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SheKnows Surveys Readers to Reveal What Women Want in 2013

SheKnows launches the Alpha Woman Issue, showing an inside-look at the strong and successful women who want it all

January 16, 2013 (Scottsdale, Ariz.) – Let's face it. Smart women get ahead in life. But women don't need a fancy master's degree and a Prada briefcase to get there. Attitude and a little savvy go a long way. The SheKnows team has compiled the alpha's ultimate guide for women, including tips on owning one's self, career, family and body. Whether it's getting ahead in the workplace or simply managing the balance between board meetings and PTA meetings, SheKnows kicks off the year by empowering loyal readers.

In this issue, our editors explore the rise of the "alpha woman" in society and the secrets to honing and unleashing this growing phenomenon. Highlights include woman-in-charge sex positions, tips for being successful in work/life balance, and more. Readers will also find a profile on the ultimate alpha woman, actress Jenny McCarthy in [Girl Crush](#), where McCarthy reflects on being single: *"I have been definitely enjoying my 'singledomness.' I'm having a relationship with me, myself, and I right now. [I'm] under construction,"* she told SheKnows.

SheKnows reached out to its audience, polling readers about the "alpha woman". Findings indicated that more than 45% of participants would prefer to be single, 41% of readers have no qualms about asking for a raise. Additional findings highlighted that women are stepping up the plate and choosing to be more independent and aggressive when it comes to seeking out what they want. More moms are choosing to tackle full-time jobs while balancing parenting. Additionally, the do-it-yourself mentality is gaining momentum, thanks in part to the popularity of Pinterest.

"Women are moving away from the traditional roles they've been given in the past," says Crystal Patriarche, editor in chief. "Women are becoming stronger and more empowered, and they're really not afraid to go after what they want."

Reader's can view the results [here](#), and look forward to the SheKnows Valentine's Day issue for February.

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About [SheKnows.com](http://www.sheknows.com):

SheKnows (www.sheknows.com) is the new standard of publishing with its family of female-centric properties and custom programming. It is among the largest online lifestyle community for women ages 18 to 54, attracting more than 41 million unique visitors (comScore, November 2012) and meets the needs of today's modern woman with information important to her daily life.

SheKnows boasts a stimulating, well-rounded online experience enhanced with Emmy Award-winning SheKnows TV, captivating blogs, celebrity contributors and a vibrant social reach. As one of the fastest-growing destinations on the web, SheKnows is recognized among the top three properties for women.

Recently honored by Forbes as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, as well as for the second year in a row SheKnows won the OMMA Award for Web Excellence in 2011 and has been named the No. 1 site for Family, Parenting and Women's Interests. For advertisers, sponsorship opportunities and creative integration go well beyond the banner and make marketing messages an uninterrupted part of the user experience. The company is based in Scottsdale with offices in New York, Los Angeles and Chicago.

For More Information

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