

DIVA DIRT

The internet's top source for women's
wrestling since March 2008.

Six years online, zero days off.



READERSHIP

(January 1st - January 31st, 2014)

137,223 unique visitors
(up 8% from Jan. 2013)



32.9% of visitors are new
(up 8.6% from Jan. 2013)



993,142 pageviews
(up 1.5% from Jan. 2013)



Demographics

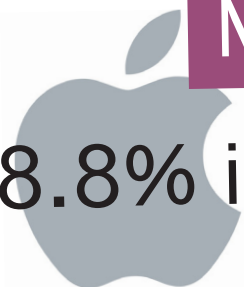
54.6% from the United States

13.13% from the UK

4.58% from Canada

Mobile Users

58.8% iOS

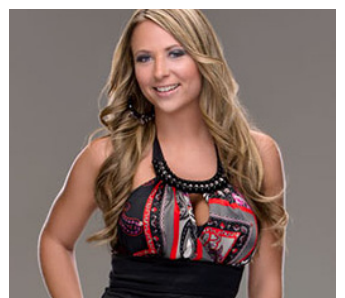


35.5% Android





FRIENDS OF DIVA DIRT

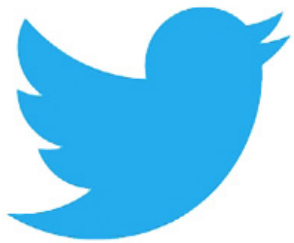




TWITTER

(As of February 5th, 2014)

Over 88K followers



38K+ from the United States

7.5K+ from the UK

3.5K+ from India

3K+ from Mexico

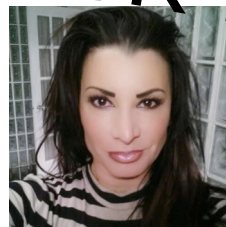
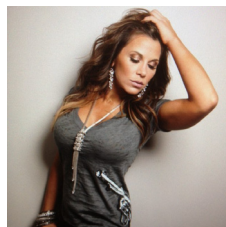
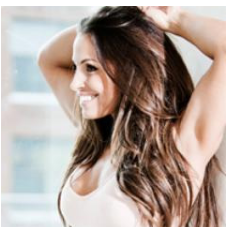
2.5K+ from Canada

2K+ from Egypt

We can reach 44,697,000+ users
(Fuji.com stat, circa February 5th, 2014)

Followed by

+ 88K more





FACEBOOK & YOUTUBE

(As of February 5th, 2014)

8,750+ page likes



69% male

31% female

100+ timeline views/day

3.9+ million views

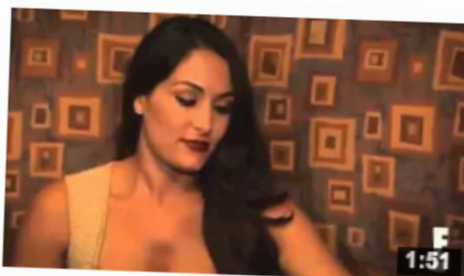


8,400 + subscribers

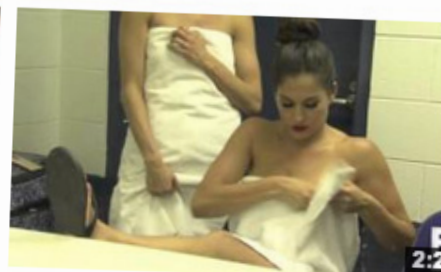
Popular uploads



Total Divas Season 1, Episode 2
clip: Bella Twins, John Cena & Da...
1,017,933 views 6 months ago



Total Divas Season 1, Episode 1
clip: Nikki Bella wants to marry J...
256,696 views 6 months ago



Total Divas Season 1, Episode 7
clip: Nikki Bella injures her shin
246,313 views 5 months ago

2 original shows



DISCUSSION & AUDIO

(As of February 5th, 2014)

Nov - Jan 2014



150,948 comments

115,402 votes

72k+ comments in Jan 2014



Audio shows & interviews
available on the go via iTunes
& the Stitcher app.

Diva Dirt Rate Card

Black Pants, Inc.



Rate Card Worksheet for Display Banner Inventory

Size	Cost Per Thousand Ad Impressions
970x90 Pixel Leaderboard	\$10.00
728x90 Pixel Leaderboard	\$10.00
300x250 Pixel Med. Rectangle	\$10.00
120x600 Pixel Wide Skyscraper	\$10.00

Purchase minimum: \$100/10,000 ad impressions.

Wallpaper Ad Option: Diva Dirt offers a wallpaper/skin ad that appears exclusively on the homepage for a full week. The entire background is linked to a page of your choosing.

Duration	Rate
7 Days	\$500