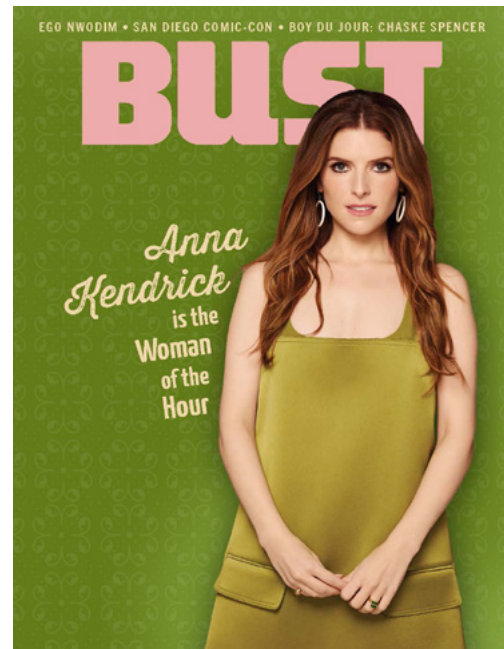


BUST

for women with something to get off their chests

2025 MEDIA KIT *digital • print*



BUST

524K+

MONTHLY TOTAL IMPRESSIONS

77K

ad impressions
avail monthly
on bust.com



14.7K

total print
readership
per issue

316.3K

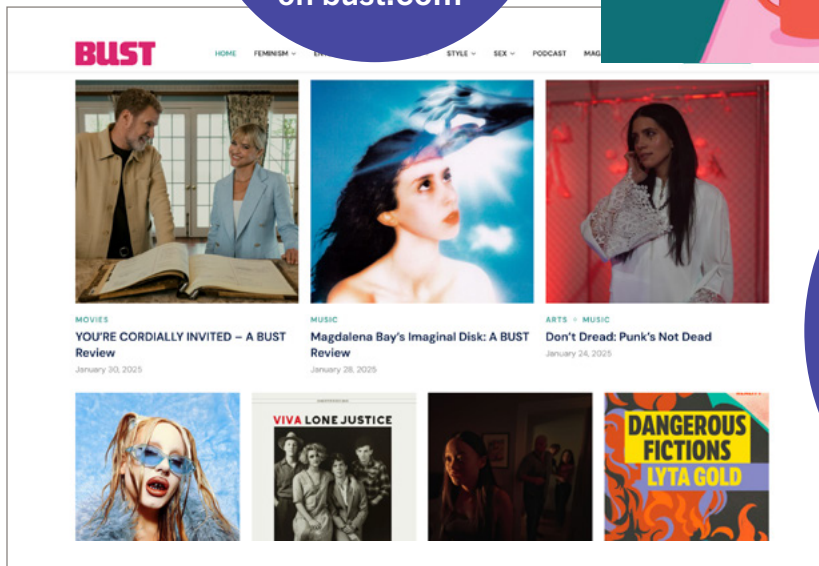
social media
followers

65K

average pageviews
monthly on
bust.com

51.5K

subscribers
to BUSTline
newsletter



EDITORIAL FOCUS

WOMEN'S CULTURE, HISTORY & ART

celebrity interviews, achievements and milestones

MUSIC & ENTERTAINMENT

movies, books, music, interviews, television & performance reviews and profiles

FASHION & BEAUTY

fashionistas, clothes, makeup, products, accessories and hairstyles

LIFESTYLE & DIY

crafting, wellness, fitness, food, décor, innovation, technology and finance

TRAVEL

guides

SEX

sex health, advice and erotica

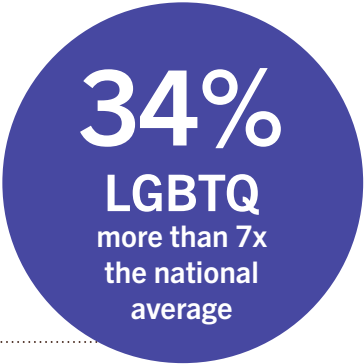


WHO IS THE *BUST* AUDIENCE

GENDER

96%

female



AGE

28

median age

98%

21 +

INCOME

\$87,000

median income

78%

\$50,000+

60%

\$75,000+

44%

\$100,000+

EDUCATION

96%

college educated

41%

graduate degree



THEY TRUST AND RELY ON *BUST*

93%

say that *BUST* feels relevant

94%

feel engaged by *BUST*'s content

85%

have read *BUST* Magazine for 3-10+ years

83%

listened to a band or podcast, watched a movie or show, or engaged in some other form of entertainment that was recommended by *BUST*

