

WHAT IS EPIGENETICS

MEDIA KIT • 2018



WHAT IS
EPIGENETICS
featured on

GEN

★★★★
Best of the Web

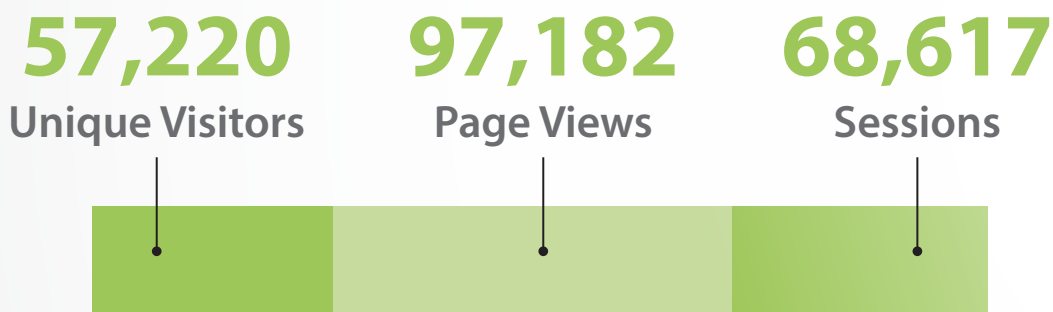
Awarded 4 out of 4 stars in GEN, 2015

WHAT IS EPIGENETICS

Our niche educational site provides accessible health-oriented articles that focus on applying cutting-edge epigenetic research, news and trends to everyday life.

HIGHLY TARGETED • ENTERTAINING • NICHE

TRAFFIC¹



1:28
Avg. Session
Duration



1.41
Page Views
Per Session

AD STATISTICS

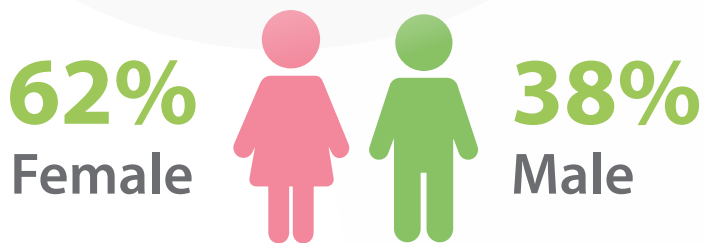
0.23%-1.6%
Ad CTR Range
Clicks / Ad impressions

AUDIENCE

Profile

Educated and affluent individuals between the ages of 18-44 who value an informed and healthful lifestyle.

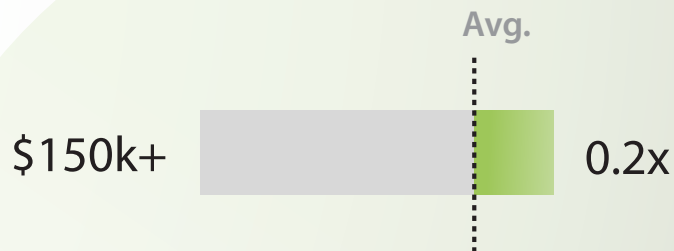
Demographics²



65% are reported to be college educated.

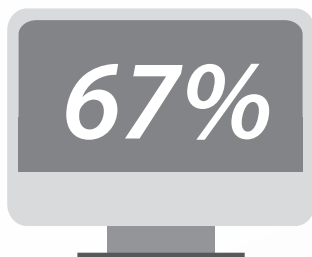
38%
18-24 years

40%
25-44 years



Weighted towards a **higher disposable income** compared to the average US internet user.

33% visit via mobile or tablet.³



67% visit the site via desktop.

Interests⁴

Consumer Lifestyle	Composition	Affinity Index*
1 Trendy moms	42.20%	4.29x
2 Green moms	42.14%	3.26x
3 New Parents	43.17%	3.07x
4 Corporate moms	32.42%	3.05x
5 Fit moms	48.69%	2.78x
6 Moms of high school kids	45.84%	2.72x
7 Pre-Movers	1.94%	2.69x
8 Corporate Execs	42.02%	2.27x
9 Business Travelers	47.48%	2.09x
10 Indie Women	18.15%	1.99x

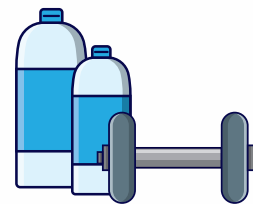
*How much more likely our readers display a particular consumer lifestyle compared to the average US internet user.

Top Shopping Interests

Include:



- ✓ Cosmetics
- ✓ Hair Care
- ✓ Skin Care



Over half have a **Healthy & Fit** consumer lifestyle

“It’s heartening to find scientific rationale behind the emotionally-understood benefits of meditating!” — N.H., reader of *What is Epigenetics*

CONTENT



Popular topics touch on the epigenetic basis of falling in love, how sipping green tea might epigenetically reduce cancer risk, and ways we may be able to improve sleep or release stress via epigenetics.

