

We are SHE Media.

A mission-driven media company that focuses on the extraordinary power of content to inform and inspire the world.

Our rich collection of premium & authentic content celebrates passion & purpose.



sheknows flow' stylecaster soaps BLOGGER

The SHE Media Collective is home to our flagship brands + a diverse community of publishers & creators.

FAMILY · FOOD · HEALTH · BEAUTY · CAREER · ENTERTAINMENT

TOP 10
IN LIFESTYLE

74M+
UNIQUES PER MONTH

350M+
SOCIAL FOLLOWERS



sheknows

PARENTING + HEALTH

A progressive, inclusive space for moms to find the practical information they need and the daily inspiration they want to live life on their own terms.

flow'

WHOLE LIFE HEALTH

Flow is a digital and live media platform providing content, community and commerce in service of women's whole life health.

stylecaster

FASHION + BEAUTY

Our mantra is 'STYLE TO THE PEOPLE'— and our mission is to be an accessible, inclusive, ahead-of-the-trend destination for all.

SHE MEDIA COLLECTIVE

ELEVATING CREATORS

Comprised of a diverse community of independent publishers and creators developing content to inspire and enrich our culture.

SHE MEDIA Meaningful Marketplaces

DIVERSE VOICES

A community of premium, self-identified women-owned and diverse publishers, enabling advertisers to invest directly toward the affinity groups of choice

WE REACH USERS ACROSS EVERY AGE & LIFE STAGE

50M
WINNING WOMEN
(females)

48M
FAMILY CEOS
(parents)

26M
YOUNG INDEPENDENTS
(Gen Z + Millennials)

18M
PEOPLE OF COLOR
(AA + Hispanic + AAPI)

36M
AGING AWESOMELY
(50+)

36M
AFFLUENT
(HHI \$100K+)

Source: Comscore Multi-Platform, Plan Metrix Key Measures, SHE Media (Total Audience) March 2023

Let us customize a program for you based on your budget and KPIs. Ready to Partner? Contact us at: Marketing@SHEMedia.com



SHE MEDIA | Meaningful Marketplaces

Diverse Voices Powering Inspiration & Action

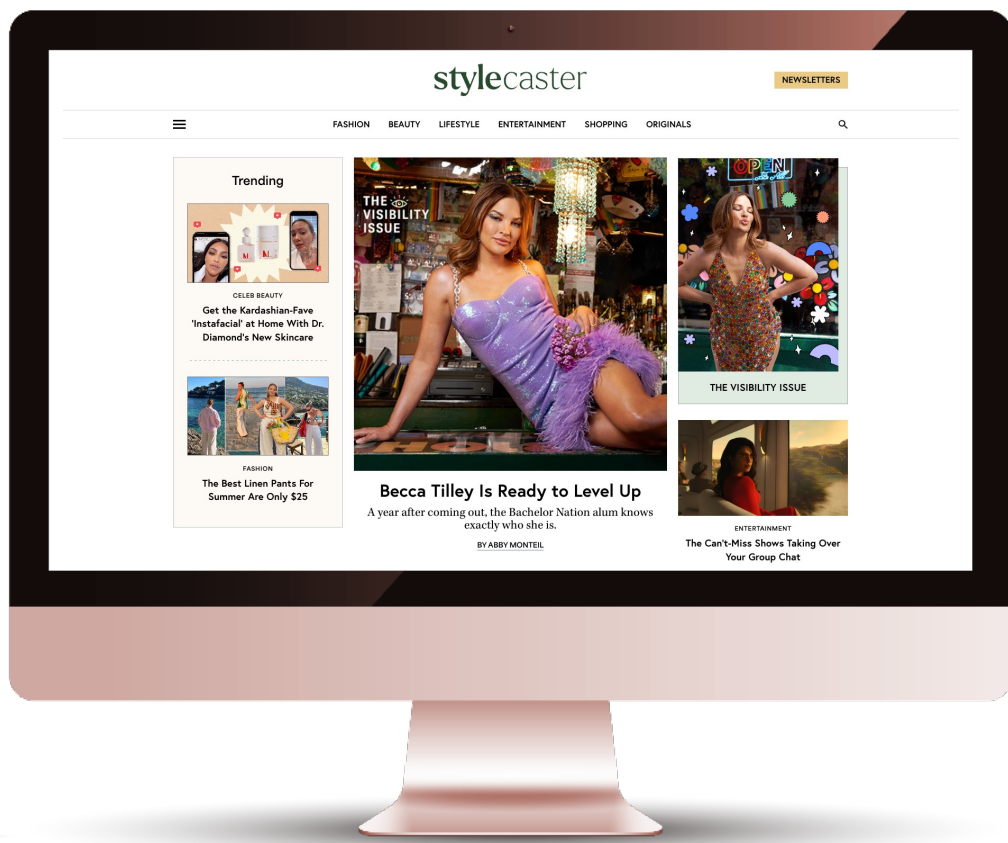
SHE Media's **Meaningful Marketplace** is a community of premium, self-identified women-owned and diverse publishers, enabling advertisers to invest directly toward the affinity groups of choice.

Support BIPOC Media - Advertisers can support diverse publishers who are creating valuable content. Together, we can ensure that premium editorial from diverse media receives the economic support to thrive and scale.

Elevating the Creator Behind the Media

Woman-owned | Black-owned | Latinx-owned | AAPI-Owned | LGBTQIA+-owned

LEVERAGE OUR INSIGHTS-DRIVEN AD SOLUTIONS



DIGITAL MEDIA

Run targeted display ads & reach high-quality audiences at scale via our programmatic marketplaces (PMP & OMP).



CUSTOM CONTENT

Integrate your brand with original articles, slideshows or video content created by our editorial team.



CREATOR CAMPAIGNS

Tap into the power of our hand-picked creators and publisher in the SHE Media Collective who can develop content for your brand.



LIVE MEDIA

Bring your brand to life with virtual or live event sponsorships opportunities

NEXT-GEN TARGETING POWERED BY SHE MEDIA ATLAS DATA STUDIO

A best-in-class mechanism delivering unparalleled results, maximizing engagement with the right audiences and resulting in never-before-seen insights and optimizations



NICHE CONTEXTUAL ALIGNMENT

Leveraging IBM Watson technology, we identify and target relevant editorial at scale.

- Guaranteed Adjacency
- Segments are built to align with IAB content taxonomy



BEHAVIORAL SIGNALS

Powered by Permutive, cookieless segments are developed in real-time based on users' on-site behaviors.

- Pageview Frequency
- Time Spent on Page
- Scroll Depth
- Ad Engagement



TARGET AUDIENCE

DELIVERING BRAND MESSAGING TO USERS MOST LIKELY TO ENGAGE



PROPRIETARY DATA COLLECTION

- E-Commerce Purchase Profiles
- Polls & Surveys
- Newsletters & Subscriptions
- Event Registrations
- Branded Content Engagement



DATA ENRICHMENT

- Inclusion of 2nd Party Data & Poll
- Civic Science
 - Audience Matching
 - Pushspring
 - Epsilon
 - Liveramp