

ODDCRITIC

INDEPENDENT FILM & CULTURE MAGAZINE

EST. 2024
IN VANCOUVER, CANADA



WWW.ODDCRITIC.COM

[@ODDCRITIC](https://www.instagram.com/ODDCRITIC)

ABOUT

US

ODDCRITIC MAGAZINE is an independent online publication for emerging voices in entertainment and culture writing.

Inspired by the counterculture movement, we publish new and unique pieces that the mainstream isn't built for. Through articles, op-eds, columns, and personal essays, we hope to shape the new wave of written critique.

Our content covers a range of topics and perspectives, specializing in film, fashion, music, books, and internet culture.

 **BASED IN VANCOUVER, BC**

FOUNDED IN 2024 

REACH

INDEPENDENTLY LAUNCHED IN JUNE 2024



+22k

UNIQUE VISITORS

+65k

PAGE VIEWS

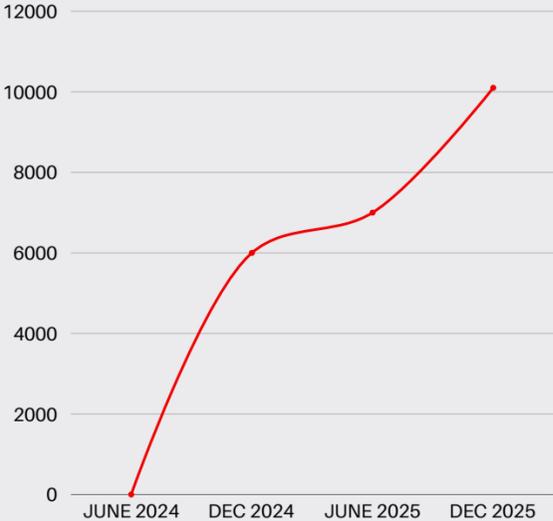
+130

PUBLISHED ARTICLES

+50

CONTRIBUTING WRITERS

ODDCRITIC is still focused on high-intent readership over mass reach as we continue to grow



