



# DANGEROUSLILLY.COM MEDIA KIT

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## Overview

**Summary and Focus:** Hi, I'm Lilly! I've been blogging for 6+ years (I started in June 2008) and have built up quite the loyal readership in that time. People come to me for both my honest sex toy reviews but also for my investigative journalism on sex toy materials and the sex toy industry. While the focus of my blog has shifted over the 6 years I've been here, the current focus is on sex and sex toy education and sex toy reviews; things get broken up with the occasional lifestyle post.

**Content:** One thing that I pride myself on is that, other than re-publishing the blog round-up posts I participate in monthly, all of the content on my site is written by me. My readers trust my opinions and I would not risk that trust by including pre-written content from someone else. My posts generally focus on sex toy reviews or journalism/opinion pieces about sex toy material safety or current issues in the sex toy industry.

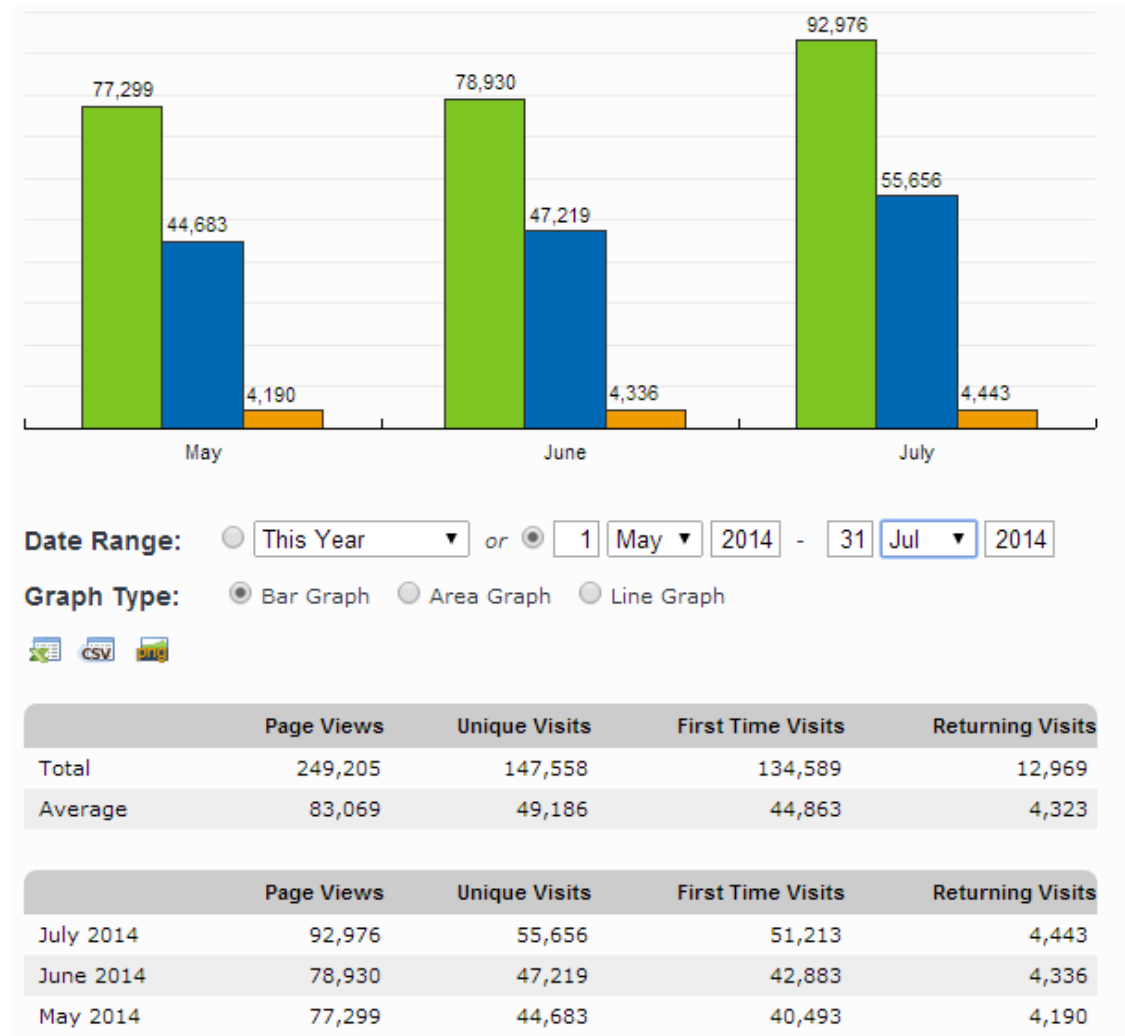
**Traffic:** A lot of my traffic comes from search engines, where people are looking for reviews on a certain sex toy or have a question about something sex toy related. I am listed on the [Blogmetrics.org rankings for Sex Blogs](http://Blogmetrics.org), have an "above-the-fold" spot on the Sex channel at Alltop, participate in monthly blog round-ups, and have written informative pieces for Ask Dan and Jennifer and Kinkly.com as well as Tantus, Inc. I have a lot of referrals to my informative pieces from Yahoo's Ask as well as Reddit. I even did an IAMA on Reddit which was met with a lot of success. I also am a moderator on the Reddit sextoys board; I link to reviews and informative pieces daily, and my traffic has increased a lot because of this.

