ThreadCurve

MEDIA KIT · ADVERTISE WITH THREADCURVE

1.5M monthly pageviews from women over 40 dressing for the life they have now

1.1M
sessions, last 30 complete days

1.5M
pageviews, last 30 complete days

15k
total email subscribers

Verified through 2026-09-08 · updates daily from first-party data

AUDIENCE

Who's reading

US women arriving from Pinterest on their phones, looking for outfits and hairstyles they can actually wear: before/after styling, hair over 40, capsule wardrobes.

VISITORS

1.1M

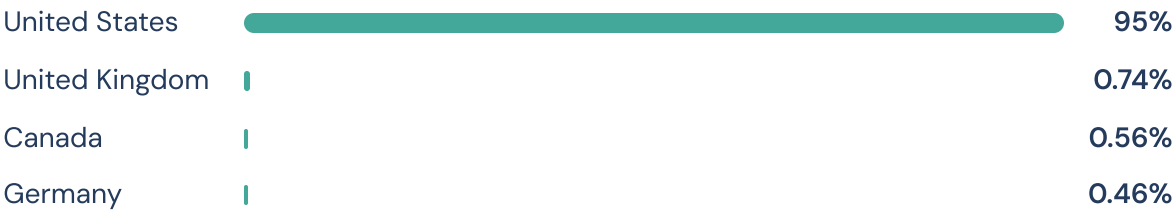
sessions, last 30 days · **1.5M** pageviews

WHAT THEY READ



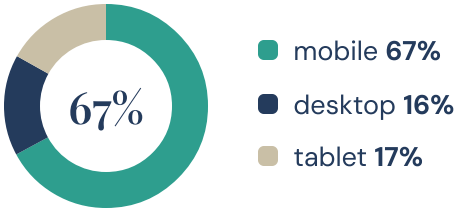
share of classified articles

WHERE THEY ARE

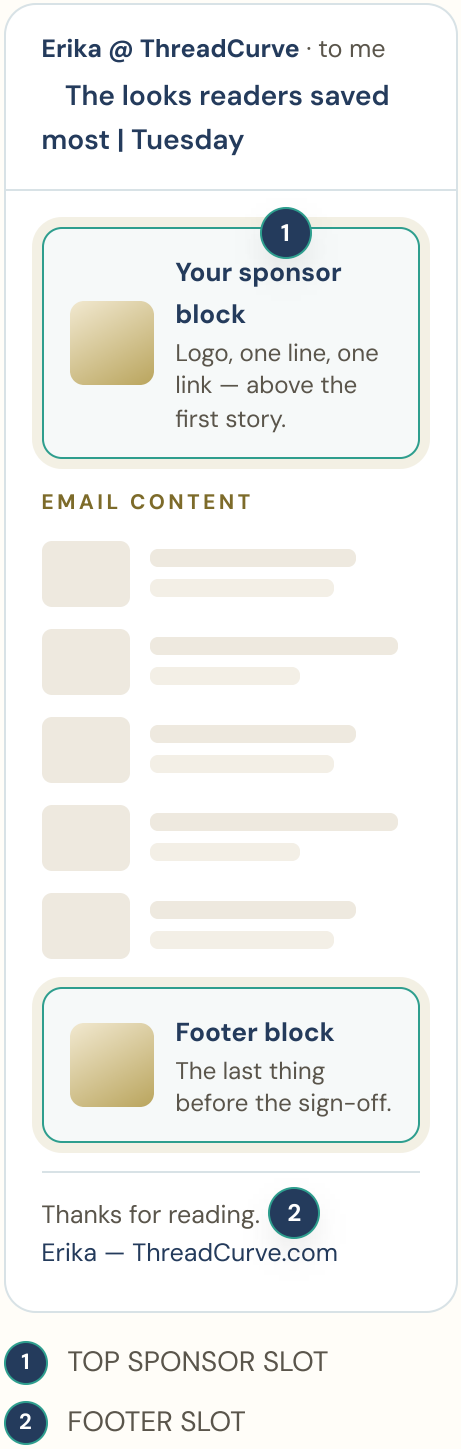


US-only placements available — the finance row is geo-gated already.

ON WHAT



Traffic, country and device figures from the ad-platform traffic source of record; rounded to two significant figures. No modelled demographics.



