

Sex toy reviews by a married couple who answer for every score.

Advertising, sponsored reviews and brand partnerships on an independent review site read by people who are about to buy.

14.8K
real monthly users, bot traffic excluded

68%
of readers in the United States

63%
engagement rate among US readers

22.7%
of AI citations on nine dildo buying topics (GEOly)

Sasha & Daniel, the only two people who set a score here.
Audience data: Google Analytics 4, October 3 – November 1, 2026.

What we are, and what we aren't

The Toy Slut is an independent sex toy review site run by a married couple who test what they write about. Scores are not for sale, drafts are never shared with brands, and every affiliate, sponsored or gifted relationship is labeled where the reader can see it.

That stance is the product. It is why brands send us products, why readers arrive from search engines and AI assistants with a purchase in mind, and why an ad or a sponsored review here carries weight that a placement on an affiliate farm does not.

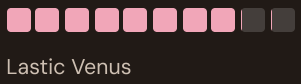
47	48	21	46	6
brand reviews, 3,000+ words each	buying guides and how-tos	rankings, from dildos to lube	head-to-head comparisons	hands-on product tests with our own photos

WHO TESTS

Sasha leads on vibrators, dildos, everything vulva-side and BDSM gear, which she tests as a sub. Daniel covers male toys, prostate products and the technical side. Couples products get both perspectives and two separate scores, because anatomy matters and averaging it away would be dishonest. Where a product makes measurable claims (battery life, noise, app range), the review checks them line by line against what our testing found.

ONE WAY TO SHOW A SCORE

Every score on the site is drawn the same way: ten segments filled to the number, one decimal. No stars, no inflated tens.



Sasha on the Adrien Lastic Venus

EDITORIAL PRINCIPLES

Independent scores. No brand sees a draft, no score is negotiable.

Labels the reader can see. Affiliate links, ads and sponsored content say so.

Verification. Prices and specs are checked on the maker's own pages.

Separation. No ad runs on its advertiser's own review or ranking.

Who reads The Toy Slut

Google Analytics 4, October 3 – November 1, 2026. We removed traffic we identified as automated (clusters from Singapore and China with 6–12% engagement and four-second visits) and our own test traffic from Norway. Advertisers get the honest figure, not the inflated one.

14.8K
real monthly users (17,562 raw)

19,106
sessions

10,061
engaged sessions

63%
engagement rate, US readers

WHERE READERS ARE

COUNTRY	USERS	ENGAGED	AVG. TIME
United States	10,157	63%	1 min 5 s
Canada	699	67%	1 min 10 s
United Kingdom	432	62%	59 s
India	339	28%	14 s
Germany	277	53%	53 s
Netherlands	242	48%	50 s
Australia	241	64%	1 min 45 s

Roughly 68% of real users are in the United States, and Canada, the UK and Australia add another 9%. Rates are set in USD accordingly. Average engagement time is GA4's measure of time the page is open in the foreground, averaged over every visit including quick ones.

HOW THEY ARRIVE

Organic search — 9,889 sessions · 65% engaged

Google 4,638 · DuckDuckGo 4,167 · Bing 527 · Yahoo 354 · Ecosia 114

Direct and shared links — 7,575 sessions · 34% engaged

Typed URLs, bookmarks and links opened in apps

AI assistants — 1,197 sessions · 61% engaged

ChatGPT, Perplexity and similar tools citing a review or guide

Referral — 417 sessions · 64% engaged

Other sites linking to us

22.7%

The most-cited source in AI answers about dildos. GEOly tracked ChatGPT, Google AI Mode and AI Overviews on nine dildo buying topics: The Toy Slut had 22.7% of all citations, ahead of Reddit (21.5%). GEOly, "Dildos AI visibility 2026", August 27, 2026. AI assistants sent 1,197 visits in the period above, and Microsoft Copilot cited the site about 1,600 times from August to October 2026 (Bing Webmaster Tools).