**Keywords:** Unfortunately, I don't know this anymore. The results that can see (which is only 15% of the actual search engine referral traffic) are varied, and focus on sex toy names or sex toy manufacturer names.

# Audience

## Metrics:

**Unique Visitors and Pageviews:** Below is a screenshot that portrays the months of November 2013 – January 2014. As with all blogs, traffic waxes and wanes, but this is a good representation of my “normal” traffic.



Time on Site: 7-9 minutes

Feed Subscribers: 1578

Alexa Ranking: Fluctuates, but stays in the range of 80,000 – 90,000

Google Page Rank: 3

Compete Ranking: 500,000 – 600,000

Domain Authority: 45

Page Authority: 52

**Demographics:** According to Alexa, the reported age group of 18-24 is best represented on my site, who have some college education, with no children. More than 50% of my traffic is US-based, followed by Australia, then Canada, then the UK. However, judging by the reader emails I receive, my audience is fairly well-rounded in age, gender and family life.

## **Ad Formats / Pricing:**

I've gathered my pricing from various advisement articles around the 'net, and base my price on a combination of advise from those and of my metrics. While you may find other sex bloggers who offer a lower price, this is not indicative of the acceptable pricing for my site; it is indicative of their lack of knowledge of pricing. Consider yourself lucky for snagging a low price on their site!

I offer the following options for advertising:

**Square Button (125x125) in the sidebar:** graphic shows up on every page of the site and is placed in the "Site Supporters" section. **Prices start at \$40/month**

**Larger Button (125x250) in the sidebar:** graphic shows up on every page of the site and is placed in the "Site Supporters" section, above other ads. **Prices start at \$60/month.**

**Sidebar Text Link:** A simple text link which will show up on every page of the site; it is place in the "Site Supporters" section. It will be accompanied by the rel='nofollow' language necessary to keep me (and you) from getting in trouble with Google. I will not make exceptions to this, so don't ask. **Prices start at \$35/month**

**Payments:** Must be received in full prior to ad placement. Ads will be placed within 48 hours of payment Receipt (barring unforeseen extenuating circumstances called life, of course). Payments must be made via Paypal.

**Discounts:** Will be offered for 6 or 12 month prepayment. I will offer a 10% discount for 6 month prepayment for text links and 125 Square banners; a 12% discount for Larger 125x250 Banners. There will be a 25% discount for 12 month prepayment on all ads.

