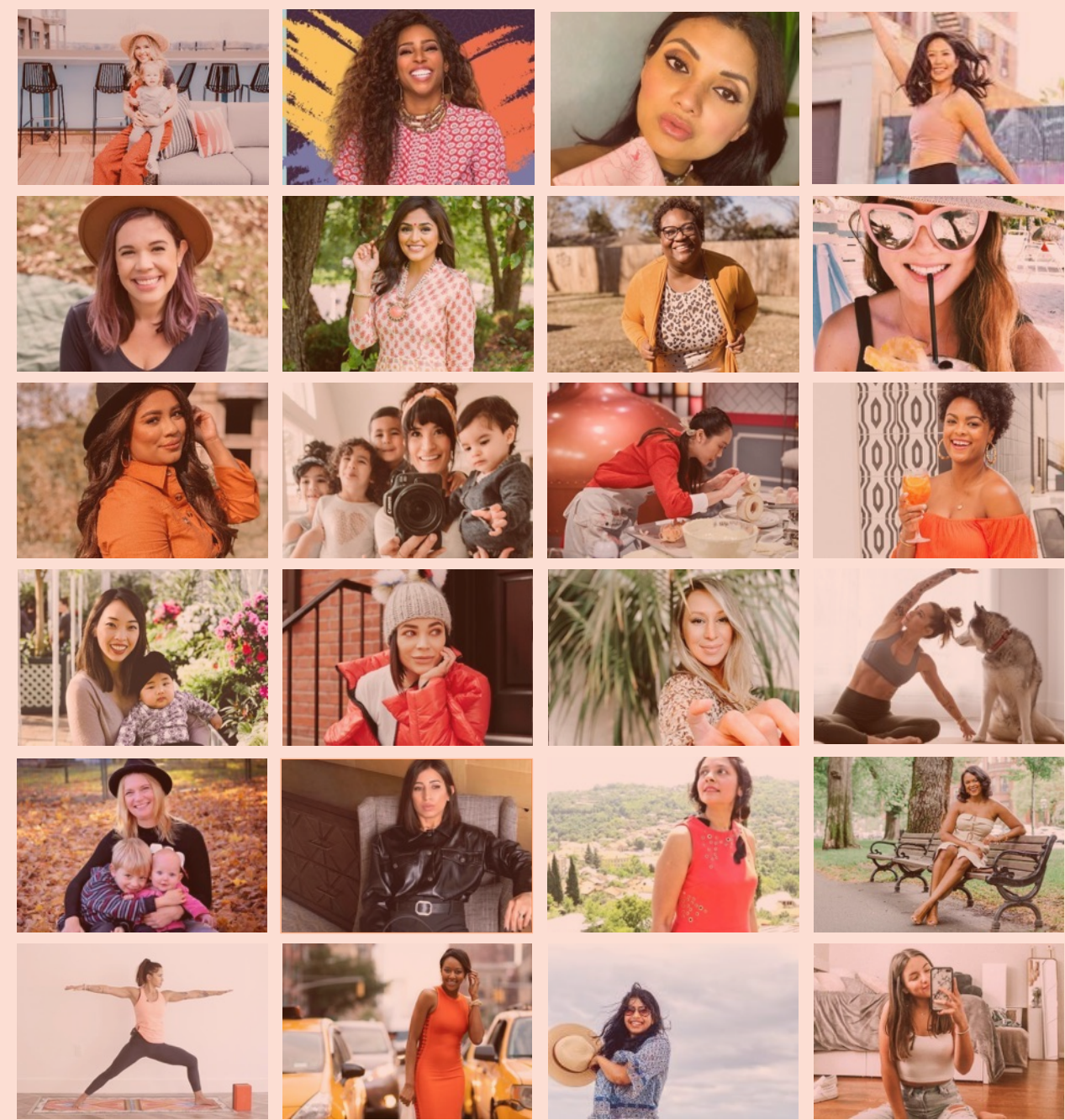


A close-up photograph of a woman with long, wavy brown hair. She is looking directly at the camera with a slight smile. Her face is partially obscured by a white, crumpled fabric that she is holding up. The background is a plain, light-colored wall.

SHE MEDIA | **Meaningful
Marketplaces**

Diverse Voices Powering Inspiration & Action

2023



SHE MEDIA | Meaningful Marketplaces

Diverse Voices Powering Inspiration & Action

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.

TOP 10
IN LIFESTYLE

74M+
UNIQUES PER MONTH

350M+
SOCIAL FOLLOWERS

SHE MEDIA | Meaningful Marketplaces

Diverse Voices Powering Inspiration & Action

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**.



