



flow SPACE

Flow Space is a digital and live media platform providing content, community and commerce in service of women's health.

Women's health has been historically underserved, with the majority of research investment focused on the male brain and body, ignoring female biology. Flow Space offers the latest science and most resonant stories to inform and empower women to pursue their whole-life health.

WE REACH 36M WOMEN 35+ WHO CONSUME HEALTHY LIVING CONTENT

across the SHE Media Collective!

Half of the SHE Media audience are Women 35+

- 55% more likely to consider herself health conscious
- 49% more likely to seek new ways to live a healthier life

She seeks inspiration to live life well

- 97% more likely to consume pharmaceutical drug content
- 89% more likely to consume medical health content
- 86% more likely to consume disease and health condition content
- 77% more likely to consume fitness content
- 70% more likely to consume healthy living content

She's passionate about health & wellness

- 60% more likely to be the first among friends to own/buy/use the latest on health/dieting/exercising
- 49% more likely to encourage others to lead healthy lifestyles
- 48% more likely to seek to be well informed about drugs before using as medication
- 47% more likely to engage in physical activities to improve and/or maintain health
- 40% more likely to research medical information as a caregiver***

Source: *Comscore Multi-Platform Plan Matrix Key Measures, SHE Media (W35+ and Healthy Living IAB Digital Interests 2.0) March 2023 | **Comscore Multi-Platform Plan Matrix Key Measures, SHE Media (W35+) March 2023 | *** 2023 comScore Multi-Platform/MRI Simmons USA Fusion, SHE Media W35+ (02-23/F22)

WHOLE LIFE HEALTH CONTENT PILLARS

REPRODUCTIVE HEALTH

Ovarian Health

Menopause

Fertility

PHYSICAL HEALTH

Heart Health

Pelvic Health

Conditions & Treatments

Prevention & Longevity

MENTAL HEALTH

Brain Health

Anxiety

Depression

Disorders

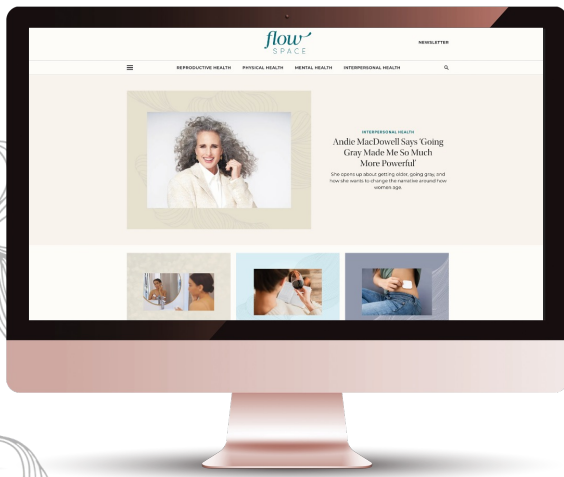
INTERPERSONAL HEALTH

Career

Family

Health Access & Equity

Relationships



DIGITAL MEDIA

Run targeted display ads & reach high-quality audiences at scale via our programmatic marketplaces (PMP & OMP).



BRANDED CONTENT

Integrate your brand with original articles, slideshows or video content created by our editorial team.



CREATOR CAMPAIGNS

Tap into the power of our hand-picked creators and publisher in the SHE Media Collective who can develop content for your brand



LIVE MEDIA

Bring your brand to life with virtual or live event sponsorships opportunities

FUTURE PROOF TARGETING SOLUTIONS

How SHE Media connects brands with relevant audiences in an ever-changing landscape

AUDIENCE AFFINITY

- Engage audiences based on their interactions with specific keywords, topics, pages, or sites. Recency and frequency are KPIs used to identify the most engaged users.

NICHE CONTEXTUAL ALIGNMENT

- Utilizing machine-learning, brands receive guaranteed adjacency to premium and authentic content that aligns with audiences' passions, values and interests.

PROBABLISTIC INTEREST GRAPHS

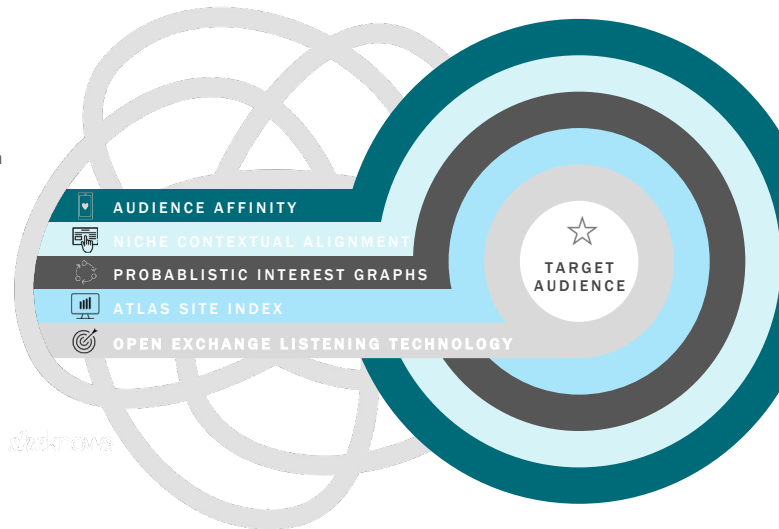
- Audiences are more than a single impression on a page. Interest graphs are developed to identify what motivates a user to return to SHE Media's vast site portfolio in addition to their most recent visit.

ATLAS SITE INDEX

- 1P segments are built using the latest in demographic studies to understand which pages drive the highest engagement for a specific cohort. Individuals are not identified as being a specific ethnicity.

OPEN EXCHANGE LISTENING TECHNOLOGY

- Identify signals via Open Exchange buying activity to enable partners to target or re-target based on a previous brand engagements.



SHE MEDIA

WHERE PASSION MEETS PURPOSE

Family · Food · Health · Beauty · Career · Entertainment

TOP 10
IN LIFESTYLE

74M+
UNIQUES
PER MONTH

350M+
SOCIAL
FOLLOWERS

Source: Comscore, SHE Media Multiplatform Key Measures Report, March 2023, U.S., & social reporting from Facebook, Twitter, Pinterest, Instagram, YouTube & Google+