## **Ad Policy**

- I make no promises on click-through rate
- No refunds on ads
- I reserve the right to refuse any ad based on content of the ad or the product or site being promoted. I prefer to promote healthy sex toys from sex-positive websites.
- All ads must be relevant to sexuality
- Before any final agreement is made, I must approve of the site/product I am linking to as well as the graphic that will be used.

**Please also note:** Any requests/requirements to modify the ad beyond the guidelines agreed upon prior to payment will be handled at my discretion, and may not happen at all.

**Paid Content, Guest Posts, Free Content:** I don't take "guest posts" from companies and certainly not ones that contain links. I do not have anybody here writing posts except me. I do not even entertain proposals on taking payment for a post containing your links and I'm not interested in "free professional writing" services.

## Review / Affiliate Policy

**Affiliate Program Managers:** At this time, I only enroll as an affiliate if I am actively reviewing at least one new item from your company per month. I do not enroll in affiliate programs for paid sites/services.

**Want me to review your [insert product here]?** I do occasionally review items directly from manufacturers. If you are a retailer, though, I generally prefer to keep my reviewing to companies I also affiliate with. I do need the revenue I generate from affiliate sales! However, I do not guarantee to write a positive review on your product if I don't like it. Once you send me the item it is mine and I will not pay for it or send it back if you're unhappy with my review post or how long I take to review it. Any review stipulations, time frame requirements, etc should be spelled out clearly prior to sending me the item, and be provided freely without me having to pry for these details. Surprise requirements after I've already received the item are null and void. Once a product has been sent to me for review, I will be posting a review that is honest. This does not mean a positive review. I reserve the right to publish my entire opinion, however I see fit. I do not work with companies that ask to review/proof with the intent of controlling my language or opinion in my post before it goes live, nor will I abide by requests to refrain from publishing a negative review. My language will be my own. I will refrain from linking directly to a competitor's site in the review of your product, but I will link to my own posts, about any product and from within the review post, as I see fit. I may also see fit to link to a fellow blogger's review of your product or a similar product and will do so at my discretion.

**Products I will not review:** I do not review websites or stores. I most likely will not review books.

Products for male enhancement, ED, or similar are also not things I review – namely because my male partner does not need them. I'm not into BDSM and likely won't review anything related to that. Despite the fact that there are old reviews on my site for a few BDSM items, and despite the fact that I have reviewed Tantus paddles, I really do not want to review your BDSM-related item.

*I reserve the right to publish via website, Twitter and/or Facebook part or all of emails sent to me that verge upon an abusive, ridiculous, nonsensical or illogical nature. If a missive contains multitudinous spelling and grammatical errors, crude references to sexual behavior, uninvited images of genitalia, threats to consult a Legal Counsel on retainer or to sue for Defamation of Character, please expect to see that correspondence mocked and derided electronically and (possibly) physically set aflame in my own personal backyard.*

*Your act of sending me product to review equals your agreement to my terms and conditions above.*

## **Giveaway Policy**

I don't like to offer frequent giveaways on my blog, but when I do the item must be an item that I personally have tried and would endorse. If those two basic requirements aren't met, I won't give the item away.

In my giveaways, I also do not like to rely heavily on asking the people to engage in social media following and sharing. A great number of my genuine readers are not able to like/post something sexual in nature on their Facebook account, or do not have a Twitter account, etc. I would love to provide your site with traffic, but I ask that we find alternative routes.

I will, if I like the item, coincide a giveaway with a review and list the giveaway on the review post. This would be determined after I have been given the item and feel that I could endorse it.

For all giveaways, I will publicize the giveaway heavily on social media (Facebook, Twitter and Tumblr) and also require the participating company to do the same to encourage new entrants beyond my current readership/followers. I also ask that the prize be given to the winner within 60 days of the contest end. Refusal to follow those will result in me personally never working with your company again, and word will get around to all the other bloggers.