



POPSUGAR.

POSITIVE. PURPOSEFUL. PLAYFUL.

Our mission is to create content that powers the optimism and dreams of young women around the world. We combine data, tech and storytelling to connect with our fans, and to authentically connect brands with our fans at scale.

#1

INDEPENDENT MEDIA +
TECHNOLOGY COMPANY
FOR WOMEN

3.1B

GLOBAL MONTHLY
CONTENT VIEWS

400M

GLOBAL AUDIENCE

1 in 3

MILLENNIAL WOMEN

390M

MONTHLY VIDEO
VIEWS

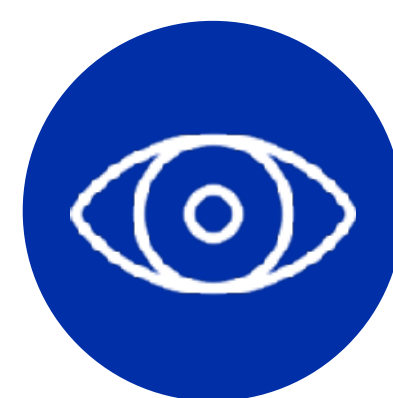
33M

SOCIAL FOLLOWERS



INFLUENCE

POPSUGAR is more influential among millennial women than competitors like Time Inc., Conde Nast, and Refinery29.



SOCIAL VIDEO VIEWS

POPSUGAR ranks as #1 among millennial female publishers in social video views (YouTube + Facebook + Instagram).



AWARD-WINNING

POPSUGAR executives, products, and partner collaborations were recognized in ten industry awards programs in 2017.