SHE MEDIA COLLECTIVE

Our 1PD Yields
5X HIGHER
Engagement

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

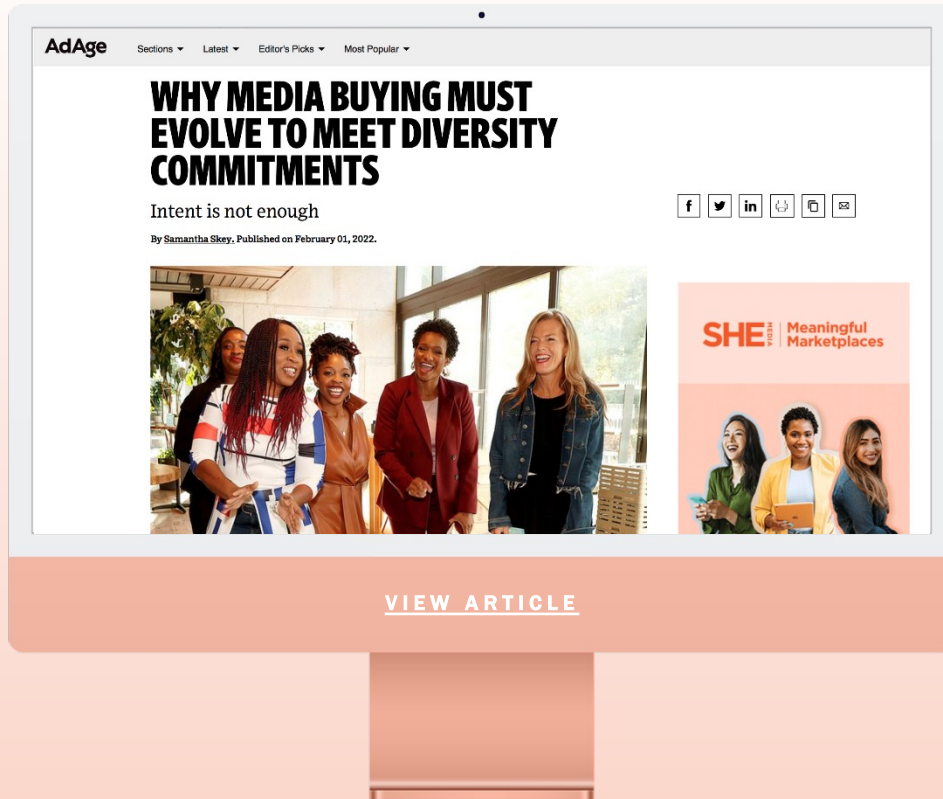


SUPPORT DIVERSE-OWNED PUBLISHERS

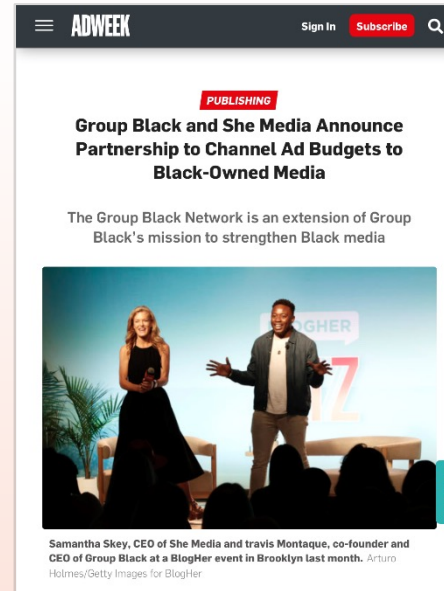
Advertisers build consumer engagement while funding underrepresented communities producing high quality content

AS SEEN IN:

