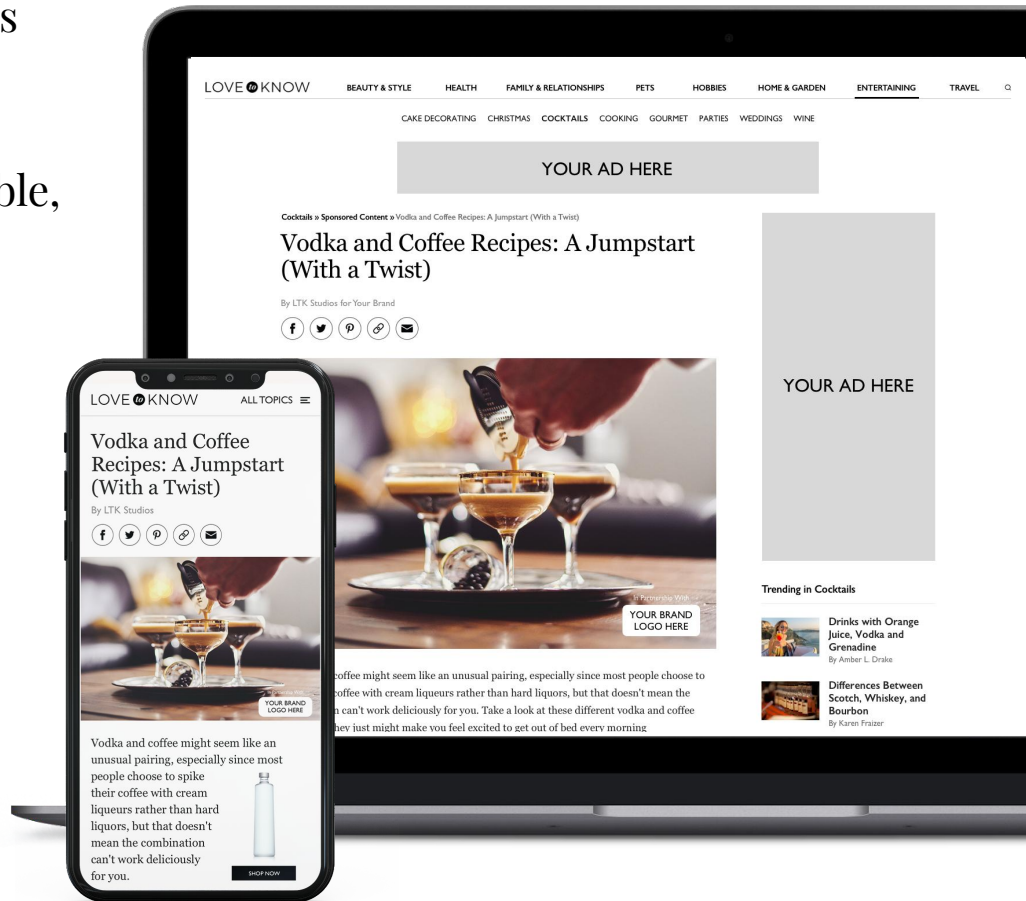
At **LoveToKnow Studios**, we create custom content that is meaningful, memorable, and engages high-quality audiences.

- Native Storytelling
 - LoveToKnow Native Articles
 - LoveToEngage Destinations
 - LoveToShop
- Influential Voices
- LTK Insights Lab

LoveToKnow Native Articles offer brands unmatched access to, and collaboration with, LoveToKnow's expert authors. Advertisers can leverage fully customizable, in-depth **Native Articles** all about their brand and its key messaging.

- Custom title and brand integration throughout
- Brand hero image including *In Partnership with* logo
- Inline ad

