

# int · intrigue

**2023  
MEDIA  
KIT**

**WORLD'S FIRST  
UNISEX LIFESTYLE  
PUBLICATION**

**Live Better. Feel Better. Be Better.**

[WWW.INTRIGUEMAG.COM](http://WWW.INTRIGUEMAG.COM)



# MISSION STATEMENT

However you identify, we see you, we hear you, and we know that you want to **Live Better. Feel Better. Be Better.** That's why at *Intrigue*, we consult the world's leading experts in lifestyle to deliver the content that helps our readers transform into their best selves. Whether we're discussing **How to Get Rid of Stubborn Acne for Good** or **This is The Coolest Cocktail to Sip This Month**, we value accuracy and accountability and embrace authenticity, diversity, and independence.

## REACH

SOURCE: 2022 GOOGLE ANALYTICS

1.46 M

TOTAL IMPRESSIONS

1,085

DIGITAL FOLLOWING

1K

AVERAGE MONTHLY VISITORS

235

COUNTRIES

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# 2023 EDITORIAL CALENDAR

## JANUARY

### Sex Ed 101

Every tip, trick, and myth to keep your sex life fun, honest, and safe.

## FEBRUARY

### Self-Love is Love

The self-care round-ups, listicles, and reviews you need to make sure you're putting the most important person in your life first: yourself.

## MARCH

### Routine Madness

How to eat healthy, workout regularly and conquer life, plus the secret to finally getting a good night's rest.

## APRIL

### Sustainable Living

Ways to keep the planet in mind no matter your routine, from sustainable sexual wellness to eco-responsible drinking habits.

## MAY

### Healthy Skin, Healthy You

The secret to keeping your skin clear, protected, and hydrated this upcoming summer season.

## JUNE

### BBQs & Brews

The tools, recipes, and everything else you need to achieve rock star status, whether you're the one crashing the party or throwing it.

## JULY

### Red, White, & Bae

From how to get busy on a boat — the right way (because yes, there's a right way) to the \*perfect\* summer spreads to lick off bae's chest, welcome to your guide of sizzling summer fun.

## AUGUST

### Drenched in Love

Cult favorites for skin, sun, and nightly fun. The go-to products you'll need to keep moisturized, bronzed, and lubed up.

## SEPTEMBER

### Savor the Flavor

Here, we'll teach you how to savor summer \*and\* simultaneously transition into the fall with the perfect in-between drink recipes, bonfire snacks, and get-togethers.

## OCTOBER

### Ghostly Hauntings

From frightening exes to hellish good times, we're unpacking relationships — good and bad — to pave the way for the future of lust and love.

## NOVEMBER

### Berry, Merry, & Hairy Traditions

Whether it be No Shave November or cranberry sauce at Thanksgiving, we're honoring the traditions that trend most this time of year.

## DECEMBER

### Unforgiving & Unforgettable

*Intrigue's* favorites of 2023 to celebrate the year's end + all the wondrous ways to kick off the new year.

# READERS AT A GLANCE

## Male / Female

45%

55%

## Age

22%

28%

20%

30%

18-24

25-34

35-44

45+

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