UNIQUE VISITOR GROWTH IN FIRST 1.5 YEARS

TRAFFIC

32%

ORGANIC SEARCH

31%

DIRECT

22%

ORGANIC SOCIAL

10%

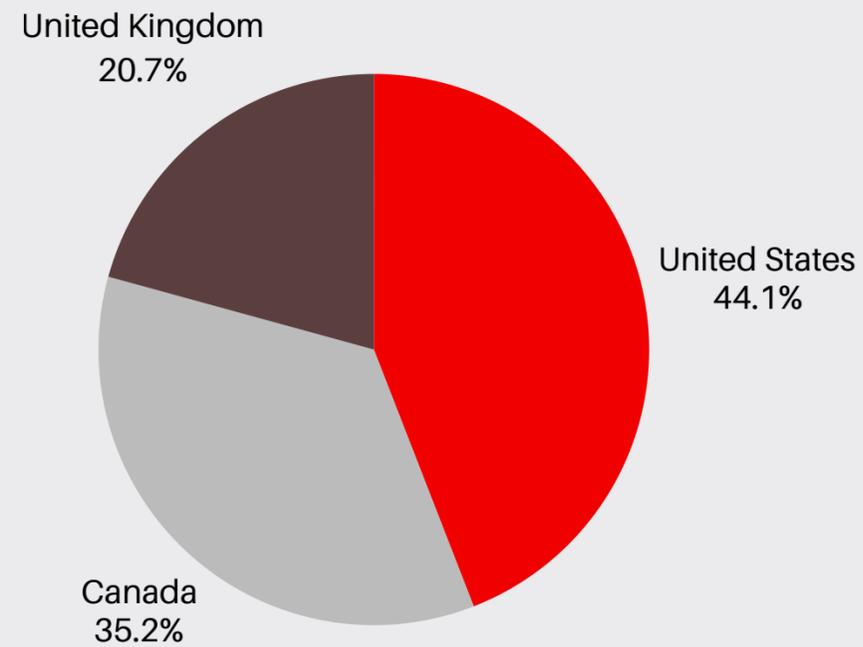
CROSS NETWORK

5%

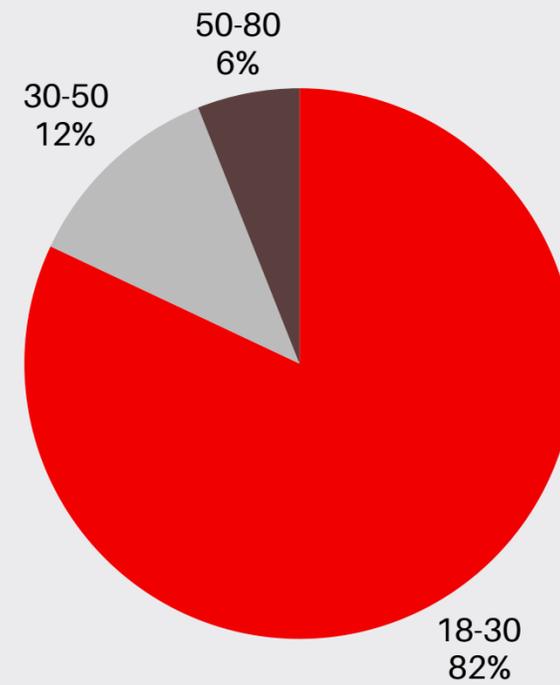
PAID ADS

AUDIENCE

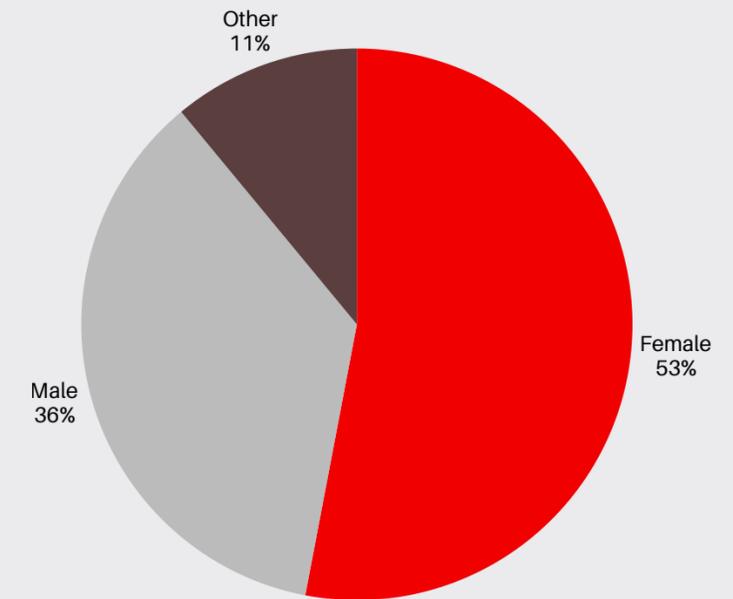
★ REGION



★ AGE



★ GENDER



ODDCRITIC's audience is primarily Gen Z and millennial readers with strong interest in film, independent media, and alternative culture.