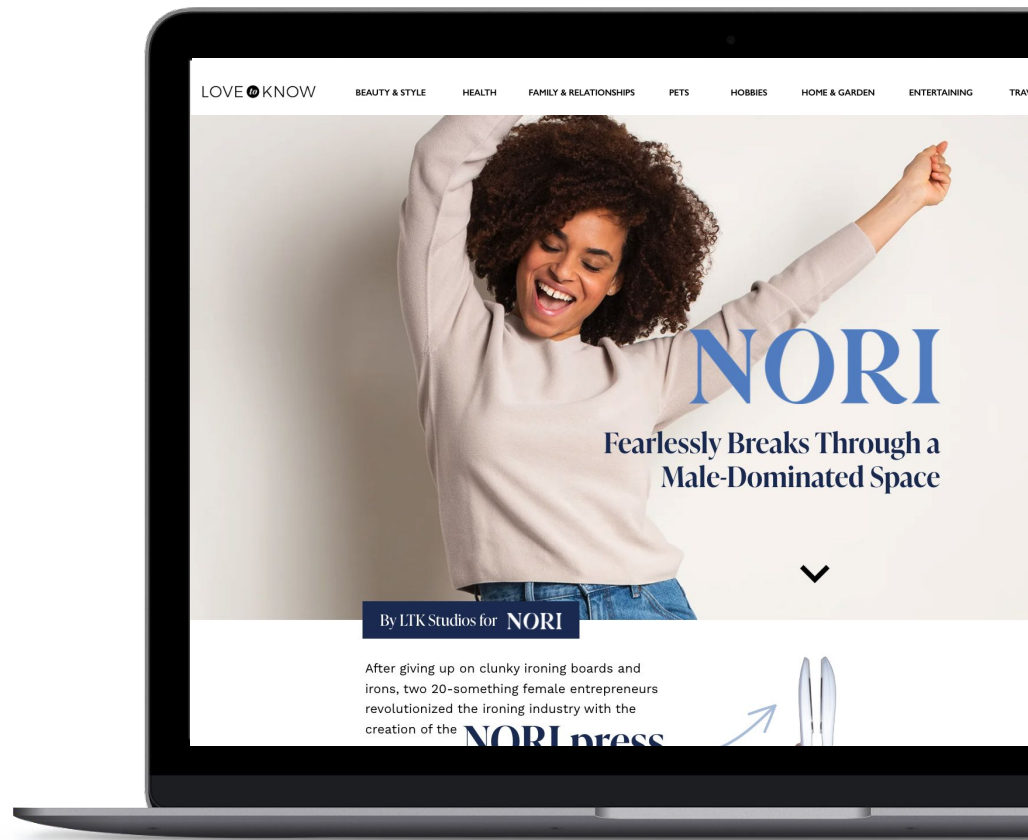
Written in the unique tone and voice of LoveToKnow, **LoveToKnow Native Articles** integrate seamlessly and present advertising information in a way that feels familiar, resonating resoundingly.



LoveToEngage Destinations allow brands to collaborate with LoveToKnow Studios to create enhanced content experiences with dynamic materials and unique design elements. Custom created interactive formats foster heightened consumer curiosity and content consumption.

- Custom interactive design treatments and brand integration throughout
- Branded *By LTK Studios* for brand logo

The highly visual and unique design features of **LoveToEngage Destinations** provide readers with a more engaging interfacing experience, leading to higher engagement metrics for the advertiser.

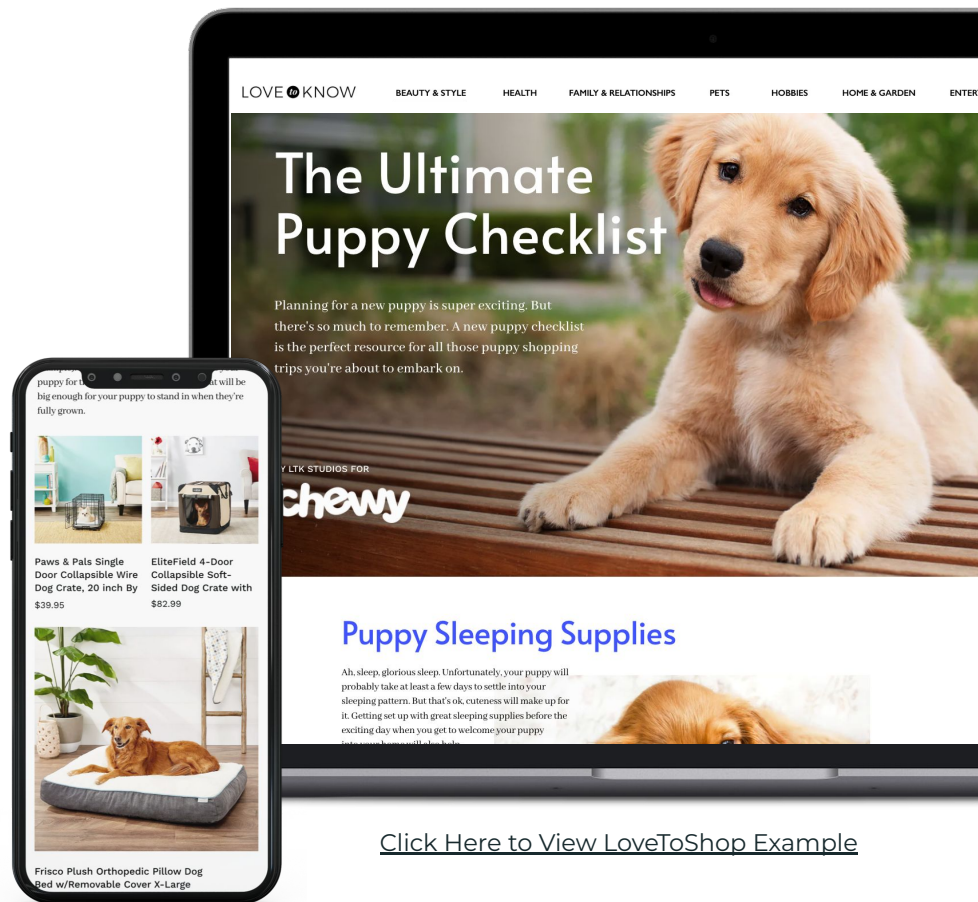


[Click Here to View LoveToEngage Destinations Example](#)

