

The Toy Slut

Honest Sex Toy Reviews

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

12K+

real monthly users
(bot traffic excluded)

70%

of readers in the
United States

60%

engagement rate
(GA4, 30 days)

18%

of sessions arrive via
AI assistants

Audience data: Google Analytics 4, Aug 15 – Sep 15, 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. Forty-four brand reviews, thirty-four buying guides, a growing hands-on product review section with per-tester scores and real photos, and a directory across seventeen categories. Scores are not for sale, drafts are never shared with brands before publication, and every affiliate or paid relationship is labeled where the reader can see it.

That stance is the product. It is why brands come to us for coverage, why readers arrive from search engines and AI assistants with a purchase in mind, and why an advertisement or a sponsored review on this site carries weight that a placement on an affiliate farm does not.

44

brand reviews, 3,000+ words each, with scores, pros/cons and FAQ

34

buying guides and head-to-head comparisons

17

product categories in the directory, 200+ pages total

Who tests

Sasha leads on vibrators, dildos and everything vulva-side. 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, stroke length), the review checks them line by line against what our testing found.

Editorial principles

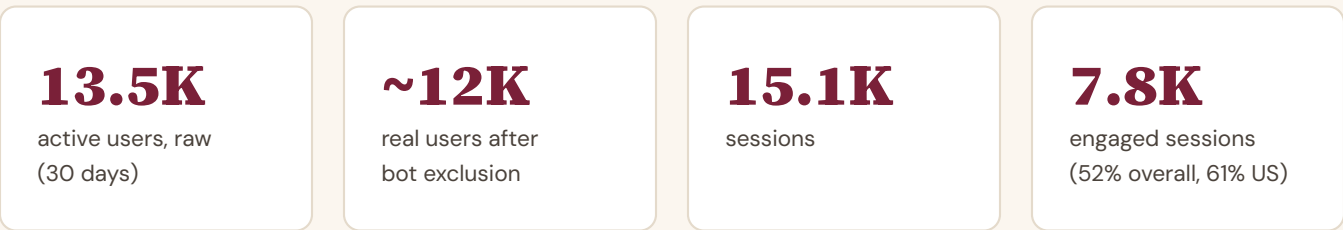
- Independent scores. No brand sees a draft, no score is negotiable, and no payment changes a number.
- Labels the reader can see. Affiliate links say so. Sponsored content says so, at the top, in plain language.
- Verification before publication. Prices and specs are checked against the manufacturer's own pages; unverifiable claims are called unverifiable.
- Separation of church and state. No advertiser's placement runs on its own review page or inside a ranking it appears in.

Why this matters to you as an advertiser

Readers trust the site because the editorial line is visibly enforced. Your placement inherits that trust precisely because it is labeled and kept apart from the scores.

Who reads The Toy Slut

Google Analytics 4, 30 days ending September 15, 2026. We report the numbers after removing traffic we identified as automated (a Singapore cluster with a 4% engagement rate and 6-second sessions, plus similar patterns from Germany and China). Advertisers get the honest figure, not the inflated one.

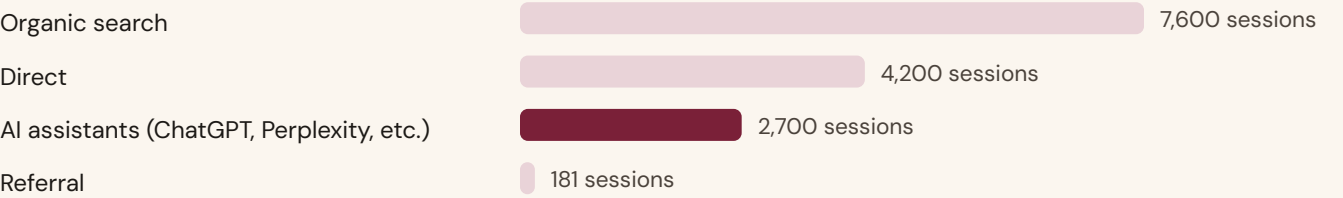


Where readers are

Country	Users	Engagement rate	Avg. engagement time
United States	8,332 (61%)	61%	57 s
Canada	453	62%	59 s
United Kingdom	369	49%	50 s
Netherlands	223	48%	57 s
Australia	153	64%	59 s
France	141	44%	41 s

Roughly 70% of real users are in the United States; the English-speaking markets above make up the rest. Rates are set in USD accordingly.