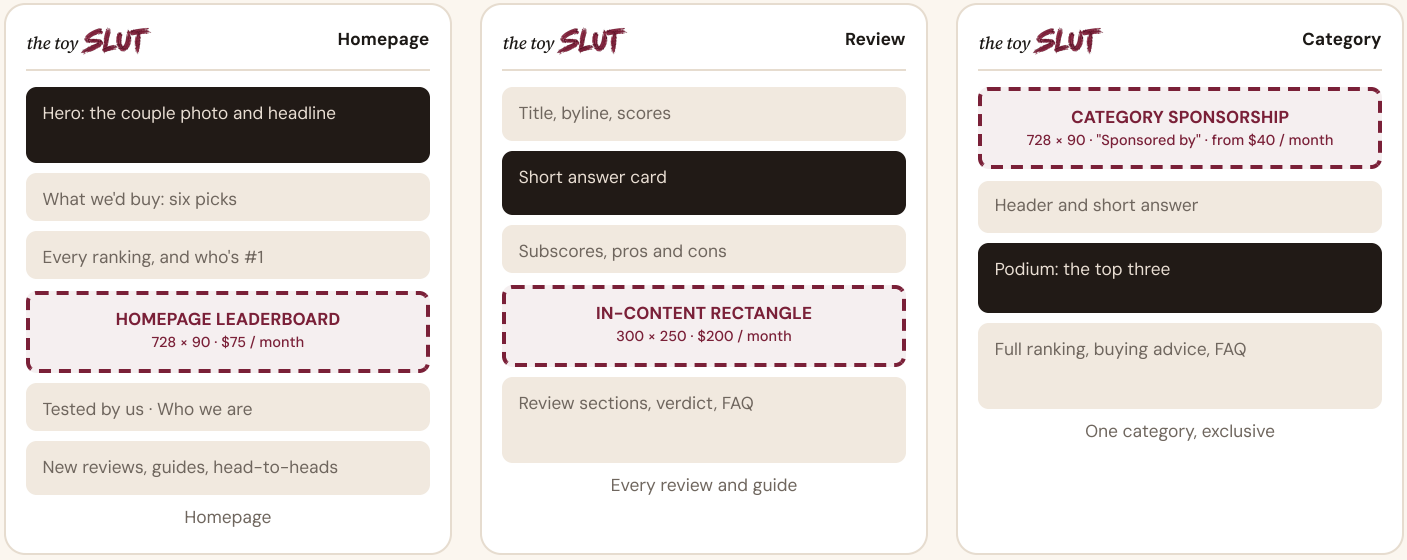
Placements, sizes and rates

Three fixed placements, sold flat-rate per month and priced on the page views each one actually gets, so you know the cost before the campaign starts. Every ad is labeled "Advertisement", links carry rel="sponsored", and no ad runs on the advertiser's own review page or inside a ranking the advertiser appears in.

PLACEMENT	SIZE	WHERE IT RUNS	VIEWS / MONTH	PER MONTH
Homepage leaderboard	728 × 90 / 320 × 100	Homepage, between the rankings and Tested by us	~1,700	**$75**
Content rectangle	300 × 250	Inside every review below the summary card, and inside every guide after the contents list	~12,300	**$200**
Category sponsorship	728 × 90 / 320 × 100	Top of one category page, exclusive: Realistic $125 (~4,000 views), Male toys or Dildos $75 (~1,900 and ~1,700), any other category $40	up to ~4,000	**from $40**
Package	As above	Homepage + content rectangle + Realistic, Dildos or Male toys	~15,700–18,000	**$350**

Minimum term 1 month. 3 months -10%, 6 months -15%, 12 months -20%. Prepaid, invoiced in USD. One advertiser per placement; category sponsorship is exclusive per category.

