SHE Media | Meaningful Marketplaces
Diverse Voices Powering Inspiration & Action
2022
We believe that media companies can and should be a force for good in the world. SHE Media strives to amplify passionate, purposeful voices while providing greater growth & profit for independent publishers.

As a top 5 lifestyle media network reaching **104M monthly unique visitors**, SHE Media is comprised of a diverse community of publishers developing content that inspires, challenges, and enriches our culture.
Since 2005, SHE Media has collaborated with under-served communities to grow their businesses with a deep-seated commitment to diversity and inclusion in the media industry.

We provide audience growth and monetization services to independent publishers and content creators, contributing over $40M in annual advertising revenues to the community.

The Meaningful Marketplace is comprised of premium publishers who self-identify as members of an affinity group. Advertisers use the Meaningful Marketplace to buy media and branded content from minority publishers at scale.

SHE Media launched the Meaningful Marketplace to match advertisers with both the audiences they intend to reach AND with the publishers whose businesses they commit to support. Advertising can sell products to consumers while also funding economic advancement and editorial leadership. The Meaningful Marketplace invites advertisers to vote their values without compromising their KPIs.
SUPPORT MINORITY-OWNED PUBLISHERS

Advertisers build consumer engagement while funding underrepresented communities producing high quality content.
THE MEANINGFUL MARKETPLACES
Elevating women entrepreneurs and Creators

**WOMAN-OWNED**
Examples include:
- Bakerella
- Olva Hill
- Tatertots and Jello
- Yoga by Candace
- Sleepless Mom
- Astrostyle

**BLACK-OWNED**
Examples include:
- xoNecole
- Black Girls Eat
- Modern Woman Agenda
- The Kachet Life
- Mattie James
- Clever-ish

**LATINX/HISPANIC-OWNED**
Examples include:
- Ale & Tere
- Besos, Alina
- Multicultural Maven
- Belqui’s Twist
- Oh So Fashionably Late
- Camila Vilas

**AAPI-OWNED**
Examples include:
- Cooking From Heart
- Mochi Mommy
- The Chutney Life
- Twinspirational
- The Dimple Life
- Eva Bakes

**LGBTQIA+-OWNED**
Examples include:
- By Nica Lina
- A Garden for the House
- Mary Makes Good
- The Mom Kind
- Gavety
- Mechanic Shop Femme
A diverse community of Publishers, Creators and Experts who use their voices to produce premium ‘lifestyle’ content and community for both niche and mass audiences.

- **Social Influencers**: Share stories about their lives and the brands they love, across Facebook, Instagram, Twitter, Pinterest, YouTube and TikTok. Publish daily, often across multiple platforms, with highly engaged audiences.

- **Website and blog publishers**: Monetize their content sites with advertising through the SHE Media Collective. Produce premium women’s lifestyle content, with a focus on family, career, health, food and entertainment.

- **Credentialed experts, activists, advocates and business leaders**: Join us on the virtual and real-life stage for our conferences and branded custom events. Joined by a shared purpose to mentor their peers, they focus on career, health, leadership, creativity and well-being.

- **Actors, artists, performers, authors and philanthropists**: Share their loyal fan bases and positive name recognition with SHE Media and our audiences.

- **Premium Lifestyle Content from Independent Creators**: Meaningful Marketplaces
COLLABORATE WITH OUR CREATORS

Tell your brand story and support their endeavors as they turn their passions into profit.

CUSTOM CONTENT
Creators will produce custom video and blog content that organically integrates your brand message.

SOCIAL CONTENT
Creators who love your brand will share stories and spread your message with their followers on social channels.

EVENTS
Creators will spark meaningful conversations about your brand on stage at our events.

MEDIA
Engage the creators’ audiences with your message via targeted media on their sites.
“The exciting partnerships they’ve offered through my wellness lifestyle brands, YogaByCandace LLC and Namaslay® have helped us launch our yoga and fitness retreats, a yoga teacher training program and workshop tours around the world. I love being a part of the SHE Media Network!”

- Candace Moore, woman-owned independent publisher and owner of YogaByCandace.com

“Partnering with SHE Media has helped us significantly improve our revenue. Through a two-pronged strategy – optimizing ad revenue with high impact placements and pursuing direct sponsorships – we’ve taken advantage of SHE Media’s holistic approach to grow our business.”

- Nicole Johnson, Black independent publisher and owner of BabySleepSite.com

Source: SHE Media Collective partner quotes from 2020
To advertise with diverse publishers contact:
marketing@shemedia.com