



Your Tango

Media Kit
Summer
2015



BOOKS



WEBSITES



POP CULTURE

LOVE

IS AT THE HEART OF ALL
WOMEN'S MEDIA



MOVIES



TV SHOWS



MAGAZINES

YourTango: The Leader In Love And Relationships

Love. It's the most important, powerful thing in the world.

YourTango is the premier media company dedicated exclusively to love and relationships. We empower our audience to build happier, stronger relationships with those they love most.

YourTango features approachable experts, validating stories, and thought-provoking perspectives from the foremost editorial talent in this space.

Covering all facets of loving relationships — from dating and marriage to friendships, family, and parenting — we strive to nestle the YourTango brand happily in hearts across the globe.



YourTango Engages Users Where It Matters Most: The Heart



Emotions Drive Purchases

We offer the opportunity to connect with women when their most powerful emotions are engaged.

Open Hearts = Open Minds

YourTango has created a warm, trusting space in which women are uniquely open and receptive to brand messages.

Loyal and Engaged Users

Our community of users are more likely to remember, respond to and share information about brands they encounter on YourTango:

70% of readers take action based on content read on YourTango.

The YourTango Reader: Engaging Incredibly Attractive Consumers

We reach **9mm US** (15mm global) uvpm that consist of:

Stylish Influencers



96%

share product discoveries with friends

92%

say looking & feeling good is a priority

88%

enjoy trying new things

75%

view our content on a mobile device/tablet

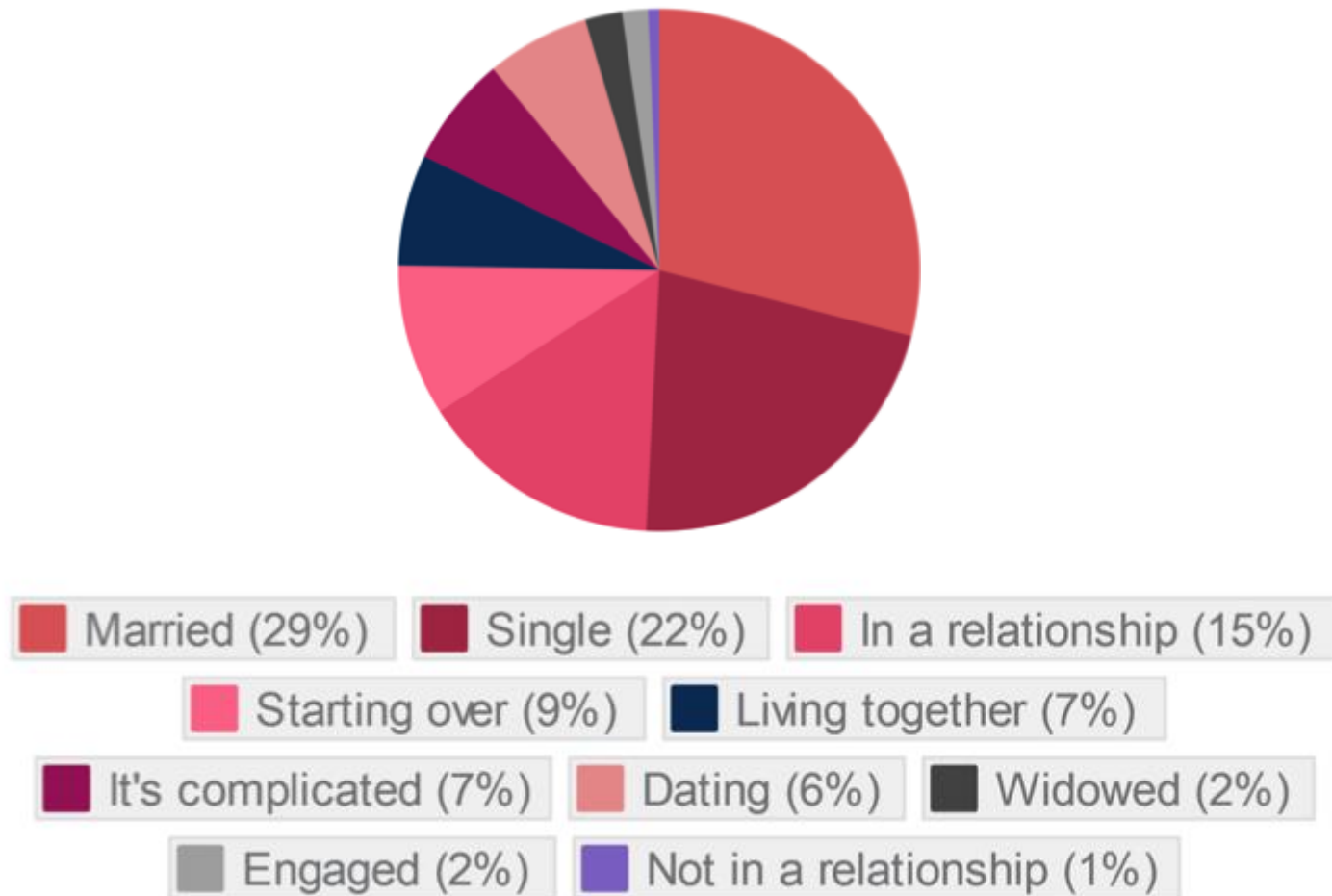
Educated professionals



- Women 21 to 54
- 42% professional
- 84% attended college
- 63% homeowners

The YourTango Reader: Engaging Incredibly Attractive Consumers

We reach women across all love stages.



And Coming Soon ... A New YourTango

YourTango™

Brand Expression

Business card



Website



Email



Social media



YourTango™

Presentations



I Can Sum Up Marriage In These 11 Texts I've Sent My Husband

By *Susannah B. Lewis*

1.2M
SHARES



