



WELCOME TO THE NEW

# stylecaster

StyleCaster is the accessible, inclusive, ahead-of-the-trend destination for modern enthusiasts. We have our fingers on the pulse of the zeitgeist and with our freshly redesigned site, we serve those who live for **trends across fashion, beauty, home, entertainment, and lifestyle.**

Modern enthusiasts crave culturally-relevant content, and StyleCaster is their haven of lifestyle inspiration. Our voice, perspective, and recommendations are like your coolest, in-the-know friends – the ones that don't gatekeep.

The new StyleCaster sits at the intersection of culture and commerce. We inform, inspire, and expand personal and cultural interests, welcoming everyone to the sartorial table. Our message to readers? Say yes to yourself.

## WE REACH 20M STYLISH TRENDSETTERS

across the SHE Media Collective!

### Who is the StyleCaster Reader?

- 68% Women | 32% Men

### Readers are Young, Diverse & Independent

- 6.9M+ Millennial, Gen Y or Gen Z Adults
- 5M Black, Hispanic or AAPI Adults
- 6M Adults with a \$100K+ HHI

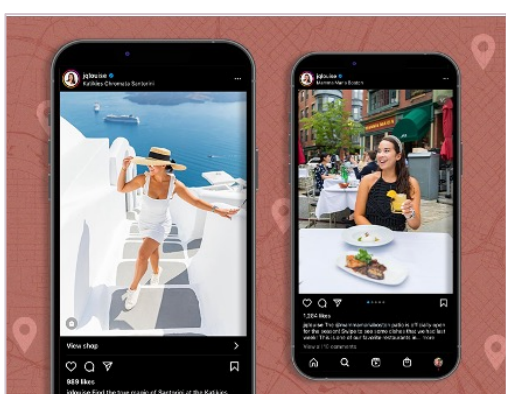
### StyleCaster Women are Passionate & Seek Inspiration

- 145% more likely to consume beauty content
- 89% more likely to consume pop culture content
- 88% more likely to consume career content
- 88% more likely to consume fashion content
- 83% more likely to consume travel content
- 65% more likely to consume healthy living content
- 61% more likely to consume shopping content

Source: ComScore Multi-Platform Plan Metrix Key Measures, SHE Media (A18+ who consider themselves style/beauty conscious or consider themselves a trendsetter) March 2023, ComScore Multi-Platform Plan Metrix Key Measures, StyleCaster A18+ March 2023, ComScore Multi-Platform Plan Metrix Key Measures, StyleCaster W18+ March 2023

## CAREFULLY CURATED CONTENT

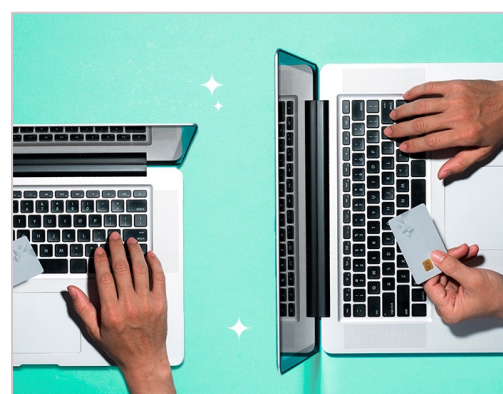
A sampling of StyleCaster's signature series, tentpoles, and editorial content



