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 10 lifestyle media network reaching 74M+ 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-represented communities to grow their businesses with a deep-seated commitment to diversity and inclusion in the media industry.

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 diverse 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.
HOW CAN ADVERTISERS PARTNER WITH THE MEANINGFUL MARKETPLACES?

Reach a qualified audience as they actively seek content through a variety of touchpoints:

**Engaging Content**
Producing authentic content in a variety of formats that amplifies awareness

**Impactful Media**
Real-time access to one of the largest cohorts of diverse audiences coupled with proprietary data targeting

**Unique Experiential Moments**
Timed with select pulse points throughout the year, turnkey experiential sponsorships will help consumers discover and engage with your brand

**Commerce**
Powered by our expertise in commerce, our outcome-based solutions drive action and intent

Please Note: Custom opportunities available upon request. Images for illustrative purposes only.
SUPPORT DIVERSE-OWNED PUBLISHERS

Advertisers build consumer engagement while funding underrepresented communities producing high quality content.

**AS SEEN IN:**

AdAge | ADWEEK | Think with Google

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**VIEW ARTICLE**

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

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**VIEW ARTICLE**

How 1 media company is making digital media more inclusive

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**VIEW ARTICLE**

Accountable Advertising: Investing in Pop Media

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**VIEW ARTICLE**

"SHE MEDIA BUILDS AD MARKETPLACE THROUGH GOOGLE TO SERVE DIVERSE PUBLISHERS AND CREATORS"

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**VIEW ARTICLE**

"SHE MEDIA"
INVESTING IN BLACK PUBLISHERS

SHE Media and Group Black – building an equitable framework to ensure that Black publishers are appropriately recognized and compensated.

“Group Black and SHE Media share an important mission to elevate Black voices in the media world”
- Travis Montaque, Co-Founder, CEO & Director of Group Black.

View the article here!

“Two mission-oriented publishing groups have joined forces to help channel more advertising revenue into Black-owned media companies.” - Adweek

View the article here!
ACCOUNTABLE ADVERTISING

SHE Media speaks with media experts on how the industry can take action to support BIPOC-owned publishers.

“You keep telling us to wait when it’s simple to just give the dollars where the audience is.”
- Tanisha Colon-Bibb, Founder, Rebelle Agency & Rebelle Management

Click HERE to view article and watch the playback

- Kirk McDonald, GroupM NA CEO
“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