



Quick AND Dirty Tips

2013 Media Kit

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About Us

We all want to do things better, smarter and faster. Whether it's an etiquette issue, a problem with your pooch, or a question about your online privacy, **Quick and Dirty Tips has the answers.**

Quick and Dirty Tips brings together a highly focused group of subject experts who provide actionable, friendly advice that helps you cut to the chase, solve your problem, and get easy access to the content that interests you most. And we're backed by one of the most authoritative publishing houses in the world, Macmillan.

Best of all, our tips are organized and presented in a variety of formats, strategically designed to get you what you need, when and how you need it. We offer fast bursts of information via our blog and tips pages, found on **quickanddirtytips.com**; some of the world's most popular podcasts for a more in-depth view of a hot topic; newsletters; and books—audio, ebook, and print.

Advertising on Quick and Dirty Tips

For advertisers, there's never been a better time to leverage a network like **Quick and Dirty Tips**. Users want answers. They want expertise and insight, without a lot of fuss, and without having to spend hours searching for the relevant piece of information they need. That's the hallmark of our content. **And we're among the Web's fastest growing properties; our number of monthly visitors grew nearly 15% last year, to more than 10 million, with approximately 80% of our users arriving from search engines, seeking answers to their questions.**

Read on for more specifics on our growing audience and their engagement as well as the standard and highly innovative opportunities we offer for reaching our desirable demographic.

Our Hosts & Channels

Target your creative to a specific channel—or address our cross-section of network users for a broader reach.

Our hosts are carefully selected by the team at Macmillan. They are authors and experts who combine passion for and in-depth knowledge of their subject area to create an optimal, useful experience for Quick and Dirty Tips visitors.

Below are our hosts and the topics they cover:

Education

- Everyday Einstein's Quick and Dirty Tips for Making Sense of Science
- Grammar Girl's Quick and Dirty Tips for Better Writing
- Legal Lad's Quick and Dirty Tips for a More Lawful Life
- Math Dude's Quick and Dirty Tips to Make Math Easier

Money

- Money Girl's Quick and Dirty Tips for a Richer Life

Career & Work

- Get-It-Done Guy's Quick and Dirty Tips to Work Less and Do More
- Tech Talker's Quick and Dirty Tips to Navigate the Digital World
- The Public Speaker's Quick and Dirty Tips for Improving Your Communication Skills
- Sales Guy's Quick and Dirty Tips for Getting the Deal Done

Lifestyle

- Domestic CEO's Quick and Dirty Tips for Managing Your Home
- Modern Manners Guy's Quick and Dirty Tips for a More Polite Life
- Mighty Mommy's Quick and Dirty Tips for Practical Parenting

Health

- Get-Fit Guy's Quick and Dirty Tips to Slim Down and Shape Up
- Nutrition Diva's Quick and Dirty Tips for Eating Well and Feeling Fabulous
- House Call Doctor's Quick and Dirty Tips for Taking Charge of our Health

Pets

- The Dog Trainer's Quick and Dirty Tips for Teaching and Caring for Your Pet



More About...

Grammar Girl Mignon Fogarty

Mignon Fogarty is the creator of Grammar Girl and the founder and managing director of Quick and Dirty Tips. A magazine writer, technical writer, and entrepreneur, she has served as a senior editor and producer at a number of health and science web sites. She has a B.A. in English from the University of Washington in Seattle and an M.S. in biology from Stanford University.

“Fogarty walks her listeners through the sometimes-tricky subjects with a voice that is authoritative but warm. Kind of like the sixth-grade teacher you wish you had.”

— *USA Today*

“Fogarty...sparked what you might call a worldwide, syntax-driven fiesta.”

— *Los Angeles Times*

Industry Chatter

“The next big thing in computing isn't a new model smartphone or laptop. It's the Internet empowering everything else around us. Our cars, TVs and many other devices. Which means we all need to think about engaging digital Internet experiences for the car, TV and every device imaginable - because that's where audiences are heading.” **Quick and Dirty Tips will be there, too!**

— Richard MacManus is the editor-in-chief of *ReadWriteWeb*.

