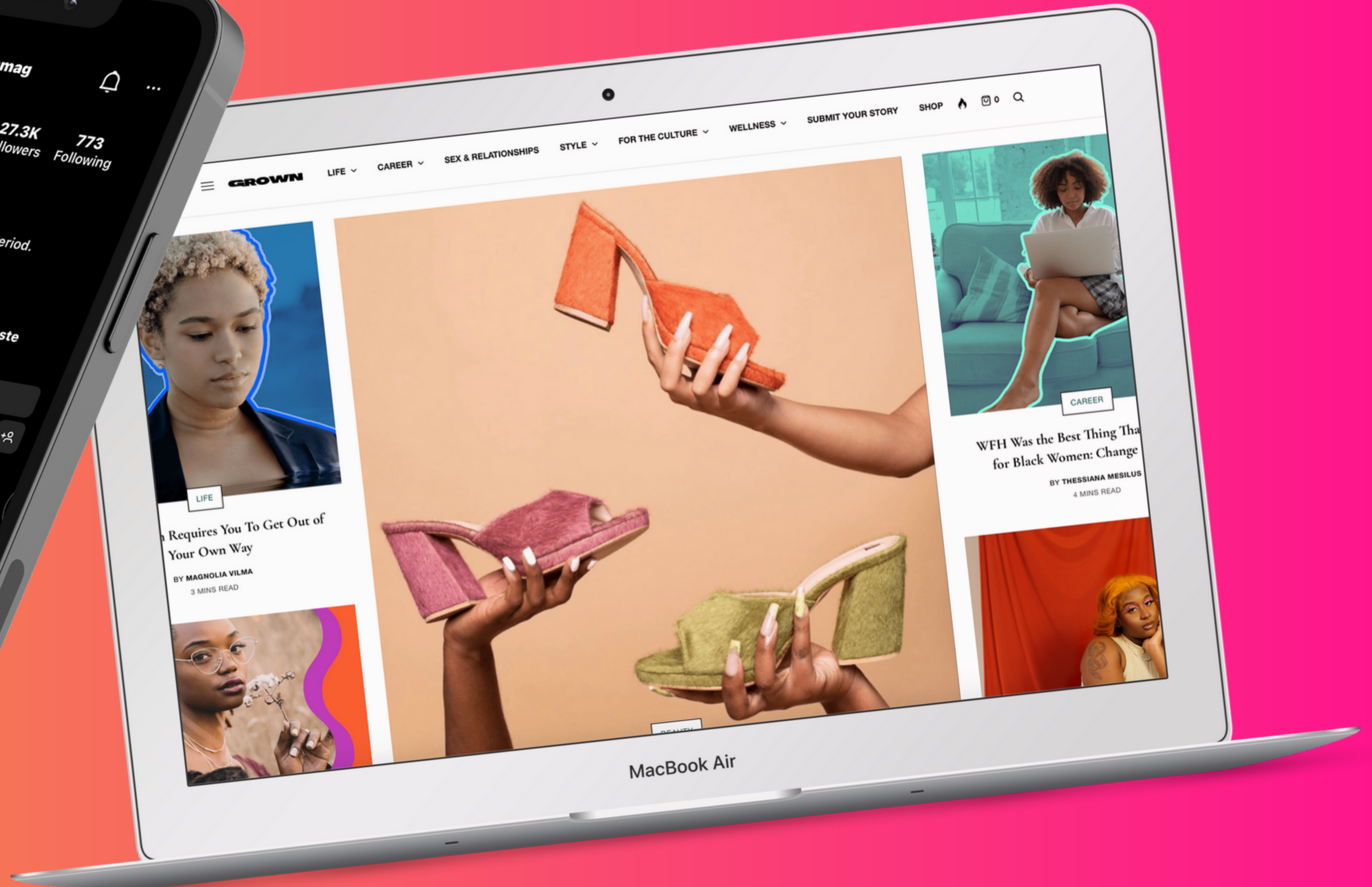
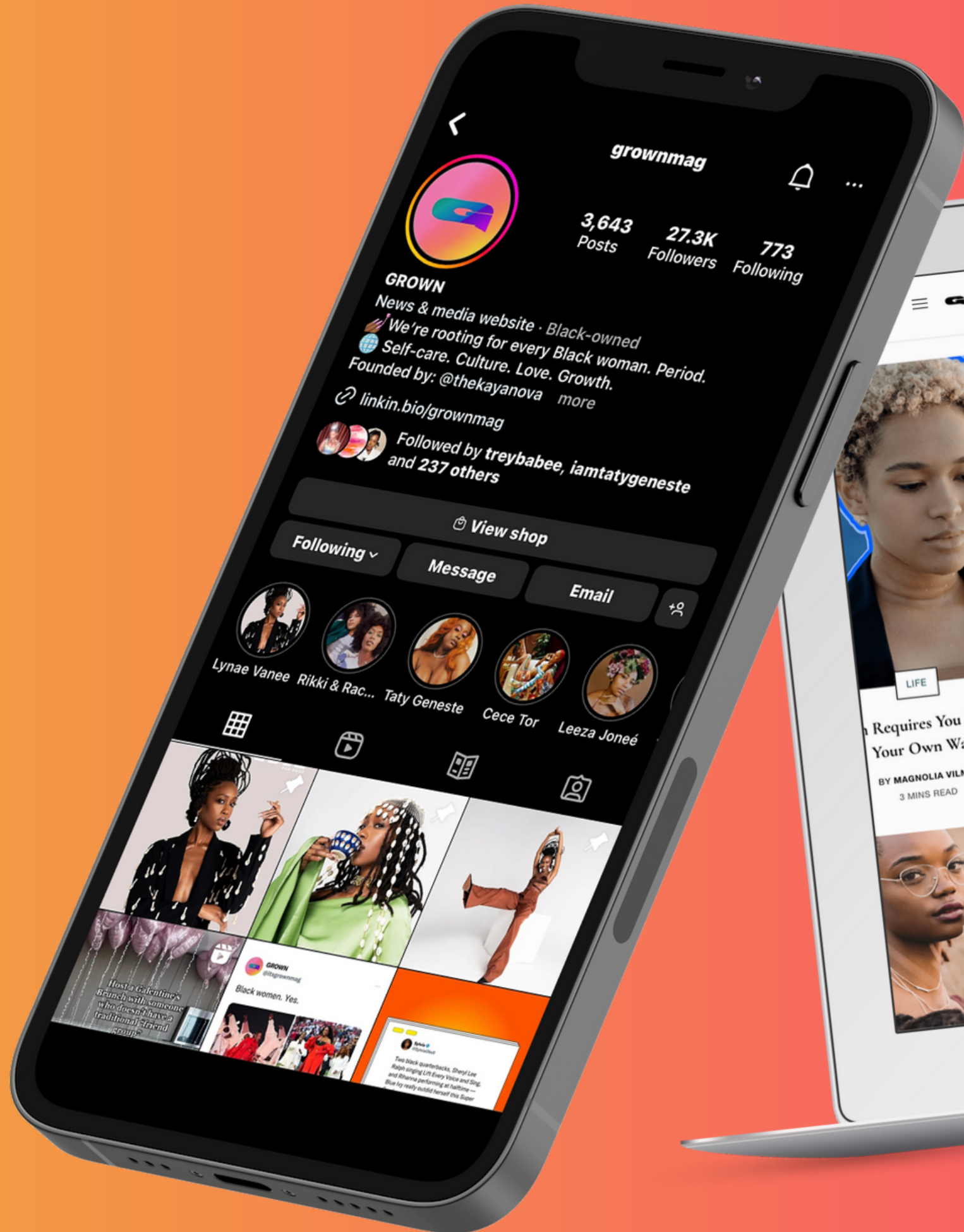


