



Salty.

NEVER SWEET



INTRODUCING SALTY

A PLATFORM AND BRAND
**EXPLORING ALL THINGS MODERN DATING,
RELATIONSHIPS AND SEX.**

**SALTY IS A PEOPLE-POWERED
SEXUAL WELLNESS CONVERSATION.**





THE PROBLEM

There is no existing media brand that solely explores modern sex, dating and relationships.

Women need a **trusted outlet** to **purchase and gather recommendations** on sexual health, education and wellness **products**.

Women, trans and non binary people want to take part in **inclusive, progressive, authentic conversations** but don't trust legacy media brands to allow them the space.

Women's media hasn't kept up with the changes and **non traditional realities** of modern dating, sexuality and relationships.

Salty.

@SALTY.WORLD

AMBER WAGNER
IS JUST LIVIN' BABY

EVERYTHING **MODERN** DATING SEX AND RELATIONSHIPS

THE SOLUTION

Salty: A platform and brand empowering women and nonbinary people to explore and celebrate their most sex positive, body positive lives.

SALTY IS INTO THE GLOSS FOR SEXUAL WELLNESS.

PHENOMENAL GROWTH

In our *first eight months*, we've seen **notable, immediate traction**. Salty's fresh, radically inclusive mission — paired with our digestible, sharable social content and newsletter strategy — has struck a tone with Millennial and Gen Z women.



1.5 mill
impressions
per month



40,000
Instagram
followers



18,000
newsletter
subscribers



88%
Female
identifying



83% 18-35
12% 35 - 44



OBTAINABLE MARKET

The **global women's health market** is expected to reach USD \$51.3 billion by 2025.

\$51.3 billion

The **sex tech space**, which includes online dating, sex toys, sex education and pornography is estimated at **\$30 billion** per year.

\$30 billion

\$88 billion

Women's reproductive healthcare was estimated to be \$4 billion in the US alone, and is expected to double by 2020.

\$8 billion



ABOUT *THE* FOUNDER



Salty is Founded and Directed by Claire Fitzsimmons.

I'm a Creative Director and Media Strategist who worked as the Integrated Marketing Producer at PAPER and as the Digital Production Manager at NYLON digital. I've learned everything I know about leadership and startup culture working with my mentor Beth Comstock for the past four years.

I'm a bisexual, non binary femme and my pronouns are she/her.

Salty is supported by a diverse network of volunteer contributors, creators and video editors. We take submissions from all over the globe.

WOMEN'S MEDIA: THE WHITE SPACE

POP CULTURE & POLITICS

GLAMOUR

Broadly.

LENNY

W
THE WING

BROAD LIFESTYLE, BEAUTY, FASHION, MONEY, CELEBRITY & SEX

REFINERY29 COSMOPOLITAN allure

ESSENCE them.

NYLON ELLE

BUSINESS & MONEY

girlboss®

SEX, DATING & RELATIONSHIPS

There is no existing women's media brand in the market that covers sex, dating and relationships *alone*.

The brands that do cover these topics lost the trust of consumers through years of advice and content that assumed our fragility and/or frigidity, heteronormativity and centered around the pleasure of men. They may pivot to modernize, but readers feel that they're inauthentic.

Moreover, inclusivity for women of color + trans women is not an after thought at Salty - we believe in radical inclusivity and have built it into the strategy of the brand from day one.

SALTY DIGITAL

NEWSLETTERS

#SINGLELIFE RELATIONSHIPS KINK LGBTQA+ SEX TECH SEX WORK DONATE ABOUT

COVER STARS
Munroe Bergdorf: She's Salty
English model and activist Munroe Bergdorf somersaulted into the lime light after going head...

COVER STARS
Erica Hart: Rethinking Self Love
These days, self-love has become something of a catch-all term. Brands claim they can...

KINK / LGBTQA+
A Beginner's Guide To Erotic, Feminist Comic Books
By Liah Paterson I want to tell you about something dear to my heart...

HEALTH / LGBTQA+ / RELATIONSHIPS
Exclusive: Taboo Smashing Period Sex Portraits
Period sex happens every single day, all over the planet, but the subject still...