The daily newsletter — two sponsor slots in every send

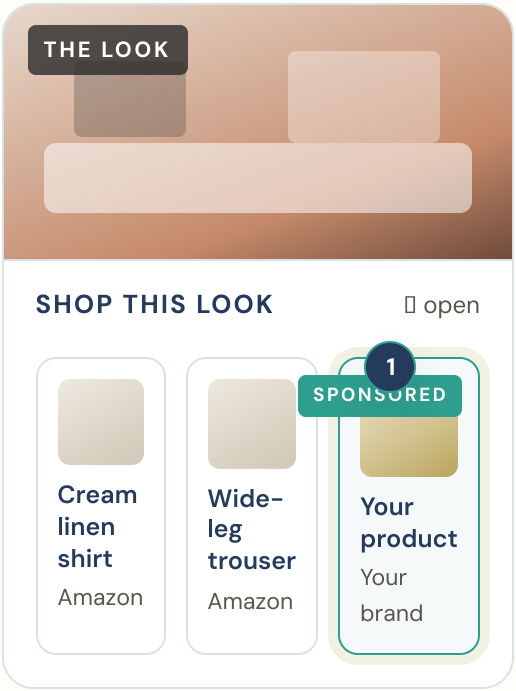
15k
subscribers · active list

25%
avg open · last 10 sends, 24–26%

770
clicks · top slot · estimate from 7 sends, last 7 full days

680
clicks · footer slot · estimate from 7 sends, last 7 full days

The newsletter goes to the list five mornings a week: a short edit of the day's outfit, hair and style stories. Two places in it are sellable — a block above the first story and a block under the last one. One sponsor per send, labelled, with your own link. **The slot figures are estimates**, not the slot's own history: they are the clicks on the article link that sits in that position today — the first link and the last link — averaged across every send of the last seven complete days (today's send is still collecting clicks, so it is left out) and rebuilt daily. Sold per send or per week, with a category exclusive.



1 SPONSORED CARD SLOT

Sponsored card in the Shop This Look panel

Measured from 2026-08-28
longer windows render as they fill — nothing here is projected

1,400
panel opens · 7-day (shown — 24h below floor)

1,400
panel opens · 7-day

1,400
panel opens · 7-day (shown — no 30-day history yet)

2M
impressions · 30-day

0.15%
CTR · 7-day (shown)

670
product clicks · 30d

Readers open Shop This Look to buy the outfit in the photo. Your product renders as a card inside that panel, labelled Sponsored, in the position of your choosing. The panel opening is the tap we count.

ThreadCurve

Here's the article you saved! Click below to pick up where you left off.

You Saved This:

The look this reader saved

www.threadcurve.com/...

PRESENTED BY



Your brand
One line, one link — under the look they just saved, in every send.

1

1 YOUR SPONSOR BLOCK

Save This email — a list built one saved look at a time

Saves counted from 2026-08-30
longer windows render as they fill

15k
subscribers · active list

300
saves · 24h

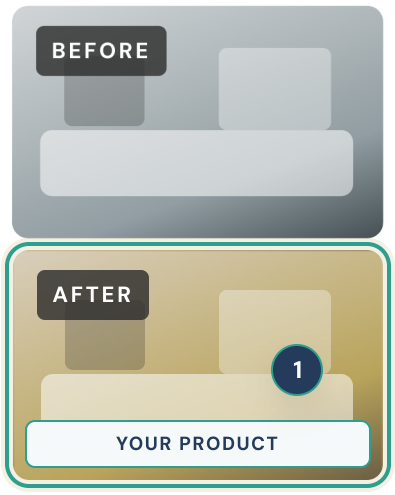
2,600
saves · 7-day

Every time a reader saves a look, this email goes out: the article they were reading, sent straight back to them, and nothing else competing for the page. It arrives because the reader asked for it, which is why it is opened — and the list it builds is people who wanted to be reminded. **Your block sits under the saved article in every one of those sends**, or take a dedicated send to the whole list. Saves are counted first-party and refreshed daily.

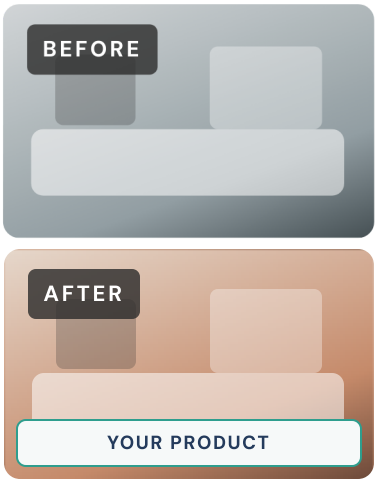
SPONSORED · WITH YOUR BRAND

30 Outfits, Before and After — Styled With Your Pieces

1 OF 30



2 OF 30



… 28 more pairs in the same article — every “after” yours, credited and linked.

Optional: one reel per pair — thirty reels, published over the following weeks.

A dedicated before/after gallery — your pieces in all 30 afters

The before/after gallery is the format this site is known for: thirty pairs in one article, and readers scroll every one of them. A sponsored edition is that same article built around you — **every "after" is styled with your pieces**, credited and linked, shot and written by us to sit beside the rest of the library rather than read like an ad. It publishes on the site, stays up, and gets promoted like any other post. **Thirty pairs is also thirty reels**: the same set can be cut one reel per pair and published over the following weeks, so a single shoot runs as an article and then as a video drip, all of it carrying your pieces. Sold as guaranteed traffic: we commit to a pageview number for the article and promote it until it gets there — you buy an outcome, not a slot.

1 YOUR PIECES EVERY AFTER
2 30 PAIRS · 30 REELS

The Capsule Wardrobe That Actually Works After 50

The trick is starting with one anchor piece. A structured blazer over wide-leg trousers reads polished without trying, and the proportions flatter every height.