# **GROWN**

**2023 MEDIA KIT**



# who are we?

We believe in making a safe space for Black women to **grow**.

We are a media platform and digital community offering our audience bold content, inspiring stories, and authentic connection.

Here is where our voice matters.



# GROWN

100% BLACK WOMAN-OWNED & STAFFED

## PAST PARTNERS



# our reach

**291,000/MONTH**

ACCOUNTS REACHED ON INSTAGRAM

**35,500/MONTH**

CONTENT INTERACTIONS ON INSTAGRAM

**194,000/MONTH**

INSTAGRAM REEL PLAYS

**83,400 LIKES**

ON TIKTOK

**33,100/YEAR**

WEBSITE VIEWS

**18,864/YEAR**

UNIQUE WEBSITE VISITORS

**33,200+**

FOLLOWERS & SUBSCRIBERS  
ACROSS PLATFORMS



# our audience

## GENDER

93%

WOMEN

## AGE

18-24 18.7%

25-34 52.4%

35-44 18.1%

## EDUCATION

ATTENDED COLLEGE/  
GRADUATED COLLEGE

## OCCUPATION

EMPLOYED/STUDENT

## TOP CITIES

NEW YORK  
LOS ANGELES  
ATLANTA  
PHILADELPHIA  
CHICAGO

## TOP COUNTRIES

UNITED STATES  
UNITED  
KINGDOM  
SOUTH AFRICA  
CANADA  
NIGERIA



Nurturing our community is at the core of what we do. We engage our audience and attract new members through:

## **bold social content**

We capture trending topics, create space for conversation, and amplify creator content across platforms.

## **authentic stories**

We publish real stories on beauty, sex, wellness, culture, entertainment, and spotlight rising voices as a digital magazine.

## **interactive events**

We host virtual and in-person events to further networking and enrichment opportunities.

## **brand partnerships**

We partner with like-minded brands to bring new products, content, and news directly to our audience.



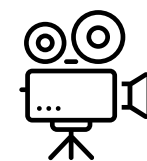
# marketing opportunities



WEBSITE AD PLACEMENTS



EVENT PARTNERSHIPS



CONTENT PRODUCTION



BRAND + CONTENT PROMOTION



GIVEAWAYS + CONTESTS



PRESS COVERAGE



**THANK YOU**

*WE'RE LOOKING FORWARD TO WORKING TOGETHER!*