Popular Posts⁵



4 Ways Epigenetics May Explain Why Love Is Not So Crazy

5:28

Avg. time spent on page



Drinking Tea Can Turn Genes On or Off in Women

4:19

Avg. time spent on page



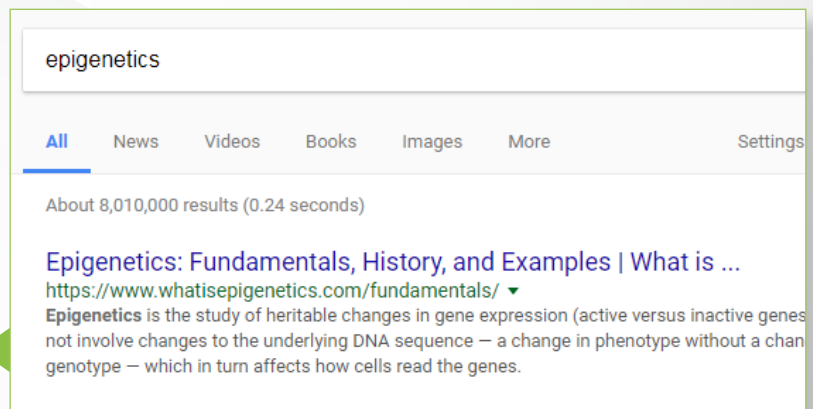
High Fat, Low Carb Diet Might Epigenetically Open Up DNA and Improve Mental Ability

3:37

Avg. time spent on page

#1 Google Result for "Epigenetics"

Included in Google News Index.



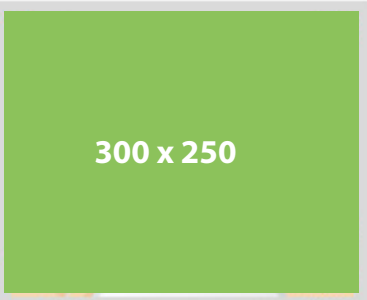
728 x 90
Leaderboard

IN THE SPOTLIGHT



Ginger's Potent Epigenetic Health Benefits

Ginger root, or the rhizome of the flowering ginger plant (*Zingiber officinale*), has been cultivated for millennia for use as both a spice added to food as well as a tonic used to cure ailments. Though originating in southeast Asia, ginger was [more...]






300 x 250
"Square"

NEWSLETTER

Enter your e-mail address **SUBSCRIBE**

POPULAR ARTICLES

-  **A Super Brief and Basic Explanation of Epigenetics for Total Beginners**
© July 30, 2013
-  **Epigenetics: Avoiding the Pull of Pseudoscientific Nonsense**
© November 3, 2015
-  **Could Stressed Fathers Epigenetically Give their Children High Blood Sugar?**
© March 1, 2016



Casticin Found Naturally in Fruits May Epigenetically Fight Off Stomach Cancer

© April 25, 2017

Casticin, a type of flavonoid, could adjust chemical tags on DNA to stave off gastric cancer, a recent study suggests. Found in wormwood and various fruits, including chasteberry and oil from the chaste tree, casticin [more...]



A Child's Mental Fitness Could Be Epigenetically Influenced by Dad's Diet

© April 18, 2017

We often think that taking supplements is a good thing – but what if we consume too much? And could doing so negatively affect our children? Researchers from the German Center for Neurodegenerative Diseases (DZNE) [more...]



Epigenetic Computer Program 'CancerLocator' Detects and Pinpoints Cancer

© April 11, 2017




Can Epigenetics Explain the Mystery of Right and Left Handedness?

© March 14, 2017




Most Dangerous Lifestyle Activity Uncovered in New Epigenetic Mortality Risk Profile

© March 28, 2017




Air Pollution Could Alter Tags on DNA and Increase Risk for Neurodegenerative Disease

© February 21, 2017

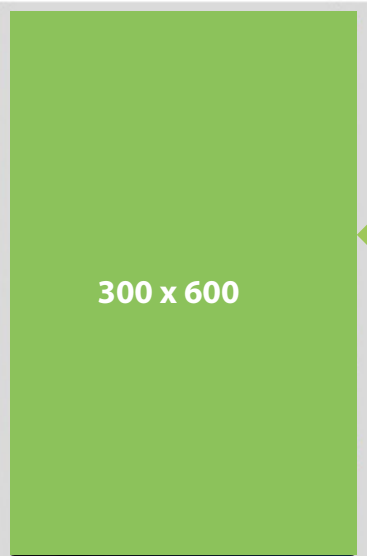


Natural Compound in Cypress Trees Might Epigenetically Protect Against Cancer



What You Eat Adjusts Your Gut Microbiota and Epigenetic Marks

© February 14, 2017



300 x 600
Half Page Banner
or
160 x 600
Wide Skyscraper

ADVERTISING

Ad Dimensions

DESKTOP

728 x 90 Leaderboard*
300 x 600 Half Page Banner*
300 x 250 Square
160 x 600 Wide Skyscraper

MOBILE

320 x 50 Leaderboard
320 x 100 Large Banner

CONTACT

Get Started

To begin advertising with *What is Epigenetics* or for pricing inquiries, please contact Bailey Kirkpatrick at bailey@whatisepigenetics.com.