ON THE GRID



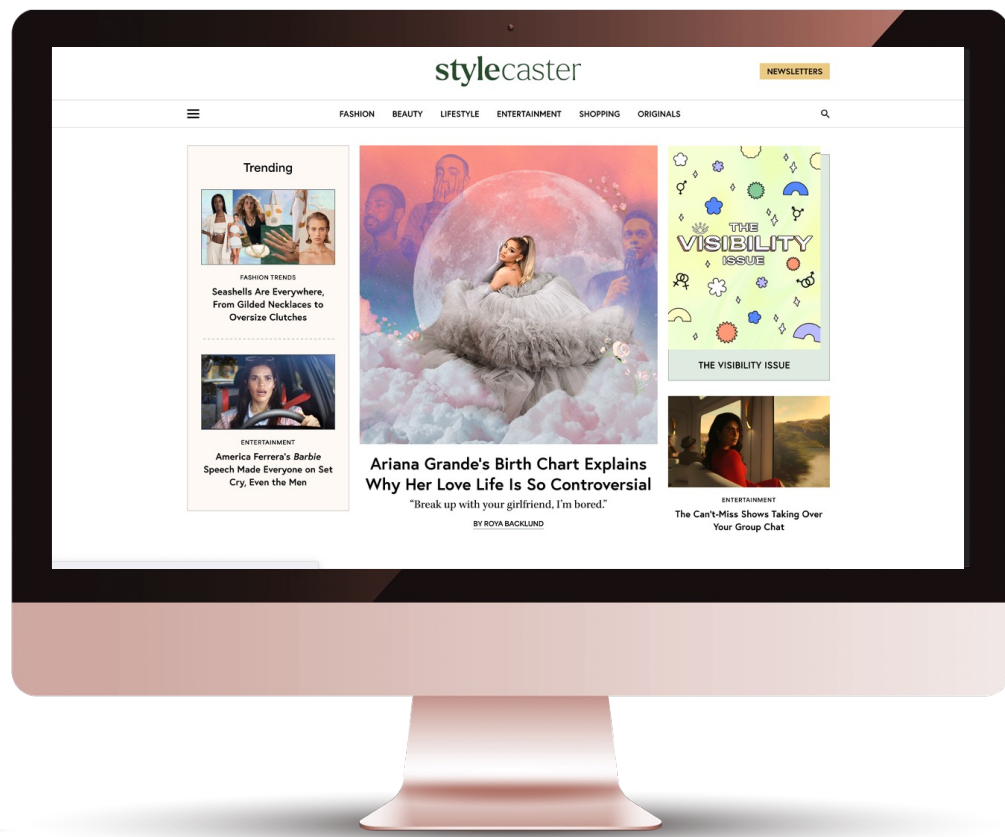
WHAT THEY'RE HAVING



GIFT GUIDES



DIGITAL ISSUES



## DIGITAL MEDIA

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



## BRANDED 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

## FUTURE PROOF TARGETING SOLUTIONS

How SHE Media connects brands with relevant audiences in an ever-changing landscape

### AUDIENCE AFFINITY

- Engage audiences based on their interactions with specific keywords, topics, pages, or sites. Recency and frequency are KPIs used to identify the most engaged users.

### NICHE CONTEXTUAL ALIGNMENT

- Utilizing machine-learning, brands receive guaranteed adjacency to premium and authentic content that aligns with audiences' passions, values and interests.

