



The Community for Women Who Write

MEDIA & ADVERTISING KIT





ABOUT SHE WRITES

AUTHENTIC & ENGAGING. She Writes is the only online community created for and driven by women writers, publishing experts and readers that crosses genres, removes boundaries and openly shares best practices and encouragement.

She Writes is an essential, trusted resource and community for all women who write.

THE LARGEST
GLOBAL
COMMUNITY OF
WRITERS ONLINE

Powered by the collaborative efforts of more than 25,000 active members from across the U.S. and more than 30 countries, nearly 50,000 monthly visitors, along with our talented team of editors and advisors, She Writes is the premiere destination for published and aspiring writers to grow, learn, educate, inspire, and encourage each other's success.

THE WRITE DESTINATION

Our mission is to connect women writers with creative inspiration, encouragement, and the writing topics they're most passionate about. We do this through:

AUTHENTICITY:

She Writes has built a trusted community and brand characterized by warmth and transparency.

CURATION:

She Writes facilitates and leverages the knowledge of its most valuable members through original content, discussion boards, and exclusive expert advice, infused with relatability, experience, and encouragement.

VISION:

She Writes Press, the publishing arm of She Writes, is redefining traditional and self publishing with its "third way" hybrid publishing model.

QUALITY:

With its founding membership of award-winning and bestselling authors combined with the expertise of publicists, agents, editors and cover designers who participate in the community, She Writes possesses credibility that competing sites lack.

A STRONG FOUNDATION

She Writes Founding Authors, Publicists & Agents

A very special thanks to these women who were integral in setting the tone of expertise and mentorship when we launched in 2009:

Christina Baker Kline

Gretchen Rubin

Marci Alboher

Tayari Jones

Lauren Cerand

Erin Hosier

Kathryn Harrison

Meg Waite Clayton

Carleen Brice

Hope Edelman

Katha Pollitt

Courtney Martin

Alicia Ostriker



EMPOWERING AUTHORS THROUGH COMMUNITY & CONTENT

UNITED: We meet the exploding need for guidance, support, and inspiration for writers online.

She Writes understands the symbiotic relationship between writers, publishers, and readers. We provide a platform that feeds our audience's passion for writing, and invites them to share stories, join conversations, and explore the opinions and perspectives of others who share their interests.

THE WRITE STUFF

From fiction, non-fiction, and memoir, to authors and writing help, She Writes offers an extensive library of original content that is growing every day. Here, writers can connect with like-minded women and grow from the community's collective knowledge and support.

SHE WRITES AT A GLANCE

- **Attracts nearly 50,000 engaged, unique visitors monthly**
- **Draws nearly 100,000 page views per month**
- **Reaches a loyal audience—nearly 30% of readers visit directly or via referral***
- **Interacts with more than 20,000 fans on social media, and more than 700,000 including member reach**
- **Nearly 30,000 resourceful pieces of original content**
- **Engages more than 25,000 active members and more than 25,000 newsletter subscribers**

