



**SHE**  

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**FINDS**

2019 Media Kit



# About

## **Our History**

Michelle Madhok started SheFinds in 2004 to help busy women. 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 and 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+  
41% HHI \$150,00+

## **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

**3 MILLION MONTHLY UNIQUE VISITORS**

Desktop  
40% of unique visitors

Mobile/Tablet  
60% of unique visitors

Social Media  
640k Followers

Email  
350,000 active & engaged subscribers



# Connecting With Our Readers

## Capabilities

- Native Articles
- Shopping Guides
- Dedicated Emails
- Custom Video
- On-Site Lightbox
- Interactive Landing Pages
- Social Promotion

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