



## 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**

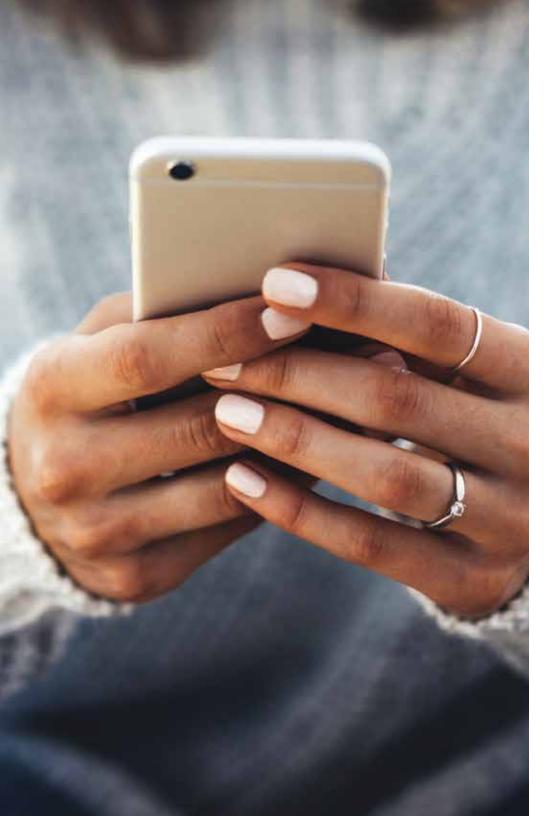
More than half of the SheFinds readers are moms.

#### **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