Our text messages say a lot about our marriage.

Gripping Essays and Compelling Advice

No, You're Not More Of A "Real" Mom Because Your House Is Messy

By Lauren Hartmann

107K
SHARES



Get me off this merry-go-round of comparisons STAT.

YourTango Is...

EDITORIAL

EXPERTS

BLOGGERS

SOCIAL
MEDIA

VIDEO

YourTango features **1,400+ certified experts** who inspire with thoughtful insights, intriguing research and powerful advice. Their content is consistently syndicated throughout our vast partner sites, **reaching a mass audience.**



Helen Fisher

Biological Anthropologist Dr. Helen Fisher uses her scientific research to revolutionize the way we approach love.



John Gray

The #1 relationship expert in the world and author of 17 books, including *Men Are from Mars, Women Are from Venus*.



Harville Hendrix & Helen LaKelly Hunt

Harville and his wife Helen created Imago Relationship Therapy, now practiced by over 2,200 certified therapists globally.



Esther Perel

One of the most recognized thought leaders in her field, Esther is the author of *Mating In Captivity*. She pursues the study of passion and connection in monogamy.

Expert Intelligence and Opinions

YourTango Experts

10 Tips For Raising Perfect, Unspoiled, Angel Kids

By Dr. Sheryl Ziegler

45.9K
SHARES



In Other Words: How Not To Raise A Spoiled Brat (You're Welcome)

Unprecedented insight
and guidance from
love's leading experts.

Expert Challenges



Structured programs led by
top experts to help readers
revitalize their love lives.

15 Things I'm Embarrassed to Tell My Future Husband I Need

By Lindsay Tigar

135K
SHARES



YourTango features a **highly syndicated blogger network** of writers with their own powerful social followings.

YourTango Is...

EDITORIAL

EXPERTS

BLOGGERS

SOCIAL
MEDIA

VIDEO

I Breastfed My Best Friend's Baby — And Have Zero Regrets

By Eden Strong Posted on Mar 11th 2015

73.2K
SHARES



But people were horrified.



200K+ active and engaged fans
comment, share and interact with
our stories and posts on
Facebook, Pinterest and Twitter.

We reach 20 million active
users on Facebook per week.

Super Shareable Social Content

YourTango Is ...