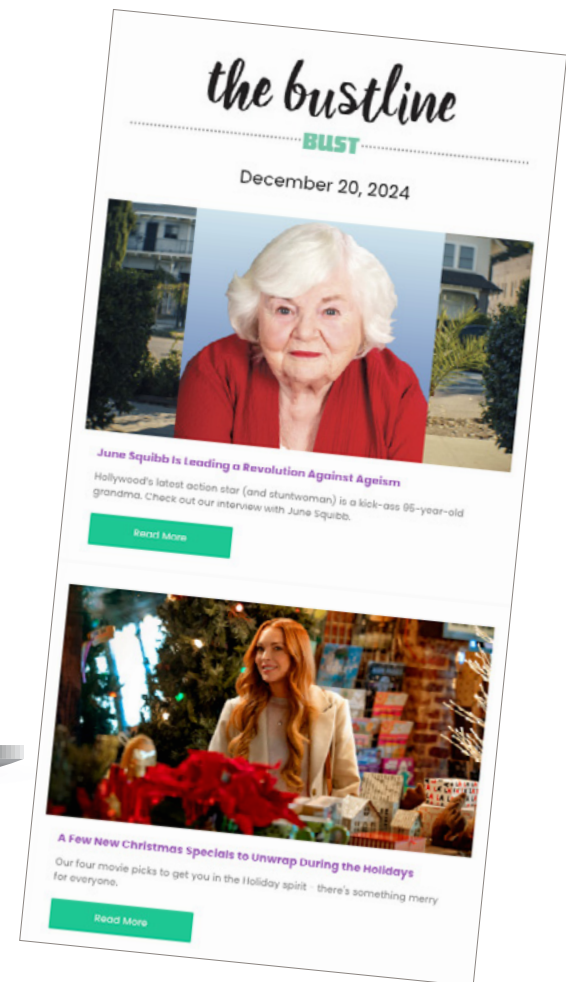
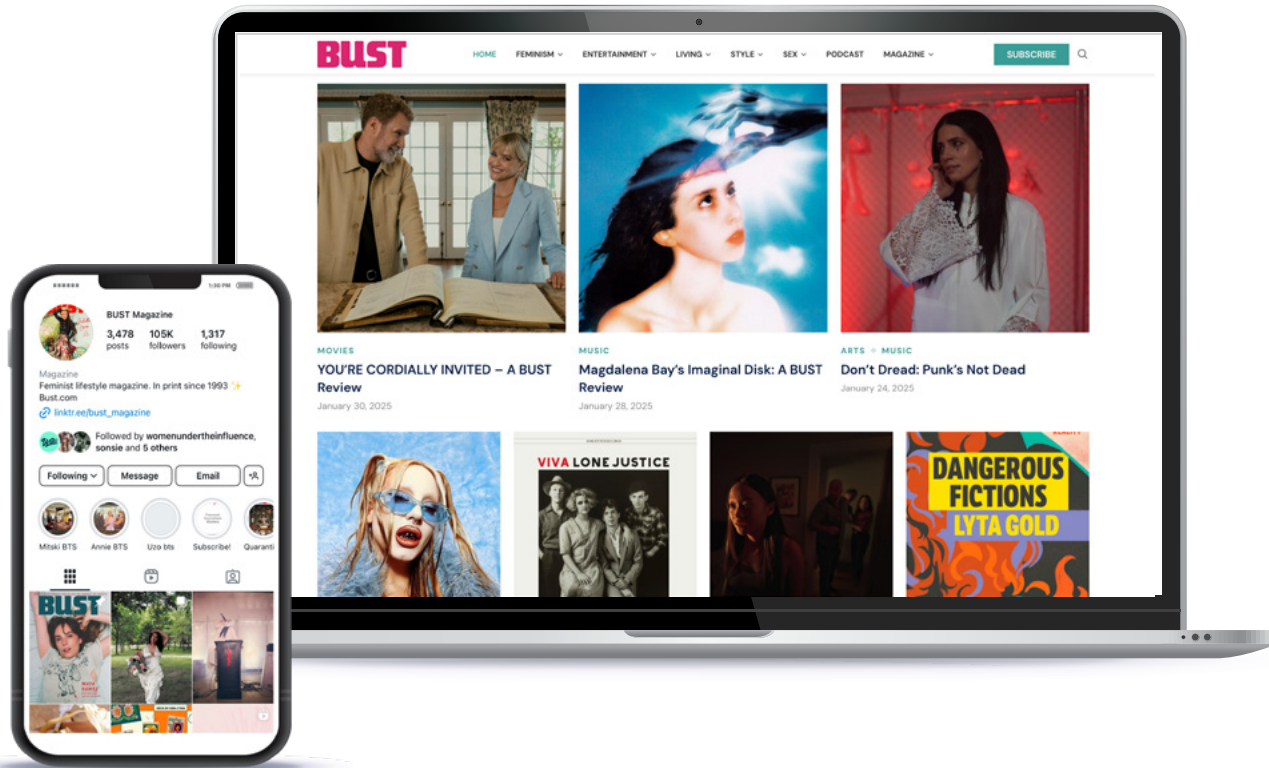
98%

