We are SHE Media.

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.

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.

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

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

Source: Comscore Multi-Platform SHE Media Plan Metrix Key Measures (Total Audience) Jan. 2022
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 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

**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 those insights to fuel retargeting, KPI and optimization strategies.

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