



SHE --- 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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