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 21M STYLISH TRENDSSETTERS
across the SHE Media Collective—that’s a 56% reach of the total digital population*

Who is the STYLECASTER reader?
▶ 95% more likely to be diverse (Black, Hispanic, AAPI)
▶ 51% more likely to be Millennial or Gen Z

She is an independent woman
▶ 89% more likely to consider herself influential and a trendsetter
▶ 77% more likely to be employed full-time
▶ 59% more likely to have graduated college or grad school
▶ 33% more likely to have a HHI of $60K+

She shops (a lot!)
▶ 188% more likely to consume discount content for more money to shop
▶ 103% more likely to be the first among friends to buy/use/own the latest in beauty
▶ 92% more likely to frequently advise others on fashion
▶ 52% more likely to consume shopping content
▶ 49% more likely to like to try new things, so she shops online

She looks at life through rosé-colored glasses
▶ 157% more likely to consume celebrity content
▶ 151% more likely to consume beauty content
▶ 124% more likely to frequently advise others on beauty

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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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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.

NICHE CONTEXTUAL ALIGNMENT
Leveraging IBM Watson technology, we identify and target relevant editorial at scale.
- Guaranteed Adjacency
- Segments are built to align with IAB content taxonomy

BEHAVIORAL SIGNALS
Powered by Permutive, cookieless segments are developed in real-time based on users’ on-site behaviors.
- Pageview Frequency
- Time Spent on Page
- Scroll Depth
- Ad Engagement

TARGET AUDIENCE
DELIVERING BRAND MESSAGING TO USERS MOST LIKELY TO ENGAGE

PROPRIETARY DATA COLLECTION
- E-Commerce
- Purchase Profiles
- Polls & Surveys
- Newsletters & Subscriptions
- Event Registrations
- Branded Content Engagement

DATA ENRICHMENT
Inclusion of 2nd Party Data & Poll
- Civic Science
- Audience Matching
- Pushspring
- Epsilon
- Liveramp
- E-Commerce Purchase Profiles
- Polls & Surveys
- Newsletters & Subscriptions
- Event Registrations
- Branded Content Engagement

SHE MEDIA
WHERE PASSION MEETS PURPOSE

Family • Food • Health • Beauty • Career • Entertainment

TOP 5 IN LIFESTYLE
88M UNIQUES PER MONTH
350M+ SOCIAL FOLLOWERS

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