



WHERE SHOPPING STARTS

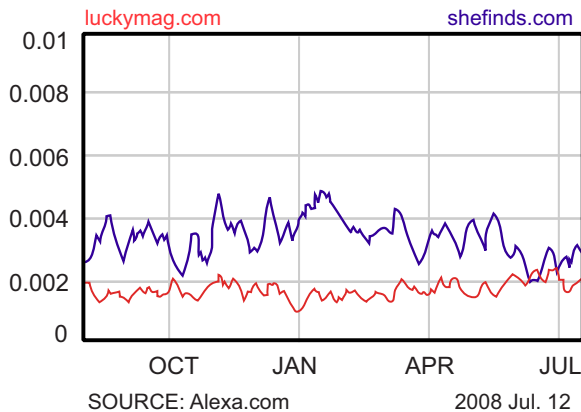
# FASHION. BEAUTY. FINDS.

We would love to help you market to the SheFinds audience. We will consider your products for editorial placement, however if you'd like to guarantee exposure please check-out these marketing opportunities.

The SheFinds Audience has some fabulous demos:  
Age: 81% of subscribers are between the ages of 25 & 44  
Income: 55% have average household incomes over \$75K  
40% have average household incomes over \$100K

- 35,000 women subscribe to our weekly email newsletters because they want to find out about the latest trends in fashion & beauty and would rather shop online because they are too busy to get to the stores
- SheFinds.com receives 400K pageviews/month, 300K visits/month
- We sold more than \$1,000,000 worth of merchandise for advertisers in 2007
- We get top placement in search engines - just try the search terms "Best Bras" on Google
- We're hot on the heels (and sometimes beating) BIG media's web reach. See stats [here](#). You can view SheFinds traffic stats here: <http://www.quantcast.com/shefinds.com>

### Daily Reach (per million)



*“Of all the ways we’ve tried to advertise online, we have had by far the most success with SheFinds. Not only do we get tons of page hits, but lots of sales! ... the most cost effective way to reach the ‘right’ people.  
- Mischelle Papan, blondette.com*

## Sale Thursday Email

An economical way to test SheFinds marketing results is to buy a spot in our **SaleThursday Email** to promote your sale items. Only sale items discounted 20% or more are eligible for **SaleThursday** placements. **SaleThursday** is inexpensive because it's limited copy and only for items marked down 20% or more - not for store branding. If you do not discount your items, you may supply a special code for 20% off for SheFinds Subscribers.

All ad images must be provided in .jpg or .gif format, no animated gifs. All listed availabilities are per newsletter.

- 1 Featured Sale – Sale of the Day (one spot available): 420x250 pixel image/headline copy up to 30 characters. \$270
- 2 Right top (one spot available): 200x200 pixel image/headline copy up to 25 characters. \$175
- 3 Right column (two spots available): 200x200 pixel image/headline copy up to 25 characters. \$135
- 4 Lower (unlimited): 200x200 pixel image/headline copy up to 22 characters. \$220





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Our blog readers are passionate about our daily finds. You can purchase a persistent placement on the margins of the blog, a 728x90 and/or 120x600 banner ad run or an ad in the feed. Ads in the feed will show up whether a person visits blog.shefinds.com, receives blog posts in their email through Feedblitz or subscribes to a blog through an rss reader such as Bloglines or My Yahoo.

Advertise on the SheFinds Blog:

- 1 Leaderboard ad, blog and/or ROS: 728x90, \$20 NOT AVAILABLE. SOLD-OUT THROUGH 2008
- 2 Banner ad blog/ROS: 160x600 Lower positions \$10 Minimum \$500 buy. Top position SOLD-OUT THROUGH 2008; Below the fold available, \$5 CPM
- 3 Sponsored post within blog center column 250x250 NOT AVAILABLE. SOLD-OUT THROUGH 2008
- 4 Buy a text and photo advertisement by visiting this link: \$160/week
- 5 Insert an advertorial in the feed: \$500/post

### SheFinds Blog



*“Shefinds.com is the perfect outlet to advise shoppers of incredible deals and events. The ingenious way which SheFinds.com delivers it's ‘finds’ is exceptional and profitable.”*

*- Adrienne Mellen, Real Simple Magazine's Get Organized New York*

*“What’s different with new media is simply that’s it’s not the number of impressions you make, but who you impress.” – Corante.com*



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We offer two SheFinds Tuesday Email marketing spots. Each also includes a separate placement on the SheFinds site: (Click this link to view full-size email.) Site placement is for 3 months.

- 1 A Featured Link Includes: Full color non-animated 300x250 image; Price: \$700
- 2 A Friend of SheFinds Includes: Full color 300x250 image and approximately 50 words of copy or a 500x250 self contained image ad with no additional copy; Indefinite listing in archives; Listing on "Friends" page for a minimum of 3 months. Price: \$700

Buy both placements and get retailer placement.\*

\* Links within the editorial where applicable



### SheFinds Tuesday Email

### SheFinds Custom Email



Emailed to subscribers



Posted on site and optimized for search engines

We would love to create a custom mailing for you. We've done these for spas, dieting sites, retailers and events. We'd love to alert our members to your services. We charge \$80 CPM for a custom mailing. If you buy 3 or more ads (either multiple custom or multiple placements in Tuesday emails) we offer a 10% discount off the total cost.

If you have a sizeable mailing list (over 30K) we would also be open to cross-promotion. You can view our demos here.

We average 30% unique open rate. Click rates average 3-15%.

Minimum buy of \$500/email.



*"SheFinds shoppers are always very responsive to our offers. We have advertised on SheFinds several times, and sales have exceeded our expectations every time."*

*- Dan Sackrowitz, BareNecessities.com*



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## SheFinds Sweepstakes Opportunity

This is a great opportunity to get some buzz going about your brand.

Each week SheFinds gives away a shopping spree and we're looking for sponsors. SheFinds giveaways run from Friday to Friday and feature fashion and beauty products. Click [here](#) to see an example.

We will manage the sweepstakes and work with you on crafting it in such a way to get people to your site.

### What we will do:

- Post on the blog that readers are eligible to win between a \$100 - \$500 credit for merchandise sold on your site. The credit must allow the winner to buy something in total from your site without having to pay extra.
- Require that entrants post in our comments section what they would potentially buy with that credit – this encourages them to go to your site to window shop for products
- Use affiliate links to link to your site (optional)

Additionally, we will promote the sweepstakes to the 34K SheFinds email list subscribers

### What you will do:

- Supply the prize.
- Ship directly to the winner and cover shipping costs.
- Pay the \$500 placement fee to SheFinds.
- Use affiliate links and take 20% off the placement fee



*"SheFinds.com was one of the best advertising investments we've made all year! The sales and traffic generated at cherrytee.com exceeded our expectations and we look forward to partnering with SheFinds.com again."  
- Deborah Brener Nolan, Cherrytee*

If you would like to be notified of upcoming editorial and marketing opportunities sign-up for our press list: <http://shefinds.com/content/presslist>

contact [sales@shefinds.com](mailto:sales@shefinds.com) for more information