know about the latest happenings and products before their friends do.



DIGITAL ADVERTISING OPPORTUNITIES

- Banner ads units
- Sponsored content
- Social media posts, dark posts and content boosting
- BUSTline newsletter inclusions
- Dedicated email blasts



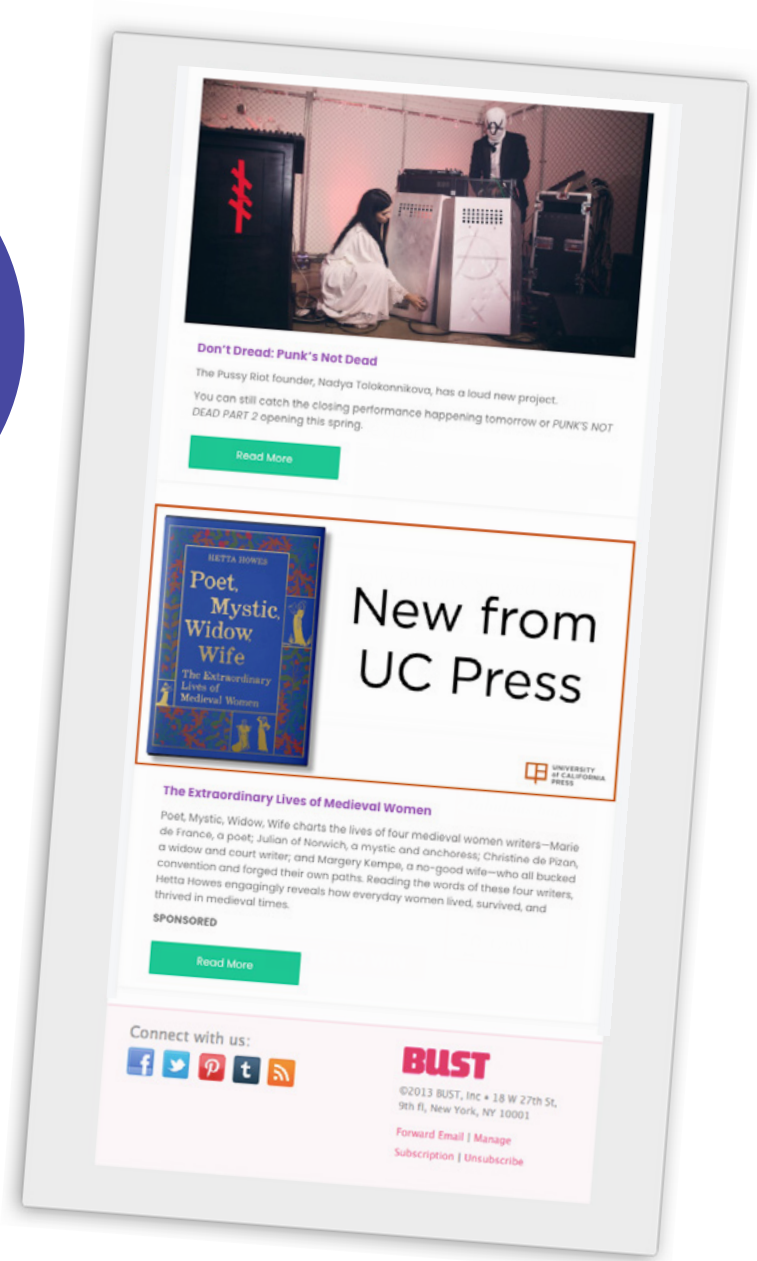
NEWSLETTERS

ENGAGEMENT THAT IS ABOVE
INDUSTRY STANDARDS

BUSTline:

BUST's signature newsletter curates the latest in feminist news, culture and stories and delivers to 51.5k opt-in subscribers. Take advantage of our targeted messaging by placing your brand in front of a dedicated list of qualified feminist enthusiasts.