EDITORIAL

EXPERTS

COMMUNITY

SOCIAL
MEDIA

VIDEO



YourTango video content has **50mm+ views** on YouTube and Facebook.

- Smart, unusual video treatments
- First-class production values
- Nearly 2,000 engaging videos

YourTango's video Facebook Manners And You was an Official Webby Honoree!

Videos featuring YourTango thought leaders Harville Hendrix, John Gray, Helen Fisher and Esther Perel are currently in production.

Enthralling Viral Video

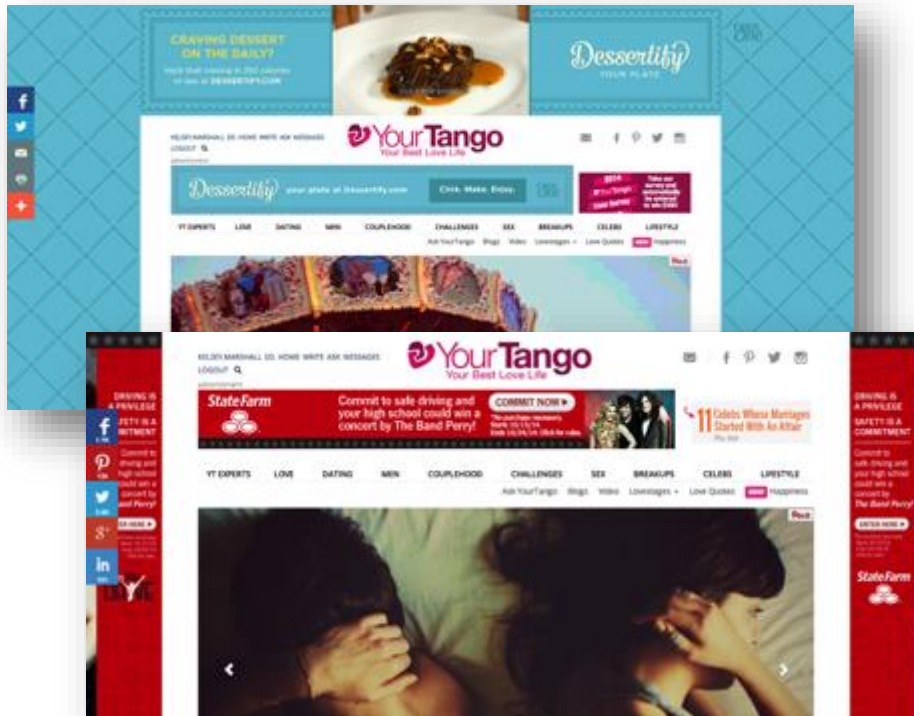
When It Comes To Love, Major Media Brands Choose YourTango

YourTango partners with 100+
syndication partners across the web.



YourTango & Programmatic

YourTango offers PMPs for programmatic ad buys to better meet your KPIs.



- ✓ First look at inventory
- ✓ Premium positions & ad units
- ✓ Sections of the site
- ✓ Audience targeting
- ✓ Krux DMP
- ✓ Viewability guarantees
- ✓ More reliable volume and fill rates
- ✓ Partnerships with Rubicon & Pubmatic

Trojan — “Confessions of a Sexually Active Parent”



- Custom banner creative
- Illuminating research
- Highly syndicated infographic
- Super shareable interactive quiz
- 5 branded content articles
- Highly visible sponsorship
- Twitter party and giveaway
- “Code Words For Nookie” eBook

“Confessions of a Sexually Active Parent” content was syndicated on Huffington Post Parents, Lifetime Moms and more, generating an estimated **15mm+ earned media impressions!**

Durex — Get Closer, Go Further



- 12 original custom videos
- Custom Blog
- eBook
- 2 expert intensives
- Custom research
- 80+ Pieces of original content

The campaign generated 220+ million impressions and hundreds of earned media placements generating an estimated 100mm earned media impressions!

Ford — Love on the Road

2 Reader Surveys

Polled audiences on how their road trips and the vehicles used are valuable in creating stronger relationships.

