SafeWord: ****** RED

MEDIA KIT

Guide. Explore. Compare. Decide.

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 that inform, educate and support our audience.



Curated product placement

Thoughtful inclusion of relevant products within editorial content.



Editorial reviews

In-depth, honest reviews based on real use and editorial standards.



Comparison and buying guides

Side-by-side comparisons and practical guides to help readers make informed choices.



Educational content

Brand-supported educational resources aligned with our editorial scope.



Affiliate partnerships

Commission-based partnerships for relevant products and services.



Selected sponsored collaborations

Carefully chosen, values-aligned sponsored campaigns.



Brand / editorial collaborations

Co-created content, special features and thematic series with aligned partners.

Commercial relationships do not guarantee a positive recommendation.

WHY SAFEWORD: RED

Designed to help readers understand before they decide.

Context-first curation

Products, guidance, culture and media, always in a broader context of consent, wellbeing and real-life use.

Editorial independence

We set our own editorial standards and maintain full control over our content.

Transparency

We clearly disclose partnerships, sponsorships and affiliate relationships.

Multilingual publishing

Content available in Spanish — primary — and English / Portuguese.

Inclusive architecture

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

Education beyond products

We go further than reviews, offering education, resources and cultural perspectives to support healthy, informed and pleasurable experiences.

EDITORIAL PRINCIPLES / BRAND FIT



Quality

Well-made, thoughtfully designed products and brands we can stand behind.



Relevance

A natural fit for our audience, values and the world of intimate wellness.



Useful information

Clear, honest, experience-based guidance that helps readers make informed choices.



Materials & ingredients

Transparent information about materials, body-safe ingredients and construction.



Sizing & compatibility

Helpful details on sizing, fit, system compatibility and real-world use.



Warranties & product care

Information on warranties, durability and how to properly clean and maintain products.



Safety

Emphasis on physical safety, informed use, and harm reduction.



Respect for the reader

Inclusive, sex-positive and stigma-free content that treats all readers with respect.



Affiliate relationships and sponsored content are disclosed.

LET'S EXPLORE WHAT'S NEXT.

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.

Designed for a wider audience.

