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

Source: Google Analytics 2021 vs. 2020
She’s not just anyone. She’s the next gen woman you’d love to know.

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

Source: ComScore November 2021, 18+ US Audience. Competitive sites include The Spruce, SheKnows, Real Simple, Women's Day, Martha Stewart, Cosmopolitan, PureWow, Tinybeans, HelloGiggles, Wel+ Good; LoveToKnow Custom Study 2021
What We Do for Brands

**LoveToKnow Studios**
- Native Storytelling
- Influential Voices
- LTK Insights Lab

**LoveToKnow 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.
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.
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
LoveToKnow 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, LoveToKnow Insights Lab delivers in-depth insights with unique data ingenuity and unmatched insights storytelling.

LoveToKnow 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 LoveToKnow
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 Linda Joseph at Linda.joseph@lovetoknow.com. We look forward to hearing from you!