



sheknows

CELEBRATING #MOMLIFE

SheKnows recognizes that raising a healthy family requires a strong heart and mind. We are here to inform, inspire and give voice to the moms of the world.

We're an inclusive **lifestyle destination** for modern moms that offers a curated take on the most relevant **parenting and health** topics.

WE REACH NEARLY 35M MOMS (+ NEARLY 13M DADS)

across the SHE Media Collective — that's over 40% of the total digital population*

Who is the SheKnows reader?

- Moms ages 25-54
- 108% more likely to consume family/relationship content
- 106% more likely to be employed full-time
- 59% more likely to have a HHI of \$100K+
- 68% more likely to have attended college

She's the household CEO & Chief Purchasing Officer

- 88% more likely to be the primary grocery shopper
- 85% more likely to consume shopping content
- 64% more likely to like to try new things so she is the first among friends to shop online
- 35% more likely to be directly involved with making business decisions

She's passionate about health & wellness

- 147% more likely to be the first among friends to own/use/buy the latest health products
- 110% more likely to consume fitness content
- 77% more likely to consume healthy cooking/eating content
- 52% more likely to consume healthy living content
- 36% more likely to seek new ways to live a healthier life
- 30% more likely to encourage others to live a healthy lifestyle

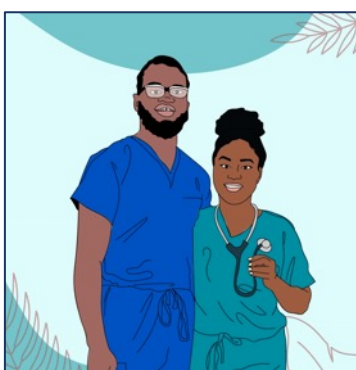
She is #MomGoals and wants to do good

- 73% more likely to have volunteered in the past 6 months
- 58% more likely to have at least 1 hobby she dedicates her spare time to
- 51% more likely to have donated to a non-profit organization in the last 6 months

Source: ComScore Multi-Platform Plan Metrix Key Measures, SHE Media (Parent: Yes, W18+) March 2023* | ComScore Multi-Platform Plan Metrix Key Measures, across SHE Media, SHE Media Family, SheKnows.com (Parent: Yes, W18+) March 2023

SMART SERVICE FOR MOMS

A sampling of SheKnows' signature series



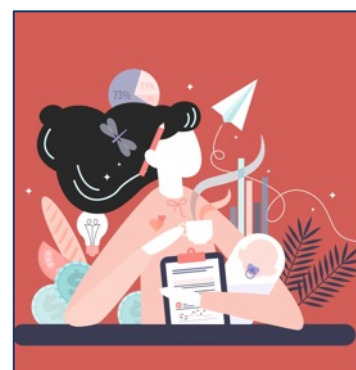
Black Mind & Body

[SEE THE SERIES >](#)



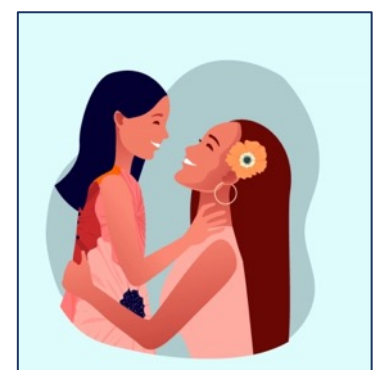
Black Maternal Health Crisis

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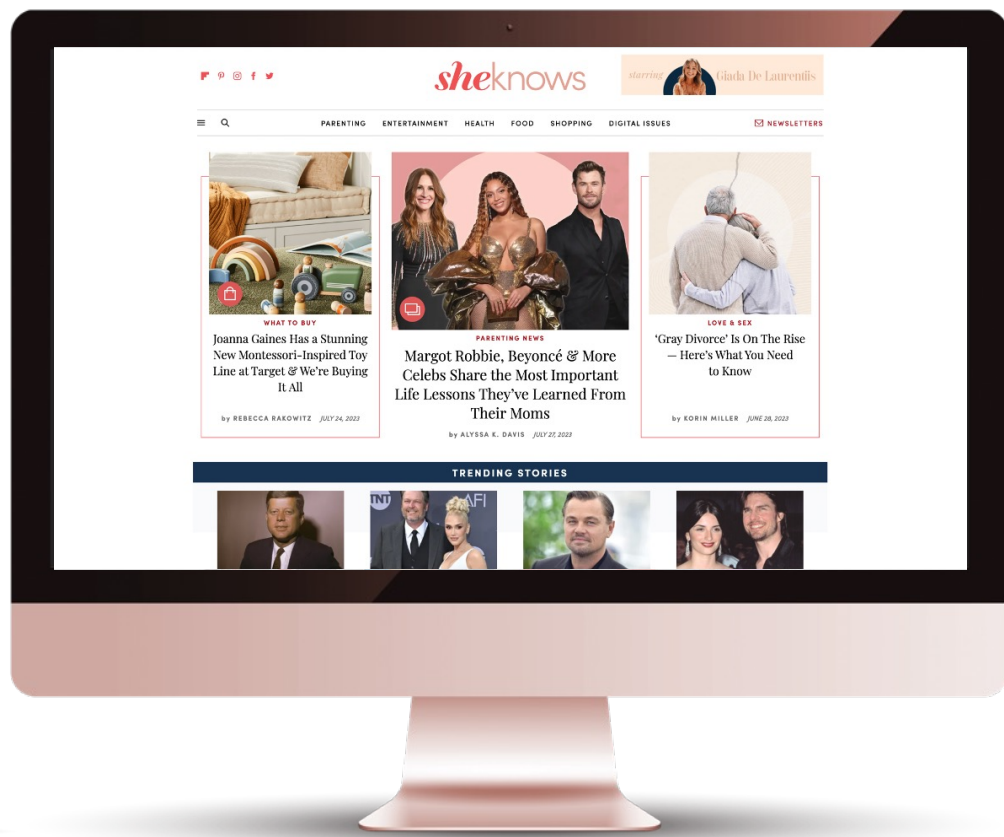
SK Conversations