SOCIAL

MEDIA



★ TOP POSTS

@ODDCRITIC

+102

POSTS

+1k

FOLLOWERS

+8k

MONTHLY
VIEWS

+1.5k

VEWS PER
POST



+66k VIEWS
212 INTERACTIONS
68 CONVERSIONS



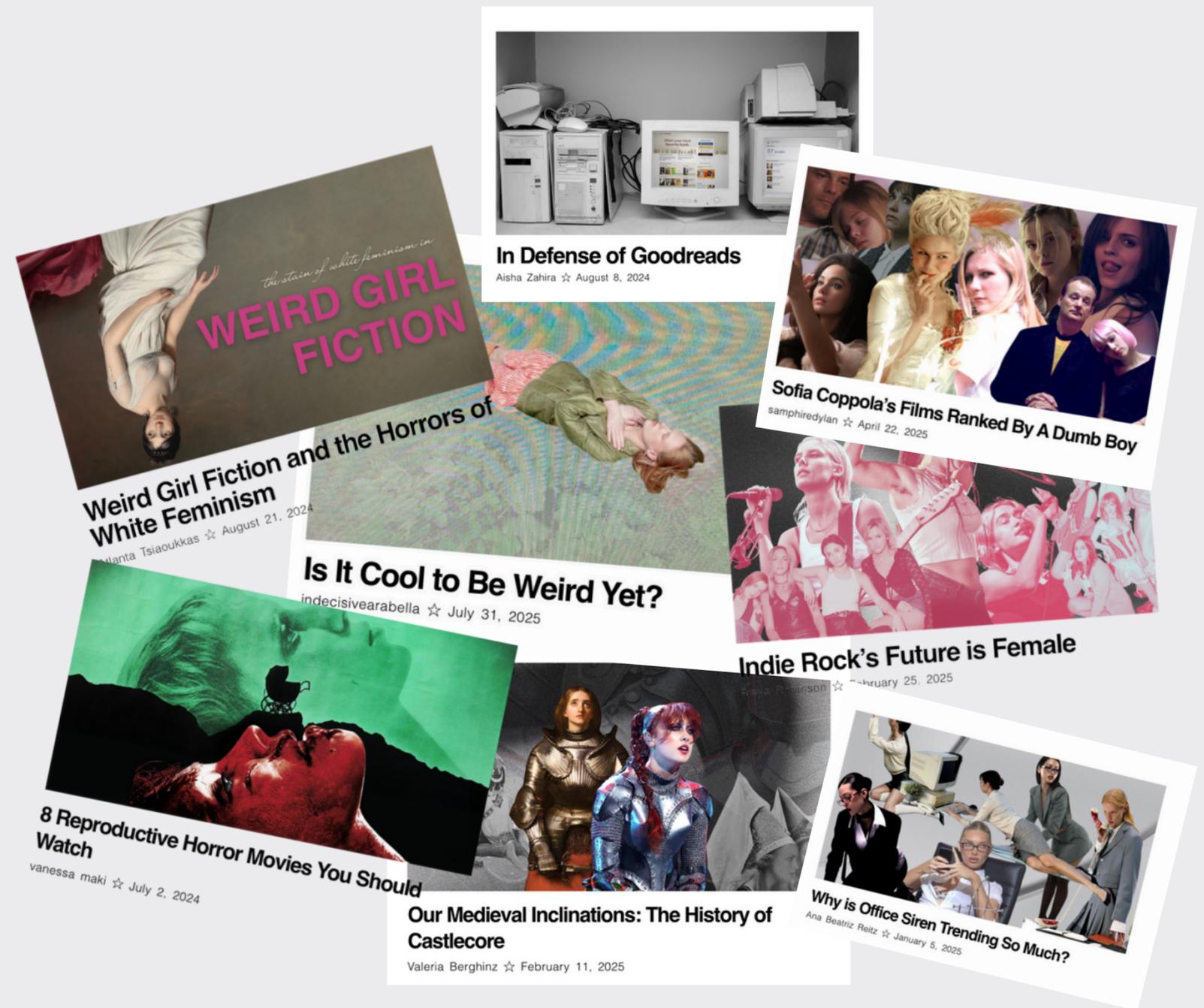
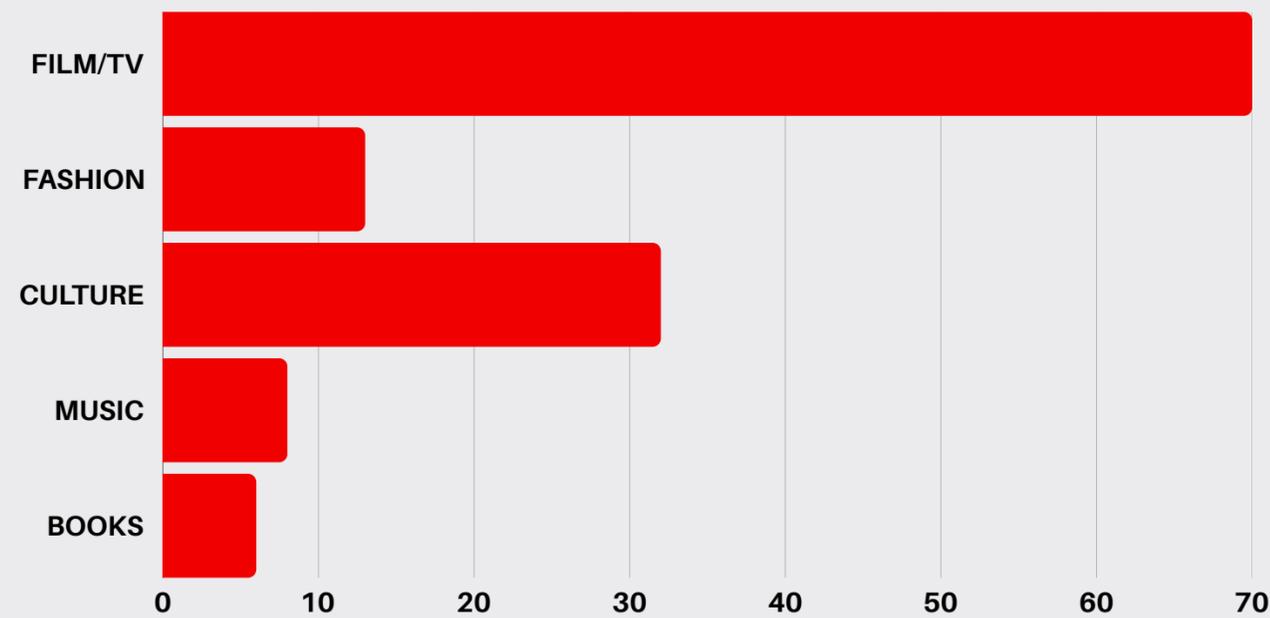
+15k VIEWS
333 INTERACTIONS
279 CONVERSIONS