#LoveOnTheRoad Twitter Party

2.9mm impressions

300K accounts reached



Earned Media:
200mm impressions!

YAHOO!
FINANCE

travel
CHANNEL

REUTERS

COSMOPOLITAN

MarketWatch
THE WALL STREET JOURNAL

Bloomberg

TiVo Roamio — TV (For) Lovers

Is This Favorite Pastime Ruining Your Relationship?

Tweet 48 Facebook 46 +1 10 reddit 10 COMMENT 6

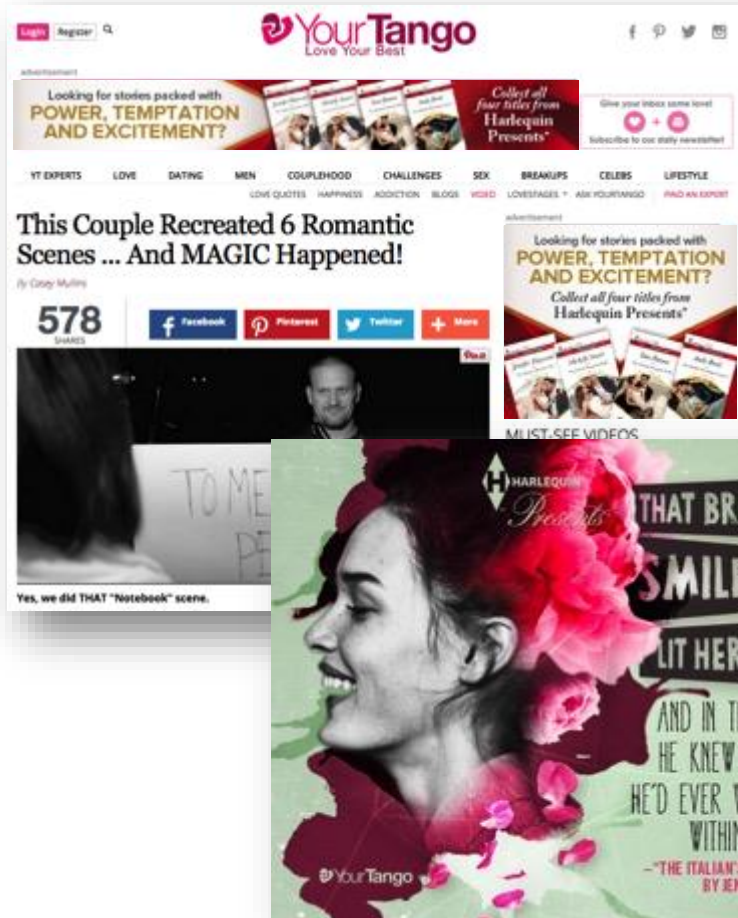


TV for Lovers

- Original video content
- 3 gift guides promoting brand
- 3 pieces of original editorial
- 3 newsletter sends
- 100% SOV on all content
- ROS banner media
- Rich media takeovers with skins
- Custom video splash page

Content from TiVo's "TV (For Lovers)" campaign was syndicated to the Huffington Post, Fox News Magazine, Bustle, MSN Living and more.

Harlequin Presents — Big Society Weddings



2 Blogger Content Pieces

800+ shares

100% SOV

Original photography

5 Custom Branded Graphics

567 shares

1,715 likes

66,000+ reach on Facebook

Sponsored Newsletter

Featured editorial content

Rich media ad

50,000+ impressions

“The 15 Golden Rules For An Everlasting Marriage” has been syndicated and featured by Fox News Magazine.

Essie Professional — Share the Love

YIKES! What Do Your Fingernails *Really* Say About You?

By Kelsey Marshall

236
SHARES



YourTango has generated more than **1,700 responses** to Essie's Share the Love survey that polls readers on how they associate salon visits with bonding with their friends and partners.