How they arrive



18% of sessions come from AI assistants

ChatGPT, Perplexity and similar tools cite the site as a source and send readers directly to reviews and guides. Those readers arrive mid-decision, with a specific product in mind. Few sites in this category can show that channel at all.

Placements, sizes and rates

Three fixed placements, sold flat-rate per month 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 (desktop / mobile)	Where it runs	Per month
Homepage leaderboard	728 × 90 / 320 × 100	Top of the homepage, above the category grid	\$300
Content rectangle	300 × 250 (both)	Inside every review below the summary card; inside every guide after the contents list	\$200
Category sponsorship	728 × 90 / 320 × 100 + "Sponsored by" label	Top of one category page (e.g. Fantasy, Couples, Male Toys)	\$150
Package: all three	As above	Homepage + content rectangle + one category of your choice	\$550

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

Placement map

The Toy Slut · Reviews Guides Directory

HOMEPAGE LEADERBOARD 728 × 90
\$300 / month

Review / guide content

IN-CONTENT 300 × 250
\$200 / month

Category pages carry the sponsorship banner in the leaderboard position, with a "Sponsored by [brand]" line beneath it.

Creative specifications

- Formats: JPG, PNG or GIF (static or simple animation). Maximum 150 KB per file. Supply both desktop and mobile sizes.
- No auto-playing audio or video, no expandables, no interstitials. A 1 × 1 tracking pixel and click-tracking URL are fine.
- Landing page must be https and must not redirect to a different brand or a coupon aggregator.
- Creative due 3 business days before the start date. One creative swap per month is included.
- Reporting: monthly, 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 so the reader knows the arrangement, and published whether the verdict is 9.1 or 5.8. Brands book this because a labeled honest review still converts far better than an unlabeled puff piece, and because the site's readers can tell the difference.

Product	What you get	Price
Sponsored review	Guaranteed publication within 4 weeks of the sample arriving. Full product review: hands-on testing, real photos, per-tester scores, a spec check against your claims where the product makes measurable ones, FAQ with schema, permanent URL. Labeled "Sponsored review" with the arrangement stated. One round of factual corrections after publication.	\$500
Sponsored review + directory + affiliate	Everything above, plus a directory entry in the relevant categories and your affiliate program wired into every CTA on the review and the directory listing.	\$750
Sponsored article	1,200+ words on a topic we agree on together (a material explainer, a how-to, a category primer). Labeled "Sponsored", published in the Sponsored section, links rel="sponsored". No score, no ranking.	\$400

Not for sale, at any price

Scores and ratings. · Positions in "best of" guides, rankings, awards or the quiz. · Draft approval or advance sight of a verdict. · Unlabeled links or dofollow links. · Removal of an existing review.

If a request touches any of these, the answer is no. That is the reason the rest of this document is worth paying for.

How a sponsored review works

- 1 Brief** You tell us which product. We confirm it fits the site and quote the slot.
- 2 Sample + payment** Product ships to us (Norway, discreet label). Invoice prepaid in USD.
- 3 Testing** Two to four weeks of real use by the relevant tester(s). No draft is shared.
- 4 Publication** Review goes live with the sponsored label, photos, scores and your links. You get the URL the same day.
- 5 Corrections** One round for factual errors (specs, prices, names). Opinions and scores stand.

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 that advertiser's own review page, on a competitor 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. Drafts are not shared.
Refusal	We decline advertisers and products that fail our material standards (jelly, unlabeled PVC, undisclosed white-label) or whose claims we cannot verify.
Discretion	Invoices and correspondence are handled by the site owners directly. Shipping details for samples are provided after booking.
Reporting	Display advertisers receive 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. Bank transfer or card invoice.
Display minimum term	3 months. 6 months -10%, 12 months -20%.
Creative deadline	3 business days before start. One swap per month included.
Sponsored review turnaround	Published within 4 weeks of sample arrival.
Cancellation	Display: 30 days' notice after the minimum term. Sponsored content: non-refundable once the sample has shipped.
Rate validity	This rate card is valid through December 31, 2026.

Let's talk

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Tell us the product or the placement you have in mind and the dates you are aiming for. We reply within two business days.