

# SHEKNOWS® WHO WE REACH

The SheKnows audience is loyal, well-informed, and interested in learning more about each other, themselves, and the products that can make each day a little bit easier and more rewarding.

## SOCIAL

SheKnows further engages readers across our extensive platform of social media outlets through exclusive content, daily conversations, debates, trending topics and fun photos.

# 243%

Growth in social referring traffic<sup>1</sup>



# 78%

of SheKnows readers actively share content on social media<sup>2</sup>

# 97%

of SheKnows readers participate in one or more social media platforms<sup>2</sup>

## OUR STATS:

SHEKNOWS.com.

# 8.7

MM US Unique Visitors  
44 MM US Page Views<sup>3</sup>

SHEKNOWS

# 35.8

MM US Unique Visitors  
259 MM US Page Views<sup>3</sup>

SHEKNOWS

# 400,122

SheKnows Members

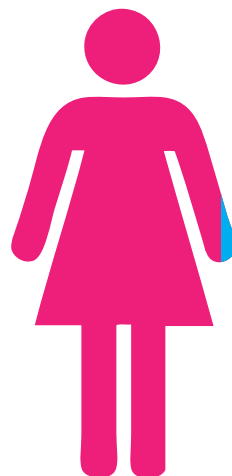
SHEKNOWS.com.

# 4:22

Minutes Per US Visitor<sup>4</sup>

# 95%

Female Audience



- Average Age: 34
- Average HHI: \$63k
- Married: 58%
- Kids in HH: 2.3
- College Educated: 72%