

“At Salon, we champion unconventional thinkers, challenge the status quo, shift the dialogue and craft a lexicon”

- Jordan Hoffner, CEO
(Formerly of NBCUniversal & YouTube)

salon

The Intelligent
Media Company

14.2MM Monthly
Unique Visitors

40MM Monthly
Page Views

2MM+ Social
Media Followers

The Latest Salon News!

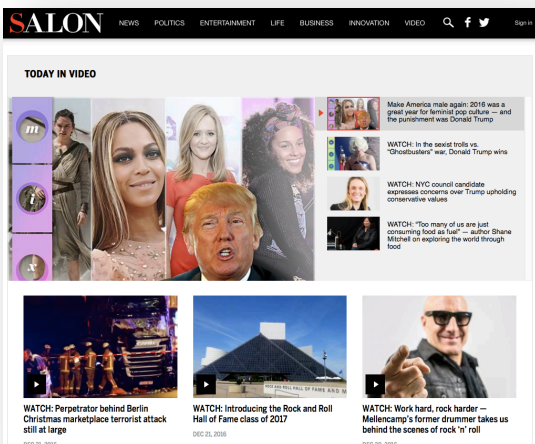
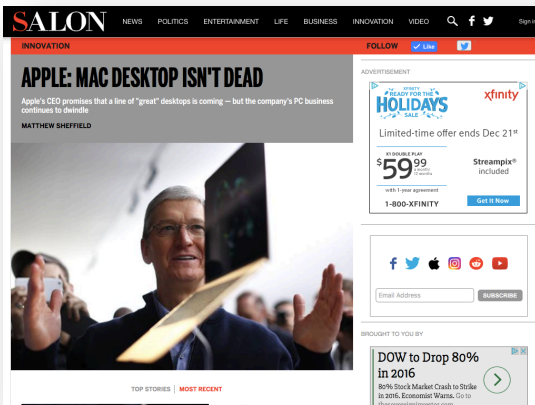
- ✓ Just launched Salon Mix – a multimedia editorial experience that tells thought provoking stories across text, audio and video
- ✓ Newly expanded editorial team to drive Salon’s commitment to the rapid production of breakthrough content. This roster of diverse new voices includes:
 - ✓ Senior Video Producer Chris Murphy (Formerly Produced Content for Nightline & The Early Show), Carrie Sheffield, D. Watkins, and Chauncey DeVega.
- ✓ 2016 Webby Award Honoree

About the Salon Audience...

- ✓ 49/51 - M/F %
- ✓ Household Income of \$150K-\$199K - Index 154
- ✓ Have a Household Income of \$100K-\$149K - Index 146
- ✓ Hold an Executive/C-Level Title (Index 195)
- ✓ Have a Graduate Degree (Index 126) – Higher than *Vanity Fair*, *The New Yorker*, *The Wall Street Journal*, *Forbes*, *Buzzfeed* and *The New York Times*
- ✓ Heavy Domestic Air Travelers (172)
- ✓ Heavy Daily Social Media Users (422)
- ✓ Streams More than 50 Videos on an Average Day (Index 318)
- ✓ Identify as Tech Geeks (Index 123)

ADVERTISING WITH SALON

Salon's content-first environment offers partners a range of opportunities to align with our culturally-diverse, intellectual and influential audience. Based on your campaign needs, Salon can provide turnkey, ROI-driven solutions including:



- ✓ Programmatic Partnerships
- ✓ Quality video content including pre, post and mid-roll
- ✓ Original audio content including pre and post-roll
- ✓ Standard IAB units
- ✓ High Impact, high viewability real estate
- ✓ Content Sponsorships
- ✓ Custom content created by Salon's branded content team

For more information on how we can assist in developing a customized program that will help you meet your advertising needs and objectives, please contact: **Jordana Brondo**, Managing Director of Revenue & Strategy at

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