** Desktop ads will be automatically formatted to mobile ready on mobile site.*

PAST PARTNERS



Live Well

UNLOCK THE HEALTHY, BALANCED YOU

A Σ N ∩ A SKIN



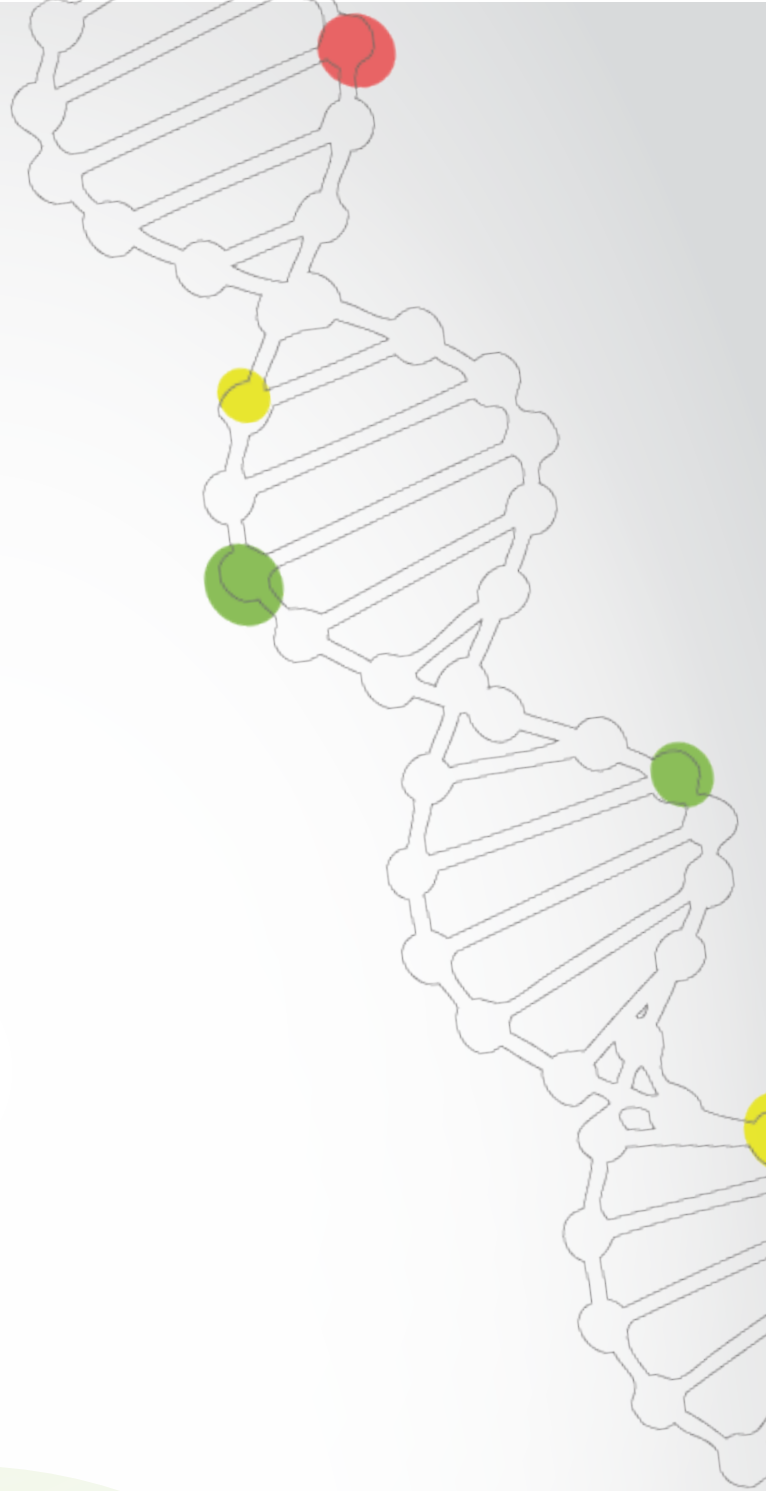
¹ Average monthly unique visitors and page view Google Analytics data collected from January 1st, 2017 - January 1st, 2018. Google Analytics and ad data collected from January 1st, 2017 - January 1st, 2018.

² Google Analytics data collected from January 1st, 2017 - January 1st, 2018.

³ Google Analytics data collected from January 1st, 2017 - January 1st, 2018.

⁴ Quantcast data collected from January 1st, 2017 - January 1st, 2018.

⁵ Google Analytics data collected from January 1st, 2017 - January 1st, 2018.



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Media Kit 2018
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