We are SHE Media.

A mission-driven media company that focuses on the extraordinary power of content to inform and inspire the world.

Our rich collection of premium & authentic content celebrates passion & purpose.

The SHE Media Collective is home to our flagship brands + a diverse community of publishers & creators.

FAMILY · FOOD · HEALTH · BEAUTY · CAREER · ENTERTAINMENT

TOP 10 IN LIFESTYLE

74M+ UNIQUES PER MONTH

350M+ SOCIAL FOLLOWERS

sheknows

Parenting + Health

A progressive, inclusive space for moms to find the practical information they need and the daily inspiration they want to live life on their own terms.

flow

Whole Life Health

Flow is a digital and live media platform providing content, community and commerce in service of women’s whole life health.

stylecaster

Fashion + Beauty

Our mantra is ‘STYLE TO THE PEOPLE’— and our mission is to be an accessible, inclusive, ahead-of-the-trend destination for all.

SHE Media Collective

Elevating Creators

Comprised of a diverse community of independent publishers and creators developing content to inspire and enrich our culture.

Diverse Voices

A community of premium, self-identified women-owned and diverse publishers, enabling advertisers to invest directly toward the affinity groups of choice.

WE REACH USERS ACROSS EVERY AGE & LIFE STAGE

50M

Winning Women (females)

48M

Family CEOs (parents)

26M

Young Independents (Gen Z + Millennials)

18M

People of Color (AA + Hispanic + AAPI)

36M

Aging Awesomely (50+)

36M

Affluent (HHI $100K+)

Source: Comscore Multi-Platform, Plan Metrix Key Measures, SHE Media (Total Audience) March 2023

Let us customize a program for you based on your budget and KPIs. Ready to Partner? Contact us at: Marketing@SHEMedia.com
SHE Media’s Meaningful Marketplace is a community of premium, self-identified women-owned and diverse publishers, enabling advertisers to invest directly toward the affinity groups of choice.

Support BIPOC Media - Advertisers can support diverse publishers who are creating valuable content. Together, we can ensure that premium editorial from diverse media receives the economic support to thrive and scale.

Elevating the Creator Behind the Media
Woman-owned | Black-owned | Latinx-owned | AAPI-Owned | LGBTQIA+-owned

LEVERAGE OUR INSIGNS-DRIVEN AD SOLUTIONS

DIGITAL MEDIA
Run targeted display ads & reach high-quality audiences at scale via our programmatic marketplaces (PMP & OMP).

CUSTOM 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
- Pushsniping
- Epsilon
- Liveramp

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