**Based on Google Analytics, June 2014*

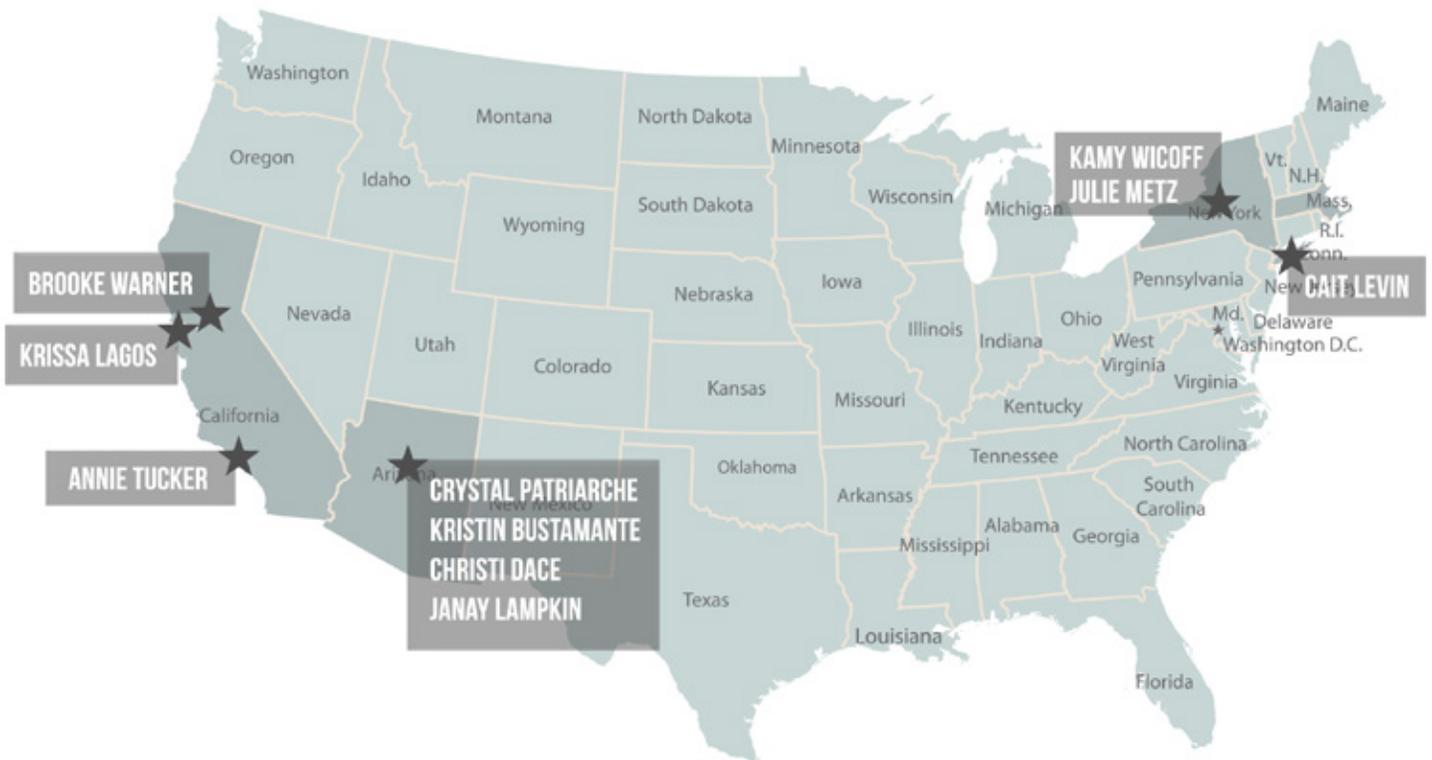


THE WOMEN BEHIND THE COMMUNITY

ACCOMPLISHED & CREDIBLE. This highly experienced team knows their stuff!

OUR TEAM

The driving force behind She Writes possesses a wide range of experience in publishing from both the author's and the publisher's perspective, as well as deep expertise in marketing to women, public relations and custom content creation.



SHE WRITES



CRYSTAL PATRIARCHE

CEO AND CO-FOUNDER



KAMY WICOFF

CO-FOUNDER (ORIGINAL
FOUNDER, SHE WRITES)



KRISTIN BUSTAMANTE

CHIEF CONTENT OFFICER



CHRISTI DACE

CREATIVE DIRECTOR,
SPARKPOINT STUDIO



JANAY LAMPKIN

SOCIAL MEDIA MANAGER

SHE WRITES PRESS



BROOKE WARNER

PUBLISHER / MANAGING
EDITOR



JULIE METZ

ART DIRECTOR, SHE WRITES
PRESS & SPARKPRESS



ANNIE TUCKER

EDITOR



KRISSA LAGOS

EDITOR



CAIT LEVIN

PROJECT MANAGER

EXPERT CONTRIBUTORS

Among our talented team of contributors on SheWrites.com is a group of high profile experts and authors who enrich the She Writes audience through professional advice and direction. In addition to weekly posts from our founders and management team, readers receive guidance from experts including:

Tracey Slater
Bella Mahaya Carter

Lauren Bacon
Maria Murnane

Zetta Brown
Pamela Olson

Emily Lackey
Jill Jepson



THE SHE WRITES AUDIENCE

PASSIONATE. Our fiercely loyal female audience is highly driven and educated.

99%

women

83%

college grad or higher

35-65

average age

39%

spend \$500 or more on their writing projects annually

\$75,000

average household income

More than

25,000

active members

12%

open rate for e-newsletters

65%

have been published (traditionally or self-published)

70%

spend more than \$100 on print books and e-books annually

38%

spend \$500 or more on writing classes annually

Stats based on September 2013 member survey



SHE WRITES IN THE NEWS

RELEVANT. She Writes is respected and recognized for its devotion to writers among leading publications.

IN THE NEWS



SheWrites.com: A salon of one's own



A Virtual Forum for Women Writers



How Hybrid Publishers Innovate To Succeed



She Writes: The Site for Women Writers



Between Traditional and Self Publishing, a 'Third' Way



Women's Writing Site She Writes Launches Book Publishing Division



Chicago Scribes Find Sisterhood at She Writes



Seeing How Far \$100 Can Go



She Needs, Thus She Writes



She Writes Press



ADVERTISING OPPORTUNITIES

OPPORTUNITY. Connect with the largest community of women writers online!

She Writes connects advertisers with a highly engaged audience by creating quality, engaging branded content, custom ad units, and original content in a variety of formats. Reach an audience of 25,000-plus influential members and nearly 100,000 worldwide women writers visiting the community each month with these branded partnership opportunities:

- **SPONSORED NEWSLETTER PACKAGES:**

Reach more than 25,000 members through relevant, timely newsletter content.

- **SOCIAL SPONSORSHIPS:**

Increase visibility through our social offerings.

www.shewrites.com

📍 SheWritesdotcom

🐦 SheWritesdotcom

CONTACT

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