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.

FASHION + BEAUTY
Our mantra is ‘STYLE TO THE PEOPLE’– and our mission is to be an accessible, inclusive, ahead-of-the-trend destination for the millennial woman who wants both style and substance.

WOMEN’S LEADERSHIP
BlogHer is our content, community and event platform, providing millions of women, small business owners, entrepreneurs and content creators with the tools and inspiration they need to scale their businesses.

Our rich collection of premium & authentic content celebrates passion & purpose. Curated from thousands of sources, our content creates a living tapestry of the messy, beautiful, authentic and joyful moments that embody our lives.

Comprised of a diverse community of publishers and creators within the SHE Media Collective and flagship brands SheKnows, BlogHer, STYLECASTER and Soaps, we develop content that inspires, challenges and enriches our culture.

FAMILY - FOOD - HEALTH - BEAUTY - CAREER - ENTERTAINMENT

WE REACH USERS ACROSS EVERY AGE & LIFE STAGE

55M
WINNING WOMEN
(females)
Looking for inspiration and information on family, food, health, beauty, career and entertainment.

50M
FAMILY CEOS
(parents)
Controls the purchasing decisions while building a happy, healthy life – for themselves, their partner, their kids and their parents.

26M
YOUNG INDEPENDENTS
(18-34)
Obsessed with social media and luxe for less deals.

17M
PEOPLE OF COLOR
(AA + Hispanic)
Seeks a community with diverse voices and perspectives.

39M
AGING AWESOMELY
(50+)
Living their best life later in life, while managing changes in their body.

39M
AFFLUENT
(HHI $100K+)
Likes to treat themselves and be the first to try things, from beauty to technology.

Top 10
in Lifestyle
94M+
Uniques per month
350M+
Social followers

Source: Comscore Plan Metrix Key Measures (Total Audience) Nov. 2021

Let us customize a program for you based on your budget and KPIs. Ready to Partner? Contact us at: Marketing@SHEMedia.com
SHE Media’s Meaningful Marketplace is a community of premium, self-identified women-owned and minority-owned publishers, enabling advertisers to invest directly toward the affinity groups of choice.

Support BIPOC Media - Advertisers can support these minority-owned publishers who are creating valuable content. Together, we can ensure that premium editorial from minority-owned 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 article, slideshow or video content created by our editorial team.

INFLUENCER CAMPAIGNS
Tap into the power of our hand-picked partners for effective social media programs with your brand advocates.

LIVE MEDIA
Bring your brand to life with virtual or physical event sponsorships and e-learning 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.

1ST PARTY AUDIENCE DATA
Powered by Permutive, cookieless segments are developed in real-time based on our users’ on-site behavioral signals. Examples include pageview frequency, time spent on page, scroll depth, ad engagement and e-commerce purchase profiles.

NICHE CONTEXTUAL ALIGNMENT
Leveraging IBM Watson & Admant Tech, we identify and target relevant editorial to guarantee adjacency and access to users at the peak of engagement.

PRECISE 2ND & 3RD PARTY SEGMENTS
Leveraging our DMP, Permutive, we curate and layer trusted and highly accurate 2nd & 3rd party data segments for precise user targeting.

REAL-TIME INSIGHTS & RETARGETING
Poll SHE Media users in real-time to uncover consumer intentions and leverage these insights to fuel retargeting, KPI and optimization strategies.

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