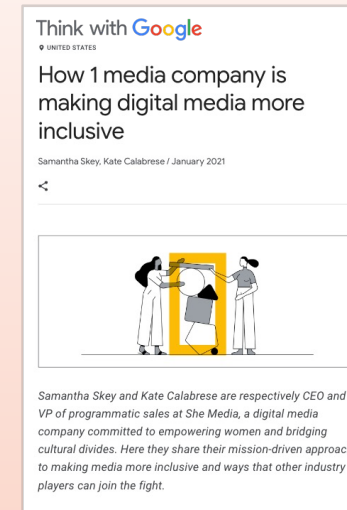
AdAge ADWEEK Think with Google



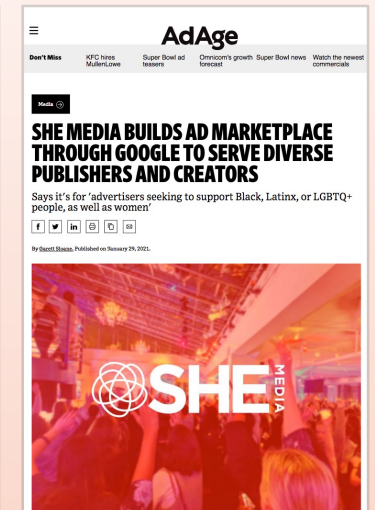
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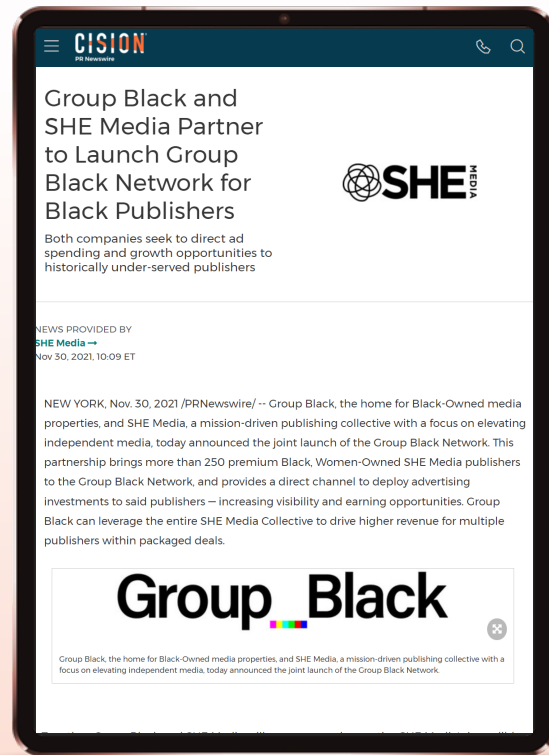
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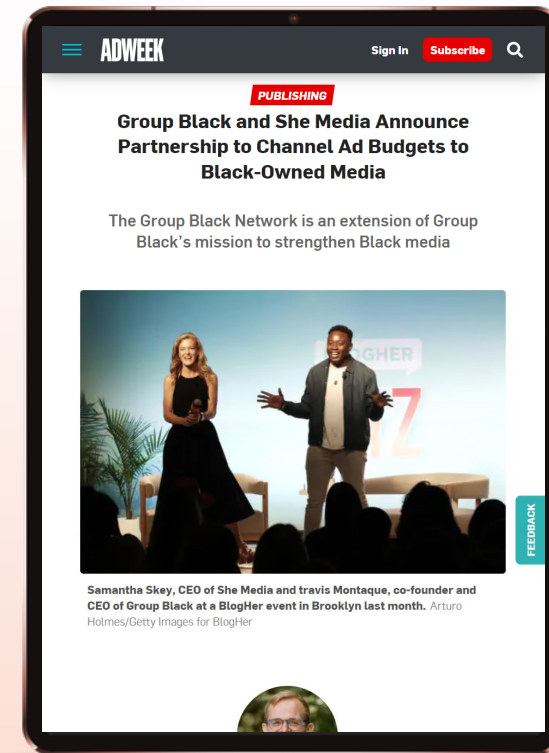
INVESTING IN BLACK PUBLISHERS

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

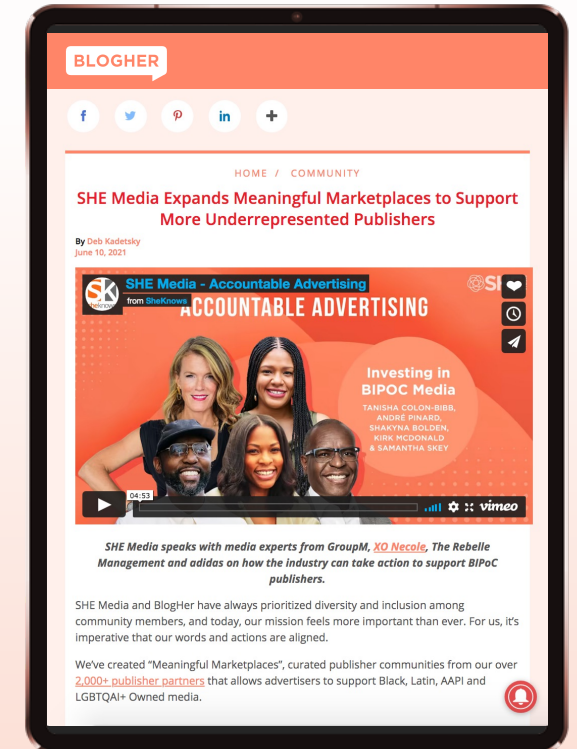
SHE Media speaks with media experts on how the industry can take action to support BIPOC-owned publishers.



- Kirk McDonald, GroupM NA CEO



Click [HERE](#) to view article and watch the playback



"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



FROM OUR
CREATORS

“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](https://www.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](https://www.BabySleepSite.com)

YOGA BY CANDACE

BABY SLEEP SITE



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