For the shoes, skip the trends — a pair of comfortable leather loafers carries the whole look from school run to dinner, and nobody will guess how easy it was.

…continues through the article — links placed where the keyword naturally appears, never a link block.

1 YOUR LINK, YOUR KEYWORD

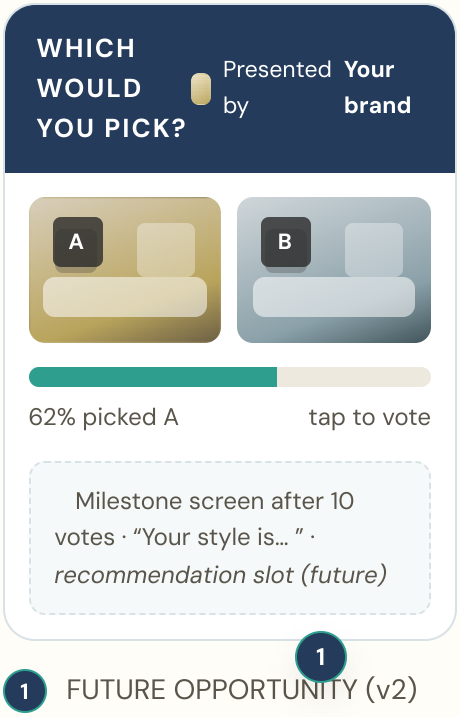
In-content links — your page, linked from relevant keywords

0.69
per 1k views · link 1 of the article · avg over 1,300 articles, last 7 full days

0.55
per 1k views · link 2 of the article · avg over 1,300 articles, last 7 full days

0.27
per 1k views · link 3 of the article · avg over 1,300 articles, last 7 full days

Your page linked from the exact keywords readers are scanning for, inside the articles themselves — not a banner beside the content, a link in it. Placed editorially where the keyword naturally appears, across the posts that fit your category, on a site read by people mid-outfit-decision. **The figures are per link position** — what the first, second and third in-content link in an article earn, averaged over the last seven full days. Position one is the one readers reach first. Your volume follows how many posts fit your category. Sold per keyword set and per month.



NEW PLACEMENT

"Which Would You Pick?" — presented by you

New placement — first data 2026-08-30

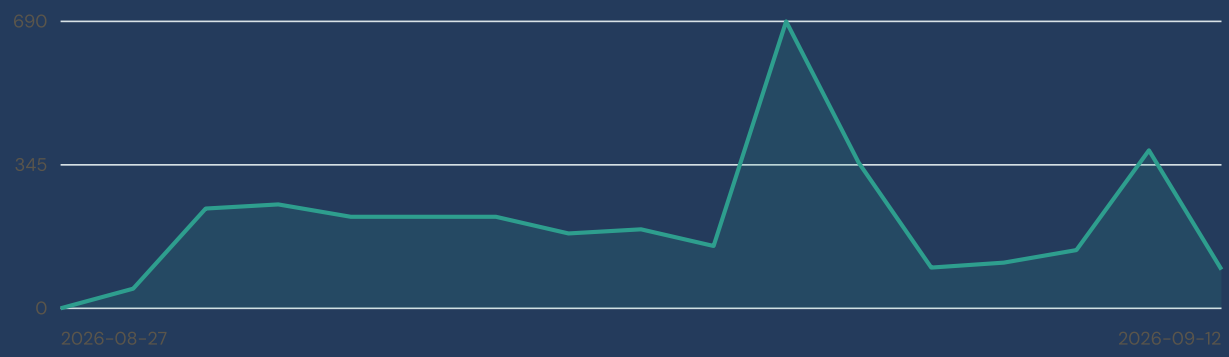
chips appear after 14 days of data

A this-or-that voting panel on the frame of every gallery: two looks, one tap. It is live on the site now. Your brand presents the panel. **The sponsor brands the frame and never supplies, selects or influences the pairs** — they come from the site's own matching system, which is what keeps readers trusting the game and the rankings built on it. Founding-sponsor pricing for the first campaign; every vote is counted from day one.

WHY THESE NUMBERS ARE REAL

First-party, per-placement, refreshed nightly

Every placement on this page is instrumented individually — an impression counts only after a full second on screen, and taps are counted as arrivals where the click beacon is unreliable. The build rounds to two figures, refuses any window under its sample floor, and stamps the date. If a nightly build fails, the last good snapshot serves with its own date. Nothing here is projected.



Daily taps across live placements, last 30 days.

CONTACT

Tell us what you're launching

Placements are sold with category exclusivity, and any one of them can be run against a single topic instead of the whole site. Pricing is sized to the placement and what you're trying to do with it. Email us with the category you're in and what you're launching, and we'll come back within a business day.

ThreadCurve

women over 40 dressing for the life they have now

THIS KIT

Audience

Placements

How we measure

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Methodology: first-party event tables, nightly snapshot, 2 significant figures, 5,000-impression floor per window, verified through 2026-09-08. Every figure on this page is measured and rebuilt daily — nothing here is projected.