PLACEMENT MAP



CREATIVE AND REPORTING

JPG, PNG or GIF (static or simple animation), max 150 KB per file, desktop and mobile sizes. No auto-playing audio or video, no expandables, no interstitials. Landing page must be https and must not redirect to a different brand or a coupon aggregator. Creative due 3 business days before start; one swap per month included. Monthly report with pageviews on the pages carrying your placement and outbound clicks (GA4).

Reviews you can book. Scores you can't buy.

A sponsored review buys a guaranteed slot and a delivery date. It does not buy the score. The review is written the same way as every other review on the site, labeled as sponsored at the top, and published whether the verdict is 9.5 or 5.9. Brands book it because a labeled, honest review still converts far better than an unlabeled puff piece.

PRODUCT	WHAT YOU GET	PRICE
Sponsored review	Published within four weeks of the sample arriving. Hands-on testing, real photos, per-tester scores, a spec check against your own claims where the product makes measurable ones, FAQ with schema, permanent URL. One round of factual corrections after publication.	**$350**
Sponsored review + directory	Everything above, plus an entry in the rankings the product belongs in, sorted by its score like every other entry. Affiliate links cost nothing extra: if you run a program, we join it, every button goes straight to your store, and you see what our readers buy.	**$500**
Sponsored article	A guide on a topic in your category, written by us in our own voice: a material explainer, a how-to, a buying primer. Your brand is named as the sponsor at the top and linked where it's relevant (rel="sponsored"). You can correct facts about your own products; you don't approve the copy. No score, no ranking, no comparisons with competitors.	**$250**

HOW A SPONSORED REVIEW WORKS

1. **Brief.** You tell us which product. We confirm it fits the site and quote the slot.
2. **Sample and payment.** The product ships to us in a discreet package. Invoice prepaid in USD.
3. **Testing.** Two to four weeks of real use by the relevant tester or testers. No draft is shared.
4. **Publication.** The review goes live with the sponsored notice, photos, scores and your links. You get the URL the same day.
5. **Corrections.** One round for factual errors. Opinions and scores stand.

REVIEW SAMPLES, FREE

Send a product with no strings attached. If we have enough to say, we test it for several weeks and publish a full review with our own photos and scores. Coverage isn't promised and scores don't move after publication. Gifted products are credited on the page:



"Our Venus was a gift from House of Lucifer, who had no say in this review."
The credit line under the byline of our Adrien Lastic Venus review, linked to the store.

NOT FOR SALE, AT ANY PRICE

- Scores and ratings
- Positions in guides, rankings or awards
- Draft approval or advance sight of a verdict
- Unlabeled or dofollow links
- Removal of an existing review

The rules, in writing

LABELING

Every paid placement is marked "Advertisement" or "Sponsored" where the reader sees it, in line with FTC endorsement guidance and EU consumer law. Paid links carry rel="sponsored".

SEPARATION

No advertiser's banner runs on its own review page, on a comparison it appears in, or inside a ranking that includes it.

INDEPENDENCE

Scores, pros and cons, and verdicts are decided by the testers alone. Sponsorship buys the slot, never the outcome.

REFUSAL

We decline advertisers and products that fail our material standards (jelly, unlabeled PVC, undisclosed white-label) or whose claims we can't verify.

AFFILIATE PROGRAMS

Store and product links run through direct programs, Impact, Awin and ShareASale, each labeled. Affiliate status doesn't touch ratings; some of our top-rated brands have no program at all.

REPORTING

Display advertisers get a monthly summary: pageviews on placement pages and outbound clicks, from Google Analytics 4.

TERMS AT A GLANCE

ITEM	TERMS
Currency and payment	USD, prepaid, invoiced by the site owners directly
Display minimum term	1 month; 3 months -10%, 6 months -15%, 12 months -20%
Sponsored review timing	Published within four weeks of the sample arriving
Rates valid	Through December 2026

GET IN TOUCH

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Rates, rules and the latest numbers: thetoyslut.com/partnerships

Sasha Daniel