Traffic & Demographics

We started out with a single podcast— Grammar Girl, in 2006, which got around 23,000 downloads per month. Since then, we've grown to a full-blown network with

a highly trafficked website and blog—and more than a dozen hosts who collectively represent some of the most listened-to podcasts on iTunes with upwards of 2 million downloads per month! And our numbers continue to grow as we add content around the clock, original host programming, new channels, more social media relationships and more. **In fact, our website traffic grew by nearly 8% last year alone!**

Our Hosts Get Noticed

You may have seen Modern Manners Guy, the Nutrition Diva or Money Girl featured on FOX News or CBS. Or perhaps you've seen Get-Fit Guy on the Huffington Post. Our hosts are credible, sought-after experts and centers of influence in the areas they cover.

Quick and Dirty Tips at a Glance Monthly Website Usage

Visitors (total)	%million
Unique Visitors	3 million
Page Views	4.2 million
Podcast Downloads	2.8 million
Newsletter Subscribers	185,000
Open Rate	25%
Click to Open Rate	15%

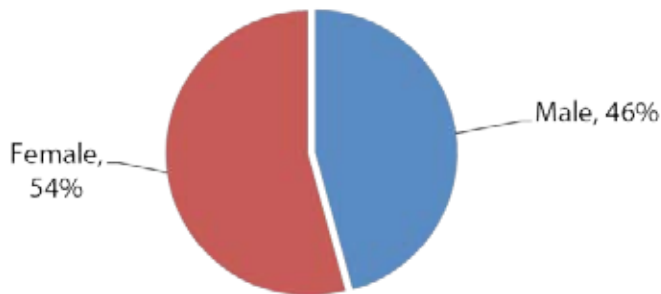
Sources: Webtrends & Google Analytics February 2013, Libsyn February 2013, Exact Target February 2013

Demographics

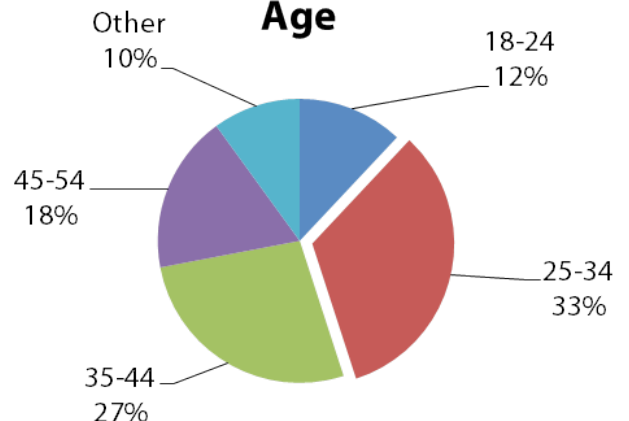
Across our various content platforms, our listeners, users and subscribers fit the following profile:

Source: Podtrac survey

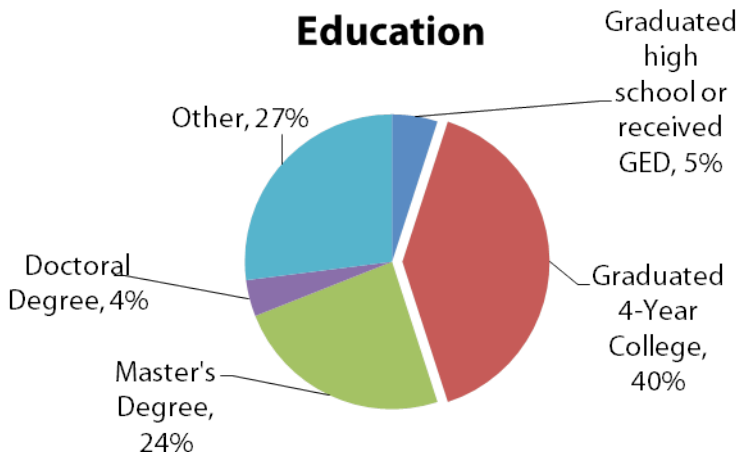
Gender



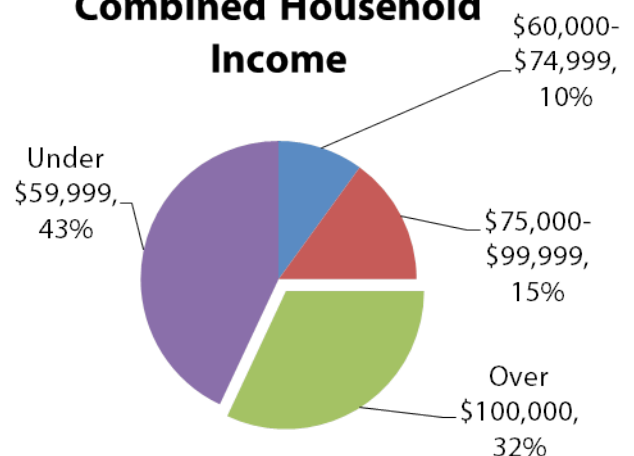
Age



Education



Combined Household Income



Advertising Solutions

Quick and Dirty Tips offers a full range of innovative solutions that are proven winners for our current slate of advertisers. We know how to use our variety of channels and formats to meet your needs, including the latest in display advertising that really gets noticed, podcasting, video, book launch events and more.

Website

Stand out online with our high-impact suite of website standard and state-of-the-art advertising solutions:

PageGrabber

Deliver an interactive, full-page experience.



Display Ads

Get noticed with our skyscraper, rectangle and leaderboard ad positions, either run-of-site or channel-specific.

PageSkin

Turn website borders into high impact ad inventory.

Auto-Play Video

Our well-placed player delivers great presence and performance.



Podcasts

Audio podcasts give you a powerful way to reach Quick and Dirty Tips subscribers and listeners. We run just one ad per podcast, so your message is the star of the show. Plus we get high marks for our high-quality content, reviewed and carefully checked by our own Quick and Dirty editorial team. Our sponsored programs are among the highest rated and downloaded on iTunes, with nearly 3 million downloads per month.*

And it's easy to jump in—you just write a 30-second message that's read by our host after the show's introduction. And we'll include a special reference to your Web page or offer on the host's page. See specs page for details.

*Source: Libsyn February 2013



More About...

Nutrition Diva Monica Reinagel, MS, LN, CNS

Monica Reinagel is a board-certified, licensed nutritionist and a professionally trained chef. Her #1-ranked Nutrition Diva podcast on the Quick and Dirty Tips network has helped millions to eat and feel better. Her expert advice is regularly featured on countless media outlets (including NBC, ABC, FOX, NPR, WebMD, Washington Post, AOL Health, and Huffington Post). Monica is

also the creator of the IF Rating system, a scientific method of estimating the inflammatory and anti-inflammatory potential of foods, and the author of four previous books, including *The Inflammation-Free Diet Plan*, *Nutrition Diva's Secrets for a Healthy Diet*, and *How to Win at Losing*. In a parallel universe, Monica is also a professionally trained opera singer.

“Monica Reinagel makes healthful eating simple and deprivation-free. No one should live without enjoying foods [he or] she loves, and with this smart, easy guide, you don't have to.”

Lucy Danziger, editor in chief, *Self* magazine

Advertising Solutions (continued)

Newsletters

Newsletters represent one of the most effective ways to reach our engaged audience—users who not only visit our site and listen to our programs, but respect our content enough that they subscribe to our newsletters.

We have more than 185,000 active subscribers with a higher-than-average open rate of 25%. And of those subscribers, 15% click on something within the newsletter to get more information on our Web site.

Both text-only and display ads are available—and ads can be targeted by topic.



Micro Sites

Our Quick and Dirty Tips hosts often publish books in their areas of expertise. For example, Grammar Girl's *101 Words to Sound Smart* and *Get-Fit-Guy's Guide to Achieving Your Ideal Body*.

These book launches offer advertisers a special opportunity to reach a highly focused audience of both the author's loyal followers—and a larger audience of interested prospects who respond to Macmillan's expanded promotional book-sales efforts. Contact us today for a list of upcoming book launches and micro sites!



Special Sponsorships

Our hosts are everywhere you want to be—social media, live events, conferences and more.

Email us today at advertise@quickanddirtytips.com for a list of upcoming special sponsorship opportunities.



More About...