+11k VIEWS
380 INTERACTIONS
338 CONVERSIONS

CONTENT

+130 PUBLISHED ARTICLES

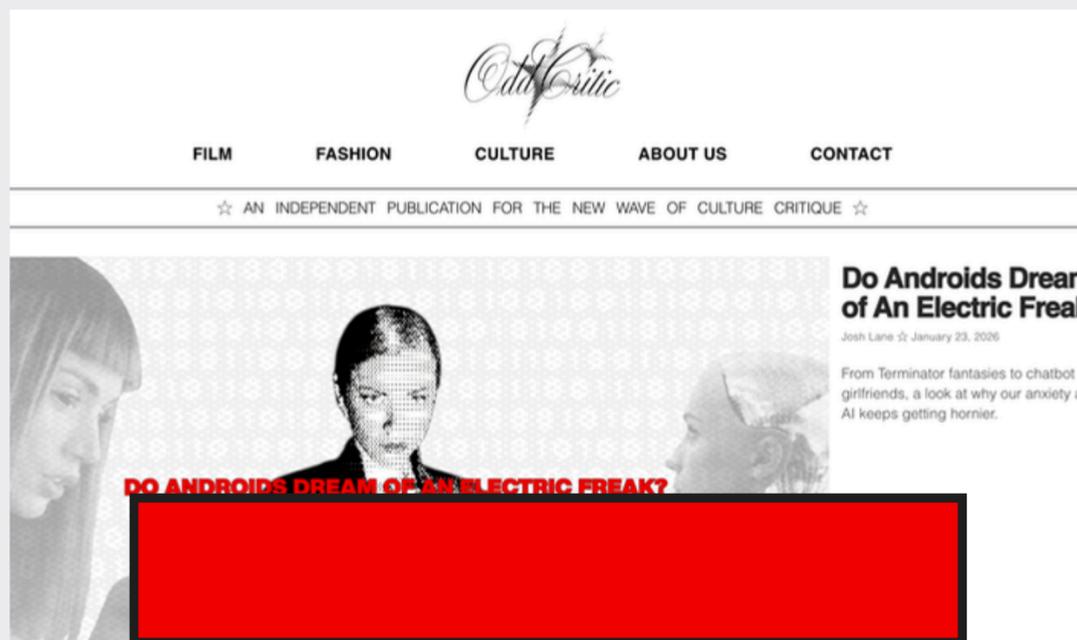


ODDCRITIC has rolling submissions open, we respond to every pitch, and accept contributors from around the globe.

