SafeWord: ******RED

MEDIA KIT

Guide. Explore. Compare. Decide.

safewordred.com



safewordred.com



ABOUT SAFEWORD: RED

Independent platform
for curated guidance, comparison, education and editorial content.

Not a conventional store.

Guide / Curator / Concierge / Editor / Educator.

Built to help readers
understand products, categories and options before they decide.

THE ROOMS

A room-based navigation system for products, guidance, culture and media.



SCARLET



OXBLOOD



RUBY



CARMINE



TERRACOTTA



BLACK CHERRY



BORDEAUX



CRIMSON



MULBERRY

AUDIENCE / POSITIONING



Born in Puerto Rico.
Designed for a wider audience.

Sexual wellness, intimacy, relationships, personal care.

Inclusive of **LGBTQ+ / queer** audiences, couples, men, women, and readers seeking thoughtful product guidance.

Education and culture are part of the editorial scope.

Puerto Rico is a U.S. territory and uses USPS.

Publishing languages:
Spanish — primary / English / Portuguese.

PARTNERSHIP OPPORTUNITIES

Meaningful collaborations with brands that align with our values, audience, and editorial standards.



Curated product placement

Thoughtfully integrated within relevant editorial content and guides.



Editorial reviews

In-depth, experience-based reviews with an emphasis on context, safety, and real-world use.



Comparison and buying guides

Side-by-side comparisons to help readers find the right fit for their needs.



Educational content

Brand-aligned education on pleasure, wellness, safety, and culture.



Affiliate partnerships

Commission-based links to relevant products, and trusted retailers.



Selected sponsored collaborations

Custom content, campaigns, and features with like-minded brands.



Brand / editorial collaborations

Co-created content, expert contributions, and shared initiatives.



Commercial relationships do not guarantee a positive recommendation.
All content is guided by our editorial standards and our commitment to honest, helpful, and responsible information.

WHY SAFEWORD: RED

More than a product guide — a trusted resource.
Designed to help readers understand before they decide.

01



Context-first curation

Products, guidance, and culture in real-world context — not just a list of items.

02



Editorial independence

Honest, experience-based content free from undue influence.

03



Transparency

Clear labeling of partnerships, affiliations, and sponsored content.

04



Multilingual publishing

Spanish as primary, with English and Portuguese to reach a wider audience.

05



Inclusive architecture

Welcoming LGBTQ+ / queer audiences, couples, men, women, and all readeres seeking thoughtful guidance.

06



Education beyond products

A broader focus on sexual wellness, relationships, personal care, and culture.

EDITORIAL PRINCIPLES / BRAND FIT

Guided by trust, inclusion and thoughtful, useful content.



Quality

We feature well-made, reliable products from brands we believe in.



Relevance

Products and topics align with our audience's interests, identities and real-world needs.



Useful information

Practical, honest guidance to help readers make informed decisions.



Materials & ingredients

Clear details about materials, ingredients and what's in the box.



Sizing & compatibility

Guidance on sizing, fit and compatibility to support a better experience.



Warranties & product care

Information on warranties, care and maintenance to help products last.



Safety

We prioritize safer use, risk awareness and harm reduction.



Respect for the reader

We use inclusive, non-judgmental language and honor diverse bodies, identities and experiences.



Affiliate relationships and sponsored content are disclosed.

LET'S CONNECT

Open to thoughtful conversations, selected partnerships and editorial collaborations.

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Puerto Rico

Current focus: website, editorial library, curated content and partner relationships. Dedicated social channels are planned, but not the current focus.

Same Curiosity. Deeper Conversations.