A unique and consumer-first advertising solution, **LoveToShop** blends the point of inspiration with point-of-sale through actionable and ROI driven content. **LoveToShop** are premium native articles with brand curated products featured in a highly shoppable format.

- Branded *In Partnership with* brand logo
- Editor selected and curated shoppable products featured throughout with click-through driving to retail for purchase

From content-to-commerce, **LoveToShop** simplifies the consumer shopping experience by creating a solution for readers, fostering engagement, and driving direct sales for advertisers.

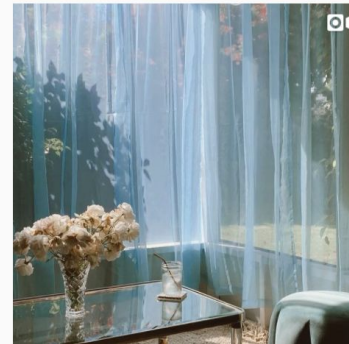
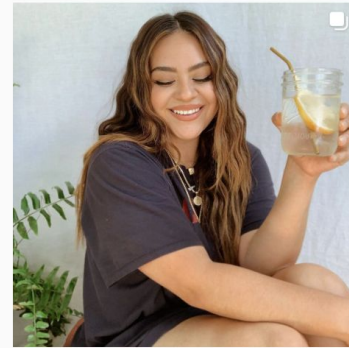


[Click Here to View LoveToShop Example](#)

Influential Voices at LoveToKnow offers brands access to full-service influencer and talent acquisition, management, and execution across content creation and social promotion.

Leveraging **Influential Voices** helps brands capture new audiences, start conversations, and drive conversion.

- [@ashleyscott](#)
- [@kellyinthecity](#)
- [@graceatwood](#)
- [@eattravelrock](#)
- [@simplycyn](#)
- [@jaclynrjohnson](#)



LTK Insights Lab offers LoveToKnow partners a robust suite of research solutions from ideation to execution.

From tapping LoveToKnow's opt-in LTK Community to leveraging third-party strategic partners, **LTK Insights Lab** delivers in-depth insights with unique data ingenuity and unmatched insights storytelling.

LTK Community

- Category/Trend Analysis
- Brand Study
- Creative Testing
- Concept Testing
- Product Testing
- Campaign Effectiveness Study
- Social-First Impact Study

Strategic Partners

- Nielsen
- Millward Brown
- Kantar

An established leader in **Programmatic**, LoveToKnow offers partners the opportunity to reach a uniquely targeted audience across expansive content offerings.

- 75% viewability
- Dedicated in-house team curates highly-customizable, scalable partnerships that perform
- Campaign analysis identifies insights around engagement and overlap to inform optimization in real-time
- Private auctions, preferred deals, programmatic guaranteed



Proximate by LTK

1st party data segments leverage insights around user interest, engagement, and intent to offer the most targeted brand impact.



3.2MM Home Chefs



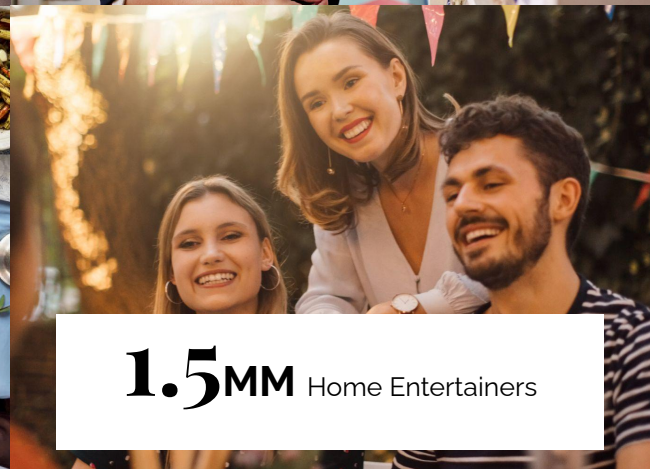
2.4MM Savvy Shoppers



1.8MM Parents



1.6MM Foodies



1.5MM Home Entertainers

Let's work *together*.

Please contact CRO Marc Boswell at marc.boswell@lovetoknow.com.

We look forward to hearing from you!

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