51.5K
OPT-IN
SUBSCRIBERS



PRINT READERSHIP

14.7K

total readership

BUST is premium-priced at **\$39.95** for a one-year, four-issue subscription

The Mae Queen

PEEK INSIDE LORNA VYVETTE'S UPSTATE NEW YORK REST AND REGENERATION RETREAT

WHEN WANDA LARANTA VYVETTE first moved into her new home in the upstate New York town of Lanesville, she was struck by the beauty of the area. She had just sold her home in Manhattan and was looking for a place to start over. She found Lanesville, a small town with a rich history and a beautiful landscape. She decided to buy a house and start a business. She opened a restaurant and a bed and breakfast. She has since expanded her business to include a retreat for women. The retreat is a beautiful property with a large house, a garden, and a view of the mountains. It is a place where women can relax, recharge, and connect with each other. The retreat is open year-round and is a popular destination for women from all over the world.

Good to Know

TIPS AND TRICKS FOR MAKING LIFE BETTER

BY LISA MATHIAS

THE PUNK ROCK QUEENS
If you're looking for a new way to exercise, try the 'Punk Rock Queens' workout. It's a high-intensity interval training (HIIT) workout that combines cardio and strength training. The workout is inspired by the music of the 1970s and 1980s. It includes exercises like squats, lunges, and burpees. The workout is fun and challenging. It's a great way to get in shape and burn calories.

LETS GET POTION
If you're looking for a new way to relax, try the 'Let's Get Potion' workout. It's a low-impact workout that focuses on stretching and breathing. The workout is inspired by the music of the 1970s and 1980s. It includes exercises like yoga and Pilates. The workout is relaxing and rejuvenating. It's a great way to unwind and de-stress.

THE WILES OF WALL STREET
If you're looking for a new way to invest, try the 'The Wiles of Wall Street' investment strategy. It's a long-term investment strategy that focuses on diversification and risk management. The strategy is inspired by the book 'The Wiles of Wall Street' by John D. Coates. It includes tips on how to choose stocks, how to manage risk, and how to rebalance your portfolio. The strategy is a great way to grow your wealth over time.

Wing Woman

HELP BOOST THE BUTTERFLY POPULATION WITH THIS GUIDE TO MOTHERING MONARCHS

WHEN I DISCOVERED a native milkweed plant in the yard of my new home, I quickly realized it was an egg-laying host plant for monarch butterflies. I had just moved to a new home and was looking for ways to support local wildlife. I found this plant and was excited to learn that it was a host plant for monarch butterflies. I started to research more about monarch butterflies and how to care for them. I found that monarch butterflies are important pollinators and are also a symbol of hope and resilience. I decided to start a monarch butterfly garden. I planted milkweed plants and provided shelter for the butterflies. I was amazed to see how many monarch butterflies came to my garden. It was a wonderful experience and I was able to help support the butterfly population.

There's More To Maya

BY SILEX WANG
PHOTOGRAPH BY JACQUEE HARRIS

Maya is a woman who is passionate about her work and her life. She is a professional and a mother. She is always looking for ways to improve herself and her family. She is a woman who is full of life and energy. She is a woman who is always looking for new challenges and opportunities. She is a woman who is always looking for ways to make a difference in the world. She is a woman who is always looking for ways to live a meaningful and fulfilling life. She is a woman who is always looking for ways to be the best version of herself. She is a woman who is always looking for ways to be a better person. She is a woman who is always looking for ways to be a better mother. She is a woman who is always looking for ways to be a better professional. She is a woman who is always looking for ways to be a better friend. She is a woman who is always looking for ways to be a better person. She is a woman who is always looking for ways to be a better human being. She is a woman who is always looking for ways to be a better citizen. She is a woman who is always looking for ways to be a better world.

Looksee

LITTLE BITS ABOUT THINGS WE DID

REVOLUTION GIRL, STYLE NOW
If you're looking for a new way to style, try the 'Revolution Girl, Style Now' look. It's a bold and edgy look that combines vintage and modern elements. The look is inspired by the music of the 1960s and 1970s. It includes items like leather jackets, denim, and platform shoes. The look is fun and expressive. It's a great way to show your personality and your style.