### PROBABLISTIC INTEREST GRAPHS

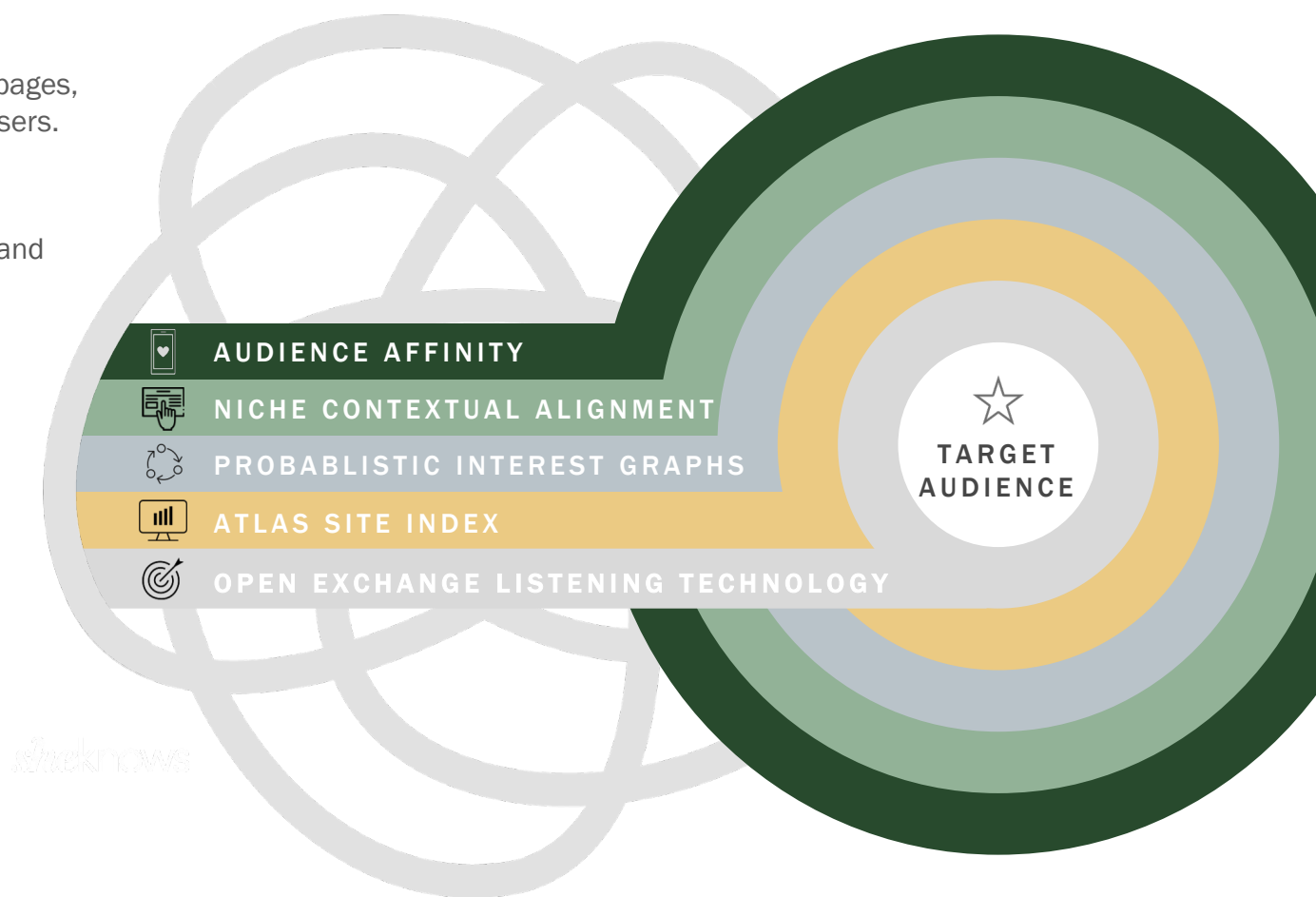
- Audiences are more than a single impression on a page. Interest graphs are developed to identify what motivates a user to return to SHE Media's vast site portfolio in addition to their most recent visit.

### ATLAS SITE INDEX

- 1P segments are built using the latest in demographic studies to understand which pages drive the highest engagement for a specific cohort. Individuals are not identified as being a specific ethnicity.

### OPEN EXCHANGE LISTENING TECHNOLOGY

- Identify signals via Open Exchange buying activity to enable partners to target or re-target based on a previous brand engagements.



## SHE MEDIA

WHERE PASSION MEETS PURPOSE

Family · Food · Health · Beauty · Career · Entertainment

**TOP 10**  
IN LIFESTYLE

**74M+**  
UNIQUES  
PER MONTH

**350M+**  
SOCIAL  
FOLLOWERS

Source: Comscore, SHE Media Multiplatform Key Measures Report, March 2023, U.S., & social reporting from Facebook, Twitter, Pinterest, Instagram, YouTube & Google+

Let us customize a program for you based on your budget and KPIs. Ready to Partner? Contact us at: [Marketing@SHEMedia.com](mailto:Marketing@SHEMedia.com)