

## MEDIA KIT

### TICKLE.LIFE

The Tickle.Life website gets [5.9K] unique visitors every month as of 03/12/2021, with visitors from all around the world. Currently, the [<https://www.tickle.life/>] page of our website gets the most visits per month, with the [<https://www.tickle.life/blog/five-lgbtq-animes-to-watch-on-netflix/>] getting the second-highest number of visits. Most of our web traffic comes from [organic search - 60.37%]. We have a current CRM mailing list of [2.7K] contacts, and we send out newsletters [04] times per month

### DISCOVERY PLATFORM

Tickle.Life has four categories namely Discover yourself, relationships, better health, and sexual health. The most popular blog pages as of 03/12/2021 are mentioned below in the increasing order of views:

1. <https://www.tickle.life/blog/five-lgbtq-animes-to-watch-on-netflix/>: 541 (Page Views), 03m 33s (Avg. time on page)
2. <https://www.tickle.life/blog/itching-clitoris-possible-causes-and-treatment-of-vaginal-itch/amp/>: 519 (Page Views), 07m 49s (Avg. time on page)
3. <https://www.tickle.life/blog/best-sex-blogs-2020/>: 454 (Page Views), 05m 05s (Avg. time on page)

## SOCIAL MEDIA

Tickle.Life has online engagement across numerous social media platforms with just over 12.3k followers across all platforms as of 03/12/21.

- <https://twitter.com/TickleLife> - [1631] followers
- <https://www.facebook.com/tickledotlife> - [1052] Followers
- <https://www.instagram.com/tickle.life/> - [9106] Followers
- <https://www.linkedin.com/company/tickle-life> - [608] Followers

## WORKSHOPS AND LIVE EVENTS

Tickle.Life recently launched live (virtual) engagement in various workshop and edutainment formats. Our working goal for events, starting in Q1 of 2022 will be 25 live events per quarter with event attendance ranging from 150-300.

## PODCASTS

Tickle.Life is the largest platform for sexual wellness podcasts: [697 of podcasts; 19894 episodes]. We also have three in-house podcast offerings!

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### TALKING ABOUT SEX: TELL ME YOUR STORY:

*(Formerly the Tickle.Life Podcast)*

**Have you ever needed to come clean about something? Come out? Confess your feelings or the truth of something? In *Talking About Sex: Tell Me Your Story*, Tickle.Life will be pulling back the curtains on how people disclose to each other: good, bad, and in-between. We invite you to join us for real, raw, entertaining, and honest conversations about telling the truth when it comes to sex, dating, relationships, and love. Come join your hosts, Calandra Balfour and Linnea Marie! Linnea Marie can be described as an enthusiastic advocate for self-love and sex positivity. She is a**

**Board-Certified Educator and Clinical Sexuality Coach.** Throughout the years Linnea has empowered the masses with knowledge of sex, sexuality, relationships, anatomy, and pleasure products. She is able to share her knowledge through her coaching services, classes, parties, and social platforms. Her ultimate goal is to encourage, educate, and sprinkle sex-positive inclusive information everywhere. Calandra Balfour is a sexpreneur and sex educator, drawing from over 17 years of advising and assisting the new and the experienced alike on their kink journeys. Calandra owns several UK Brighton-based sex shops (Lust! & Taboo), the Brighton Dungeon (a hireable kink space), facilitates sex education workshops, and hosts the BDSM room at global erotic events including Killing Kittens & Torture Garden Parties. Calandra has a background in Neuroscience (BSc) and is a therapist, specializing in regulating the nervous system and attachment. Calandra featured on the UK Channel 4's 'A Very British Sex Shop', a show following her family and businesses. Her newest project, a sextech company Lovegivr, is in the pipeline.

As of December 03, 2021, The Tickle.Life Podcast (now, *Talking About Sex: Tell Me Your Story*) audio feed is being distributed over all major players such as iTunes, Spotify, iHeartRadio, Overcast, Stitcher, etc. We have [5] full episodes published, as of [03-12-2021].

- The podcast has gotten between [85] unique listeners
- Our listenership spans [02] countries and we are most popular in [US (64.3%), and Belgium (35.7%)]
- On browsers the podcast has [51.34%] listeners while on iTunes and Spotify it has [26.34%] and [3.12%] listeners respectively.

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BACK-TO-BASICS: SEX ED 101 PODCAST

**Starting October 2021, Tickle.Life will be launching a new podcast as part of our Back-to-Basics education series. Hosted by Laura Johnsen (Digital Content Creator) and featuring one of our in-house sexuality educators,**

**Lulu Batista, this is an educational podcast that seeks to fight the taboos around sexual health and pleasure; bringing fun and play to the topic of sex ed.**

As of December 03, 2021, Back-TO-Basics: Sex Ed 101 Podcast audio feed is being distributed over all major players such as iTunes, Spotify, iHeartRadio, Overcast, Stitcher, etc. We have [9] full episodes published, as of [03-12-2021].

- The podcast has gotten between [152] unique listeners
- Our listenership spans [02] countries and we are most popular in [US (56.2%), and Belgium (43.8%)]
- On browsers the podcast has [52.96%] listeners while on iTunes and Spotify it has [15.98%] and [3.55%] listeners respectively.

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#### SEX ED SPEAKEASY

**Starting in October 2021, Angel Russell (COO) and Steven Russell (Head of Production) are launching Sex Ed Speakeasy. Let's drink and talk about sex! During Prohibition in the 1920's and 1930's, people had to whisper special codes to get into backdoor establishments to drink and dance. This kind of establishment became known as a Speakeasy. As we enter the 2020's, we're seeing an entirely different type of prohibition emerge: a prohibition on any content deemed sexual in nature, including sex education. Sex Ed Speakeasy will take a fun look at the history of sex and sex education and the impacts that history has on us today. We also have two mixologists who will be helping us choose a featured cocktail for each episode.**

As of December 03, 2021, Sex Ed Speakeasy audio feed is being distributed over all major players such as iTunes, Spotify, iHeartRadio, Overcast, Stitcher, etc. We have [6] full episodes published, as of [03-12-2021].

- The podcast has gotten between [117] unique listeners
- Our listenership spans [02] countries and we are most popular in [US (58.3%), and Belgium (41.7%)]
- On browsers the podcast has [61.09%] listeners while on iTunes and Spotify it has [25.94%] and [2.39%] listeners respectively.

## VIDEO CONTENT

We also film the recording of our podcasts, which is released for streaming directly from the Tickle.Life website or on the Tickle.Life YouTube channel ([90] subscribers). In addition to the podcasts, we also host other content including educational videos, reviews, interviews, and other features.

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### BACK TO BASICS

**Back to Basics is the sex-ed show where we break up myths and build up facts about sex. Hosted by Angel Russell, these short-form (~4 min) videos offer a foundational look at basic sexual health, wellness, and pleasure topics.**

Backs to Basics has 8 videos as of 8/22/2021. Content can be streamed directly from the Tickle.Life website or via YouTube.com. Each video has an average of [174] views

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### BEYOND THE BASICS: VIDEOS, WORKSHOPS, COURSE CONTENT

**Beyond the Basics builds on the foundations laid in Back to Basics and other content offered throughout the Tickle.Life platform. Hosted by Angel Russell, these longer videos (10+ min) offer a deeper dive into sexual health, wellness, and pleasure topics. These videos also serve a foundational basis for the accompanying Beyond the Basics workshop series and self-guided course content.**

This brand-new series has just one video and workshop. Content can be streamed directly from the Tickle.Life website or via YouTube.com.