PLUS SIZE - WINDAGE
If you're looking for a new way to style, try the 'Plus Size - Windage' look. It's a classic and elegant look that is perfect for plus-size women. The look is inspired by the fashion of the 1950s and 1960s. It includes items like tailored blouses, skirts, and jackets. The look is sophisticated and timeless. It's a great way to feel confident and beautiful.

LIVING THE '90S
If you're looking for a new way to style, try the 'Living the '90s' look. It's a nostalgic and fun look that is inspired by the fashion of the 1990s. The look includes items like oversized shirts, baggy jeans, and chunky sneakers. The look is playful and carefree. It's a great way to relive the best of the '90s.

Tarotscopes

SUMMER HOROSCOPES INSPIRED BY THE TAROT

BY SARAH POTTER

PHOTOGRAPH BY: ANDREW WONG / GETTY IMAGES, CHRISTOPHER WONG

Phenix
The Phoenix is a symbol of rebirth and renewal. It is a creature that is reborn from its own ashes. It is a symbol of hope and optimism. It is a symbol of strength and resilience. It is a symbol of courage and bravery. It is a symbol of love and compassion. It is a symbol of wisdom and knowledge. It is a symbol of power and authority. It is a symbol of grace and beauty. It is a symbol of peace and harmony. It is a symbol of joy and happiness. It is a symbol of life and vitality. It is a symbol of death and decay. It is a symbol of everything that is possible.

Cherub
The Cherub is a symbol of innocence and purity. It is a child-like figure with wings. It is a symbol of love and affection. It is a symbol of protection and care. It is a symbol of joy and happiness. It is a symbol of peace and harmony. It is a symbol of life and vitality. It is a symbol of death and decay. It is a symbol of everything that is possible.

The Power of the Heart
The Power of the Heart is a symbol of love and compassion. It is a symbol of strength and resilience. It is a symbol of courage and bravery. It is a symbol of wisdom and knowledge. It is a symbol of power and authority. It is a symbol of grace and beauty. It is a symbol of peace and harmony. It is a symbol of joy and happiness. It is a symbol of life and vitality. It is a symbol of death and decay. It is a symbol of everything that is possible.

"Skirt the Issue"

ACROSS

1. Misbehavior for a month
2. Breakfast
3. The ending of a day
4. A type of fruit
5. A type of fruit
6. A type of fruit
7. A type of fruit
8. A type of fruit
9. A type of fruit
10. A type of fruit
11. A type of fruit
12. A type of fruit
13. A type of fruit
14. A type of fruit
15. A type of fruit
16. A type of fruit
17. A type of fruit
18. A type of fruit
19. A type of fruit
20. A type of fruit
21. A type of fruit
22. A type of fruit
23. A type of fruit
24. A type of fruit
25. A type of fruit
26. A type of fruit
27. A type of fruit
28. A type of fruit
29. A type of fruit
30. A type of fruit
31. A type of fruit
32. A type of fruit
33. A type of fruit
34. A type of fruit
35. A type of fruit
36. A type of fruit
37. A type of fruit
38. A type of fruit
39. A type of fruit
40. A type of fruit
41. A type of fruit
42. A type of fruit
43. A type of fruit
44. A type of fruit
45. A type of fruit
46. A type of fruit
47. A type of fruit
48. A type of fruit
49. A type of fruit
50. A type of fruit
51. A type of fruit
52. A type of fruit
53. A type of fruit
54. A type of fruit
55. A type of fruit
56. A type of fruit
57. A type of fruit
58. A type of fruit
59. A type of fruit
60. A type of fruit
61. A type of fruit
62. A type of fruit
63. A type of fruit
64. A type of fruit
65. A type of fruit
66. A type of fruit
67. A type of fruit
68. A type of fruit
69. A type of fruit
70. A type of fruit
71. A type of fruit
72. A type of fruit
73. A type of fruit
74. A type of fruit
75. A type of fruit
76. A type of fruit
77. A type of fruit
78. A type of fruit
79. A type of fruit
80. A type of fruit
81. A type of fruit
82. A type of fruit
83. A type of fruit
84. A type of fruit
85. A type of fruit
86. A type of fruit
87. A type of fruit
88. A type of fruit
89. A type of fruit
90. A type of fruit
91. A type of fruit
92. A type of fruit
93. A type of fruit
94. A type of fruit
95. A type of fruit
96. A type of fruit
97. A type of fruit
98. A type of fruit
99. A type of fruit
100. A type of fruit

