



# SHE --- FINDS

2020 Media Kit





# About

## **Our History**

Michelle Madhok started SheFinds in 2004 to help busy women find fun ways to treat themselves. We have a proven track record of connecting and engaging with women.

## **Our Commitment**

Helping busy women enjoy and live their best life is at the core of everything we do at SheFinds.

## **Our Connection**

Our readers trust us and are inspired to interact and engage with our content daily across many different platforms.

## **Our Flexibility**

Our branded content team is able to work with brands of all sizes without red tape on innovative, custom programs that drive tangible results.





# Our Readers

## **Loyal**

55% of readers visit SheFinds several times per week.

## **Independently Affluent**

42% 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

## **Decision Makers**

70% self-identify as the person responsible for making decisions for their household.

## **Plugged-In Parents**

1/3 of SheFinds readers have children in their home.

## **Well Rounded**

SheFinds readers value health and wellness, home and decor, fashion and beauty, travel, cooking and more.





# Socially Active, Always Engaged

**4.5 MILLION MONTHLY UNIQUE VISITORS**

**Desktop**

15% of unique visitors

**Mobile/Tablet**

85% of unique visitors

**Social Media**

450k Followers across Facebook, Pinterest, Instagram & Twitter

**Email**

325,000 active & engaged subscribers



# Connecting With Our Readers

## Capabilities

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

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