



SHE

FINDS

MEDIA KIT 2018



About

Our History

Michelle Madhok started SheFinds in 2004 to help busy women shop online. We have a proven track record of finding exactly what women are looking for at exactly the right time.

Our Commitment

Helping busy women find what they need to enjoy their life is at the core of everything we do at SheFinds.

Our Connection

Our readers trust us and are inspired to try new trends, shop new brands and experiment with new products every day.

Our Flexibility

Our branded content team is able to work with brands without red tape on innovative custom programs.

Our Readers

LOYAL

50% of SheFinds readers visit SheFinds daily;

75% visit several times per week.

MODERN WOMAN

33% W 25-34

21% W 35-44

INDEPENDENTLY AFFLUENT

55% HHI \$75,00+

24% HHI \$100,00+



HIGHLY EDUCATED

70% of SheFinds readers have a college or graduate degree.

TOP STATES

California

New York

Florida

Illinois

Texas

Our Readers

SOCIAL INFLUENCERS

70% self-identify as beauty-experts and trendsetters.

MODERN MOMS

More than half of the SheFinds readers are moms.



MOTIVATED SHOPPERS

2/3 of SheFinds readers treat themselves to clothing and accessories when they are in the mood to splurge.

WELL ROUNDED

In addition to fashion, SheFinds readers also value **health and wellness, travel, cooking and home decor.**



Socially Active, Always Engaged

~ 2 MILLION MONTHLY UNIQUE VISITORS



DESKTOP
40% of unique visitors



**640K SOCIAL MEDIA
FOLLOWERS**



MOBILE/TABLET
60% of unique visitors



**350,000 ACTIVE & ENGAGED
EMAIL SUBSCRIBERS**



Introducing Monica Vinader, Our New Jewelry Obsession

Calling all jewelry-lovers! UK-based jewelry designer Monica Vinader is making her way stateside and we couldn't be more excited. From complimentary engraving to bracelets made for stacking, get to know Monica Vinader below.

PRESENTED BY

MONICA VINADER



These Are The Five Pieces Every Woman Should Have In Her Jewelry Box



Store Tour! Take A Peek Inside Monica Vinader's First American Boutique

SHOP



THE CHAIN BRACELET
\$220



THE QUANDO COLO STUD EARRINGS
\$220



THE BEAD FRIENDSHIP BRACELET
\$100

Connecting With Our Readers

Capabilities

- Native Articles
- Shopping Guides
- Gift Guides
- Dedicated Emails
- Custom Video
- On-Site Lightbox
- Interactive Landing Pages
- Email Acquisition
- Social Promotion
- High Impact Display Media

Contact

jeanine@shefinds.com