#SINGLELIFE / HEALTH
When a Crush Becomes an Obsession – How to Keep Yourself in Check
By Kat Lloyd While modern technology has its many merits, it doesn't always mix...

RELATIONSHIPS
This New Jersey Coven Wants To Raise You Up
The weather in Jersey City is delightful. The ceilings in Haleigh and Corrine's apartment...

#SINGLELIFE / LGBTQA+
Don't Date Me for Social Justice Brownie Points
By E. Young Queer dating in the south is already tough; add on blackness...

HEALTH / SEX WORK
He's Got Two Dicks, She's Got Two Pussies – and The Double Standards are Bullshit
By Sabby Shaw The other night, as I laid in bed contemplating if I

LGBTQA+ / MOTHERHOOD
Six Doors Down: A Polyamorous, Bisexual Love Story
My neighbor lay in my arms, the winter sunlight streaming through the window. As...

COVER STARS

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AMBER WAGNER IS JUST LIVIN' BABY

FROM BREAKUP TO GLOW UP

HOT AND FAT!

THE BABY IS COMING! (AND SO AM !!!)

THE REALITIES OF INTERRACIAL DATING

PMDD WHAT IS IT?

HOW TO... COPYRIGHT YOUR NUDES TO AVERT REVENGE PORN

EVERYTHING MODERN DATING SEX AND RELATIONSHIPS

SOCIAL MEDIA

Salty

The difference between a vagina and a vulva:

The body positive movement

TALKING

When it comes to choking, a guy should never ever do it

PODCASTS

SALTY PRODUCTS / PARTNERS

PLEASURE



WELLNESS / FERTILITY / BIRTH CONTROL



DIGITAL DATING / SEX THERAPY



IRL EVENTS

PARTIES



PANELS



WELLNESS CLASSES





NON TRADITIONAL CUSTOMER ACQUISITION

INFLUENCER COVER STARS + PARTNERSHIPS

CULTURE CAMPAIGNS

VIRAL CONTENT

PEER TO PEER AMPLIFICATION



REVENUE STREAMS

IRL EVENTS / EXPERIENCES

SALTY PRODUCTS

- SEXUAL HEALTH + WELLNESS PRODUCTS
- SWAG

MONTHLY DIGITAL SUBSCRIPTION:

- UNIQUE CONTENT
- SECRET ONLINE GROUP FOR DISCUSSION
- WELLNESS GIVEAWAYS
- SHOUT OUTS
- SWAG
- PODCAST
- DISCOUNT CODES

PARTNERSHIPS / RETAIL SALES AFFILIATES:

- WOMEN'S HEALTH + WELLNESS
- MUSIC
- FERTILITY
- LIFESTYLE
- HOME
- BEAUTY
- CANNABIS

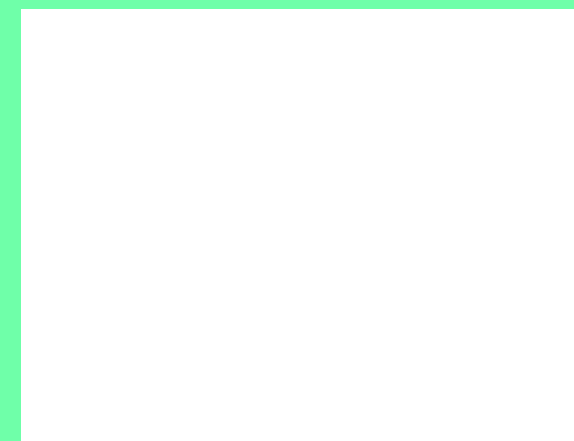
**FUTURE POTENTIAL: DIGITAL SUPPORT PRODUCTS

- VOICE ACTIVATED SEX THERAPY
- DATING / FERTILITY APP

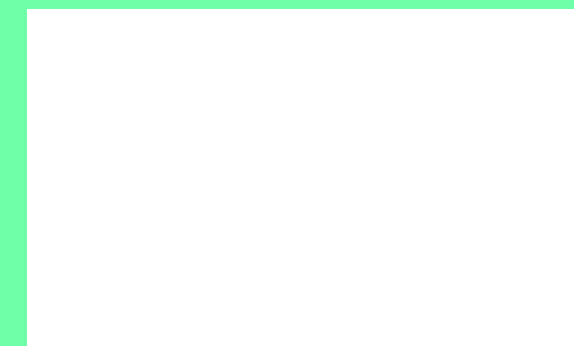


FINANCIALS

BURN COSTS
\$50,000 per month



2019



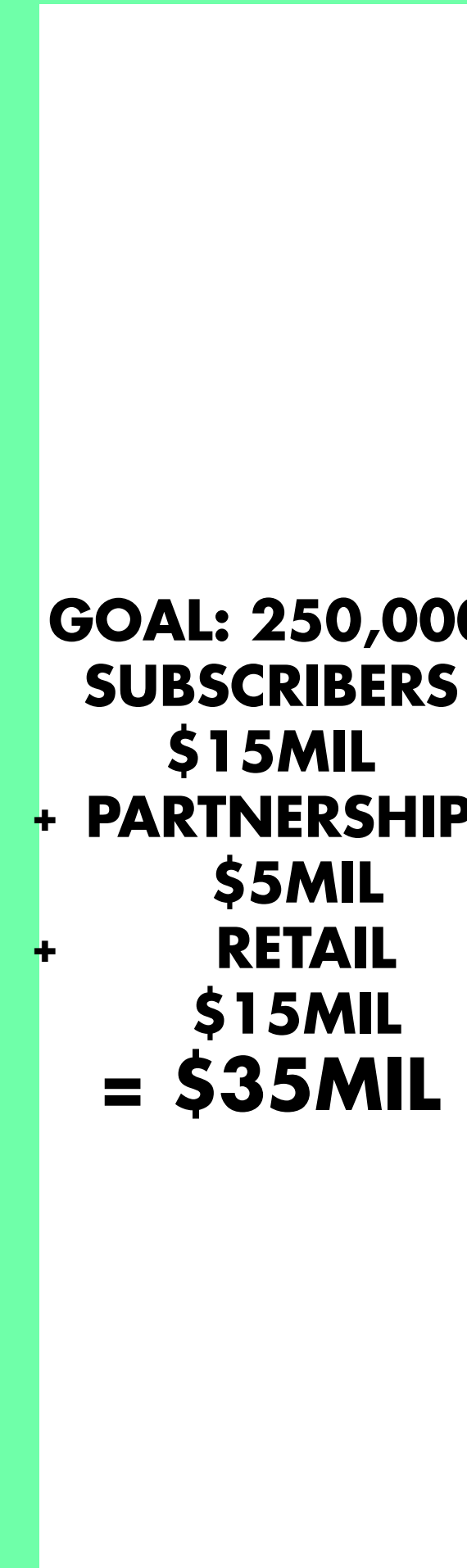
2020



2021



2022



2023





\$EEKING

**SAFES
\$1M**

OR

**BRANDS
/ ANGELS**

**TO SPONSOR
EDITORIAL
STAFF**

STAFFING 30%
CONTENT 20%
MARKETING 10%
PRODUCT 40%

\$6000 PER
STAFF MEMBER
FOR SIX
MONTHS.
**SOCIAL, SALES +
EDITORIAL**



SALTY BABES
CHANGE THE WORLD
JOIN US



SOCIAL



EMAIL



WEBSITE



WHY INVEST?

THERE IS NO COMPETITION

PROVEN MARKET VIABILITY

**OUR DIGITAL STRATEGY MEANS LOW
OVERHEADS AND HIGH RETURN**

**MASSIVE PARTNERSHIP OPPORTUNITIES
IN SEX TECH + WELLNESS + LIFESTYLE
SPACE**

**BE PART OF THE MISSION TO MAKE THE
WORLD A BETTER PLACE**

THE SKY IS THE LIMIT



THE
ZEITGEIST
IS
NOW

