STYLECASTER’s 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 to live with style and substance.

Our fashion, beauty and entertainment coverage is informative, inspiring and visually immersive; aspirational yet attainable. From hair styling hacks and pro skincare tips to shoppable street-style galleries and in-depth profiles on celebrities and influencers, STYLECASTER stories are smart, sophisticated and urbane — just like the women we serve.

WE REACH OVER 23M BEAUTY AND FASHION ENTHUSIASTS
across the SHE Media Collective – that’s 40% of this digital population

Who is the STYLECASTER reader?
▶ 84% more likely to be millennials or gen Y
▶ 54% more likely to be diverse (Black or Hispanic)
▶ 51% more likely to have a College Degree

She is an independent woman
▶ 71% more likely to have a household income of $100K+
▶ 60% more likely to have graduated college or grad school

She shops (a lot!)
▶ 98% more likely to consume content on fashion trends
▶ 75% more likely to buy something she really wants on credit
▶ 62% more likely to consume shopping content
▶ 58% more likely to have spent up to $500 on skincare in the last 6 months

She looks at life through rosé-colored glasses
▶ 183% more likely to be the first among friends to online shop
▶ 137% more likely to consume beauty content
▶ 79% more likely to consider herself a risk taker
▶ 53% more likely to consider themselves beauty-conscious
▶ 46% more likely to consider herself style-conscious

*Source: Comscore Plan Metric Key Measures, SHE Media, A18+ who consider themselves style/fashion/beauty conscious OR are the first among friends to own the latest in beauty OR are the first among friends to own the latest in clothes and fashion July 2021, comScore Plan Metric Key Measures, (W18+) July 2021, STYLECASTER.com

CAREFULLY CURATED CONTENT
a sampling of STYLECASTER’s signature series

GEN-Z DOES BEAUTY
TIKTOK MADE ME
PILLOW TALK
ASKING FOR A FRIEND
COMFORT FOOD

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