TURNING HER PASSION TO PROFIT

BlogHer was founded on the premise that women’s collective voices hold boundless power. Since 2005, BlogHer has pursued the mission to change the ratio of women-led businesses in US. Serving a vast community of entrepreneurs, small businesses and content creators, BlogHer has pioneered the business ethos of women supporting women.

WE REACH NEARLY 10M WOMEN BUSINESS OWNERS
across the SHE Media Collective – over 55% of this digital population*

Who is the BlogHer community member?
- Career women 18-54 who want to build their brand and business
- Business owners who monetize their premium websites & social channels via our Collective
  - BlogHer represents 10,000+ SBO’s and Creators
  - 87% of our partners are women and 53% identify as women of color

Promoting economic empowerment for all women
- SHE Media contributes to $40M+ in annual funding to help women independent content creators scale their businesses
- BlogHer editorial content and events deliver the professional guidance and support they crave:
  - 94% look for tools and resources to better manage their business
  - 91% need guidance on how to take their brand to the next level
  - 90% want paid sponsorships and branded content opportunities
  - 66% have established an LLC (or equivalent) for their business
  - 47% have a business plan and marketing strategy for growing their brand
  - 20% have paid employees


INSPIRATION FOR INNOVATORS
a sampling of BlogHer’s signature series

VOICES OF THE YEAR VOTY 100
SEE THE CONTENT

THE PITCH
SEE THE CONTENT

TAKE FIVE
SEE THE CONTENT

LEARN TO EARN
SEE THE CONTENT

Let us customize a program for you based on your budget and KPIs. Ready to Partner? Contact us at: Marketing@SHEMedia.com
**A YEAR-LONG OPPORTUNITY TO REACH WOMEN CREATORS**

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<tr>
<th>MAY</th>
<th>AUGUST</th>
<th>OCTOBER</th>
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<td>BlogHer Health</td>
<td>BlogHer Creators Summit</td>
<td>BlogHer Biz</td>
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**DIGITAL MEDIA**
Run targeted display ads & reach high-quality audiences at scale via our programmatic marketplaces (PMP & OMP).

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

**CREATE 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 and e-learning opportunities.

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**SHE MEDIA**
WHERE PASSION MEETS PURPOSE

Family · Food · Health · Beauty · Career · Entertainment

**TOP 5 IN LIFESTYLE**
104M+ UNIQUES PER MONTH
350M+ SOCIAL FOLLOWERS

Source: Comscore. Multiplatform Key Measures Report, January 2022, U.S. & social reporting from Facebook, Twitter, Pinterest, Instagram, YouTube & Google+.

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