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Mamá y Más

[SEE THE SERIES >](#)



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 article, slideshow 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

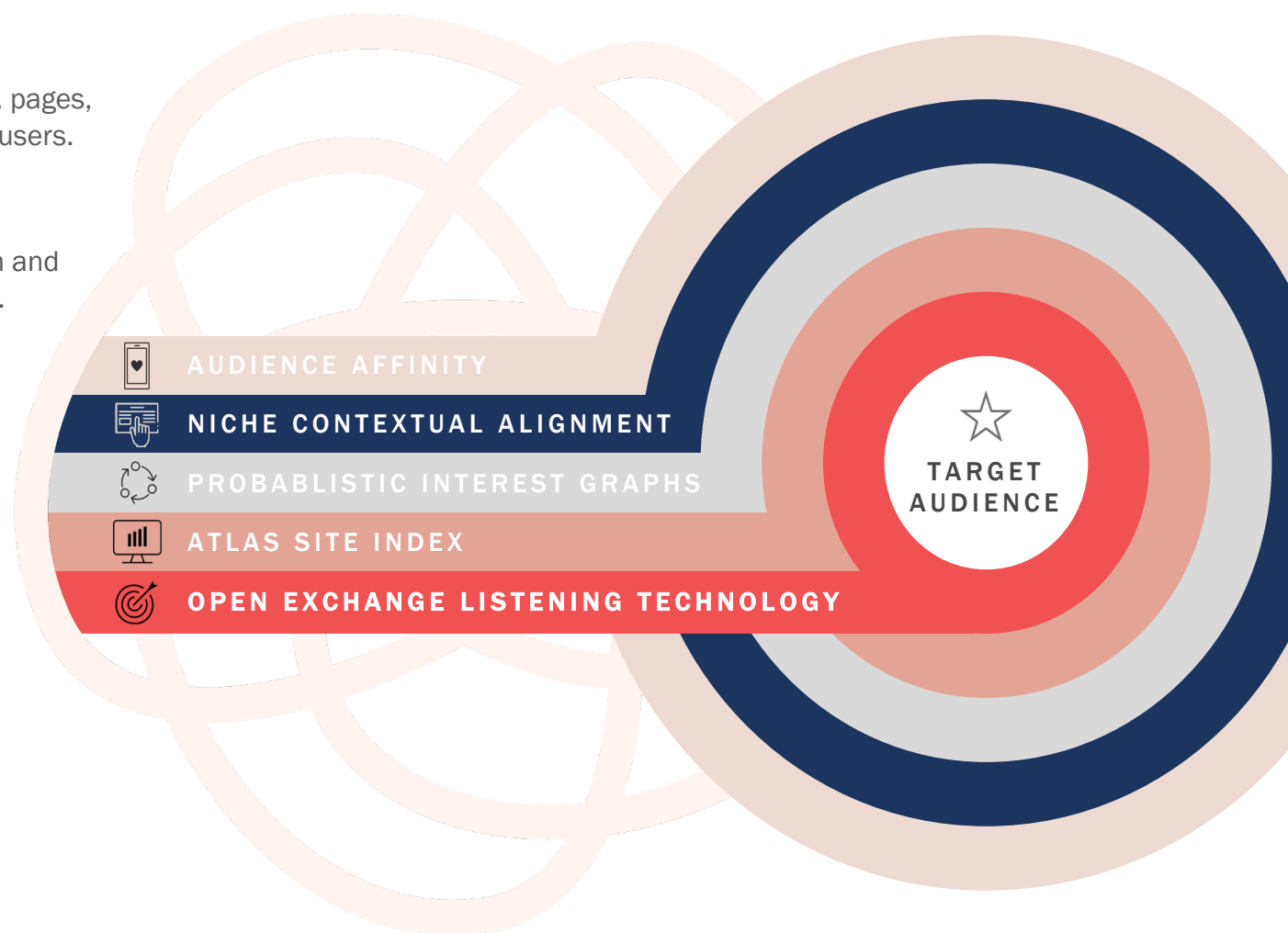
- Audiences are more than a single impression on a page. Interest graphs are developed to identify what motivates a user to return to SHE Media's vast site portfolio in addition to their most recent visit.

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+