She's passionate about health & wellness
• 173% more likely to be the first among friends to own/use/buy the latest health products
• 109% more likely to consume healthy cooking/eating content
• 87% more likely to consume medical health related content
• 85% more likely to consume healthy living content
• 51% more likely to engage in physical fitness to improve/maintain health
• 50% more likely to seek new ways to live a healthier life

She's the household CEO & Chief Purchasing Officer
• 89% more likely to be directly involved with making business decisions
• 79% more likely to consume coupon/discount related content
• 44% more likely to like to try new things so she shops online
• 43% more likely to shop around online for the best price
• 34% more likely to be the primary grocery shopper

Who is the SheKnows reader?
• Moms ages 25-54
• 91% more likely to consume family/relationship content
• 98% more likely to have a HHI of $100K+
• 68% more likely to be employed full-time

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SheKnows recognizes that raising a healthy family requires a strong heart and mind. We are here to inform, inspire and give voice to the moms of the world.

We're an inclusive lifestyle destination for modern moms that offers a curated take on the most relevant parenting and health topics.

WE REACH OVER 40M MOMS (+ NEARLY 19M DADS)
across the SHE Media Collective – over 40% of this digital population*

SMART SERVICE FOR MOMS
a sampling of SheKnows’ signature series

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 article, slideshow 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 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.

TARGETING MOM AUDIENCES
DELIVERING BRAND MESSAGING TO USERS MOST LIKELY TO ENGAGE

SHE MEDIA
WHERE PASSION MEETS PURPOSE
Family • Food • Health • Beauty • Career • Entertainment

TOP 5 IN LIFESTYLE
104M+ UNIQUES
350M+ SOCIAL FOLLOWERS

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