I Myself Am Strange and Unusual

LEAH BERRY WALKER

LEAH BERRY WALKER is a woman who is passionate about her work and her life. She is a professional and a mother. She is always looking for ways to improve herself and her family. She is a woman who is full of life and energy. She is a woman who is always looking for new challenges and opportunities. She is a woman who is always looking for ways to make a difference in the world. She is a woman who is always looking for ways to live a meaningful and fulfilling life. She is a woman who is always looking for ways to be the best version of herself. She is a woman who is always looking for ways to be a better person. She is a woman who is always looking for ways to be a better mother. She is a woman who is always looking for ways to be a better professional. She is a woman who is always looking for ways to be a better friend. She is a woman who is always looking for ways to be a better person. She is a woman who is always looking for ways to be a better human being. She is a woman who is always looking for ways to be a better citizen. She is a woman who is always looking for ways to be a better world.

Raise a Glass to Girl Power

WHEN IT COMES to girl power, there's no one who does it better than Lone Star. Lone Star is a brand of beer that is known for its quality and its taste. It is a brand of beer that is known for its strength and its resilience. It is a brand of beer that is known for its courage and its bravery. It is a brand of beer that is known for its wisdom and its knowledge. It is a brand of beer that is known for its power and its authority. It is a brand of beer that is known for its grace and its beauty. It is a brand of beer that is known for its peace and its harmony. It is a brand of beer that is known for its joy and its happiness. It is a brand of beer that is known for its life and its vitality. It is a brand of beer that is known for its death and its decay. It is a brand of beer that is known for everything that is possible.

PRINT ADVERTISING 2025

Let *BUST* Magazine assist your brand in breaking out of the media clutter! Engage directly with our loyal following of passionately empowered readers via an assortment of print advertising offerings exclusively crafted to captivate the mind and eye.

Examples of available print placement include: advertorials, sponsored content, themed gift guides and more! We love to think outside the box, with custom advertising opportunities available that'll break through any glass ceiling.

FULL PAGE

8.125" wide x 10.5" tall
No Bleed: Safe zone 7.5"x10"
W/Bleed: add .25"

HALF PAGE

Horizontal: 7.5" wide x 5" tall
 Vertical: 3.65" wide x 5" tall

DOUBLE PAGE SPREAD

10.5" tall x 16.25" wide
No Bleed: Safe zone 10"x15"
W/Bleed: add .25"

QUARTER PAGE

3.65" wide x 5" tall

PRINT REQUIREMENTS

Accepted formats:

Native files, Print PDF, TIFF or EPS with layers flattened. Outline all fonts.

Keep type and logos at least .5" from trim.

TRIM SIZE: 8.125" x 10.5"

IMAGES MUST BE CMYK & 300 DPI



FULL PAGE WITH BLEED

FULL PAGE NO BLEED

1/4 PAGE



1/2 PAGE

SPONSORED CONTENT



MULTI PAGE CURATED SHOPPING GUIDES



PRINT EDITORIAL CALENDAR 2025



SPRING

MATERIALS DUE: **MARCH 1**
DISTRIBUTED:
MARCH 25 - APRIL 1



SUMMER

MATERIALS DUE: **MAY 5**
DISTRIBUTED:
MAY 25 - JUNE 1



FALL

MATERIALS DUE: **AUGUST 4**
DISTRIBUTED:
AUGUST 25 - SEPTEMBER 1



*special
HOLIDAY
GUIDE
issue*

WINTER

MATERIALS DUE: **NOVEMBER 3**
DISTRIBUTED:
NOVEMBER 25 - DECEMBER 1

WE ENGAGE OUR AUDIENCE ACROSS ALL CATEGORIES



Our groundbreaking content mix proves that in depth reports, women's history stories, pop-culture spotlights, entertainment reviews and celebrity profiles can live side-by-side with lifestyle, beauty and sex content—and that fun, fearless feminist media is here to stay. *BUST* aims to inspire and never falls short, encouraging women everywhere to be boldly authentic.

Together we can customize a 360-degree marketing package that includes print and online advertising, events, premiums and promotions. We can't wait to work with you!

**LET'S
CHAT**

hello@bust.com