Get-It-Done Guy Stever Robbins

Stever Robbins is a successful entrepreneur, Harvard MBA, and MIT grad whose mission is helping people reach their dreams and be happy doing it. He is a veteran of nine startups, including FTP Software, Intuit, and HEAR Music. He is the author of *It Takes a*

Lot More than Attitude and *Get-It-Done Guy's 9 Steps to Work Less and Do More*. As CEO of Stever Robbins, Inc., he coaches executives in building stronger businesses, careers, and lives and speaks on leadership, entrepreneurship, culture, and persuasion.

Specs

Ad Placement	Ad Size	File Size	Animation	Looping/ Length	Delivery	Rich Media
Standard Display						
Skyscraper	160x600	40k	15 seconds	3 loops	GIF/JPG, Flash or third-party ad tags	100k in-banner, expandable
Rectangle	300x250	40k	15 seconds	3 loops	GIF/JPG, Flash or third-party ad tags	100k, in-banner, expandable
Leaderboard	728x90	40k	15 seconds	3 loops	GIF/JPG, Flash or third-party ad tags	100k, in-banner, expandable
Video						
Pre-Roll	640x480		User-initiated and auto-initiated	15 and 30 seconds	Audio, on by default, mute button enabled	Video controls disabled
	400x300					
	320x240					
Companion Ad	300x250	40k		15 seconds	GIF/JPG, Flash or third-party ad tags	No rich media accepted
High Impact						
Full-page	700x500	100k	15 seconds	3 loops	GIF/JPG, Flash or third-party ad tags	100k, in-banner
Synched Ads	728x90 and 300x250	40k/ad	15 seconds	3 loops	GIF/JPG, Flash or third-party ad tags	100k, in-banner
	728x90, 300x250, and 160x600	40k/ad	15 seconds	3 loops	GIF/JPG, Flash or third-party ad tags	100k, in-banner
Rising Stars						
Sidekick	300x250	50k	15 seconds			
	300x600	50k	15 seconds			
	970x250	50k	15 seconds			

Did You Know?

On average, Grammar Girl's post on the use of affect vs. effect drives more than 140,000 users to the site each month!

Supported Third-Party Tag Formats

- Standard tags (IMG/HREF URLs)
- IFRAME – must allow publisher click tracking
- JavaScript – must allow publisher click tracking

Media Guidelines

We work with several preferred partners to provide rich media advertising. Specs are available upon request.

Podcasts

- Sponsor provides transcript, which must be under 70 words.
- A pre-produced, 30-second spot may be substituted for the announcer read message.
- Pre-produced recording must be submitted in an MP3 format.
- The deadline for all creative associated with podcast sponsorships is two weeks prior to campaign launch.

Micro Sites

Email advertise@quickanddirtytips.com for upcoming, custom opportunities.

Newsletters

- 100-word text advertorial
- Display ad formats: JPG, GIF
- Ad Size: 600x100
- Maximum file size: 20k
- All creative is due five (5) business days prior to campaign launch

Special Sponsorships

Email advertise@quickanddirtytips.com for upcoming, custom opportunities.

Rates

We like to keep things simple. Our pricing is Cost per Thousand (CPM) based. We simply offer a number of impressions that fits your budgets and needs. (\$250 minimum campaign required.)

Format	Net CPM
Display Ads	
Prestitial 1 x 1	\$20
Leaderboard (728x90)	\$10
Rectangle (300x250)	\$10
Wide Skyscraper (160x600)	\$7
PageGrabber	\$20
PageSkin	\$15
Video	\$10
Podcasts	
30-Second, Announcer-Read Spot	\$40
Newsletters	
Banner (600x100) + Text Link	\$30
Text link	\$15
Micro Sites	custom pricing
Special Sponsorships	custom pricing

Praise for Grammar Girl

For many people comfortable with the online and social media landscape, Grammar Girl is a more definitive authority than Webster, Oxford, or the AP. Why? Because she is where they are — online. She has a podcast, an e-mail newsletter, a website, an RSS feed, a Twitter feed, a Facebook page, and yes, even a few books. She delivers tips and tricks in short, specific, topical chunks once a week. You can listen, read, download, or otherwise ingest the information in pretty much any way you might prefer. And many people turn to her first when they have a grammar, spelling, or punctuation question.

North Dakota State University