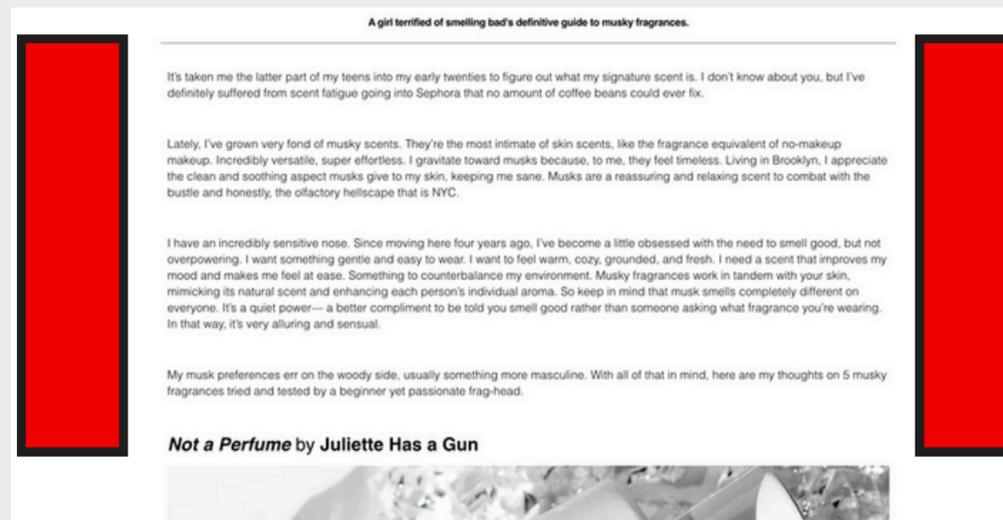
ADVERTISING OVERVIEW

ODDCRITIC can offer a limited number of digital advertising placements designed to complement its editorial content without disrupting reader experience.

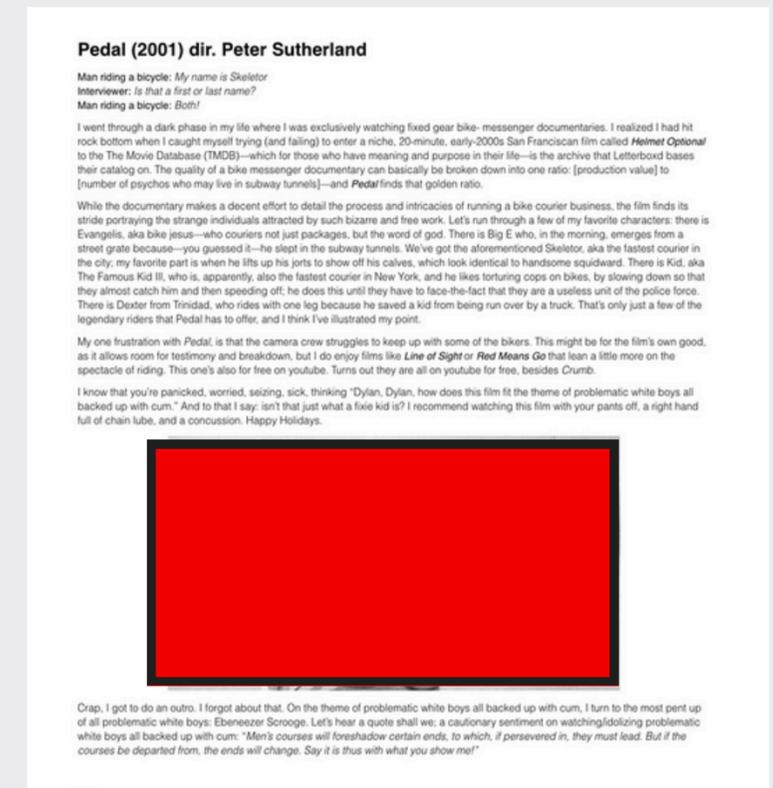
PLACEMENTS



HOMEPAGE POP UPS/ANCHORS



SIDEBAR ANCHORS



IN-ARTICLE

ODDCRITIC has not yet started offering ad space, but it is now structured to accept advertising and is prepared to do so responsibly. Rates are TBC

CONTACT

ODDCRITIC.COM

email: oddcritic@gmail.com

IG: @oddcritic



editor-in-chief: [jennifer lee-maxwell](#)

