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.

Who is the STYLECASTER reader?

- 88% more likely to be millennials or gen Y
- 43% more likely to be diverse (Black or Hispanic)

She is an independent woman

- 102% more likely to have a household income of $100K+
- 67% more likely to have graduated college or grad school
- 54% more likely to be employed full-time

She shops (a lot!)

- 164% more likely to be the first among friends to buy/use/own the latest in beauty
- 130% more likely to be the first among friends to buy/use/own the latest fashion
- 58% more likely to consume shopping content
- 55% more likely to like to try new things, so she shops online
- 45% more likely to buy brands that reflect her style

She is style-obsessed

- 140% more likely to frequently advise others on fashion
- 113% more likely to consider herself a trendsetter/influential
- 110% more likely to frequently advise others on beauty
- 92% more likely to consider herself a risk taker

WE REACH OVER 33M STYLISH TRENDSETTERS
across the SHE Media Collective – that’s nearly 44% of this digital population*

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

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.

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 & AdmantX 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 OMP, 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.

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+