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.

Source: Comscore Media Metrix Key Measures SHE Media Multiplatform total audience, May 2022
Since 2005, SHE Media has collaborated with under-represented 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

AS SEEN IN:

- AdAge
- ADWEEK
- Think with Google

VIEW ARTICLE

In addition to ensuring general correctness of content, advertisers should consider the social impact of the editorial they fund.

VIEW ARTICLE

How 1 media company is making digital media more inclusive

VIEW ARTICLE

Accountable Advertising: Investing in POC Media

VIEW ARTICLE

VIEW ARTICLE

VIEW ARTICLE
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 media 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 who share our purpose in building women’s leadership join us on stage and in our editorial content.
- Sharing their loyal fan bases and positive name recognition with SHE Media and our audiences.
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