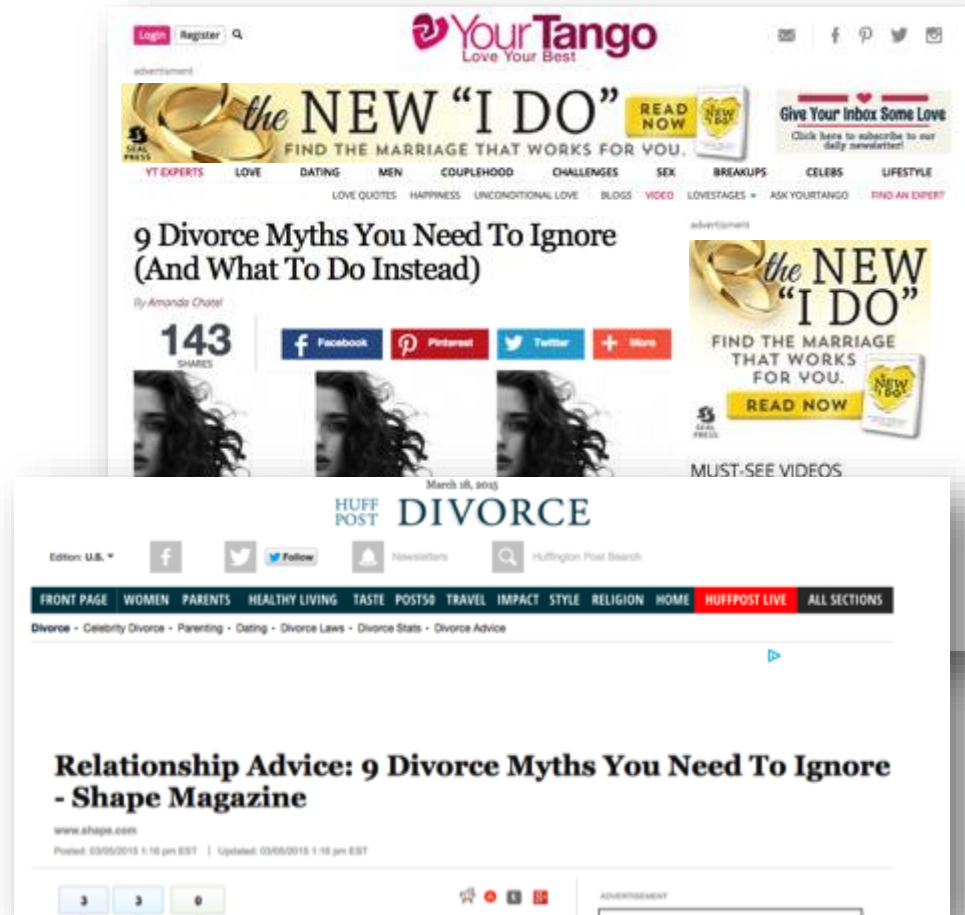


“YIKES! What Do Your Fingernails *Really* Say About You?” has been **syndicated** and featured on the main Yahoo! homepage and Yahoo! Beauty homepage.

Seal Press 2015 — “The New I Do”

To promote a new title about modern marriage agreements from Seal Press, “The New I Do,” YourTango created a piece of custom content from one of our freelance love and relationships writers.

The piece, “9 Divorce Myths You Need To Ignore (And What To Do Instead),” featured **quotes from the authors and incorporated real advice from the book** while providing the reader access to purchase.



Seal Press content was **syndicated to The Huffington Post Divorce, Shape, Momtastic, Care2, Denver Mediator, The Needs, and more!**

Hazelden Publishing — Content Campaign



Hazelden's content was
syndicated to Fox News Magazine, Refinery29 & R29's FB page.

YourTango: The Perfect Partner for You and Your Clients

As the #1 media brand focused on love and relationships, YourTango is the ideal partner for connecting with consumers where it matters most: the heart.

Passionate

We connect with our audience in a real, relatable, emotionally-engaging manner.

Efficient

We are a creative, flexible, enthusiastic team: we work quickly and cost-effectively with no bureaucracy.

Proven

We have an impeccable track record for delivering high quality integrated campaigns with tremendous distribution and earned media.

