

*every story has power and purpose*

**SHE**  
DOES  
THE  
CITY. ■

**2024 MEDIA KIT**

# Our History & Mandate

SheDoesTheCity was founded in 2007 by Jen McNeely as a blog for young women in Toronto who wanted to read about events and experiences in a voice that felt real.

Over the years there have been several iterations of SheDoesTheCity. We are now in a new age that prioritizes women, non-binary, and trans voices in the arts and entertainment field in a bright and uplifting way.



# So, what do we do?

We cover books, music, film, television and artistically driven events while constantly asking ourselves the question: **How can creativity lead the way to a brighter future?**

We're interested in working with brands that are thought leaders and agents of change and admire companies that take risks and who aren't afraid to reinvent themselves.

**Let us help you tell your story, and in doing so, we invite you to become part of ours.**



# Series & Columns at SheDoesTheCity



Artist of the Month

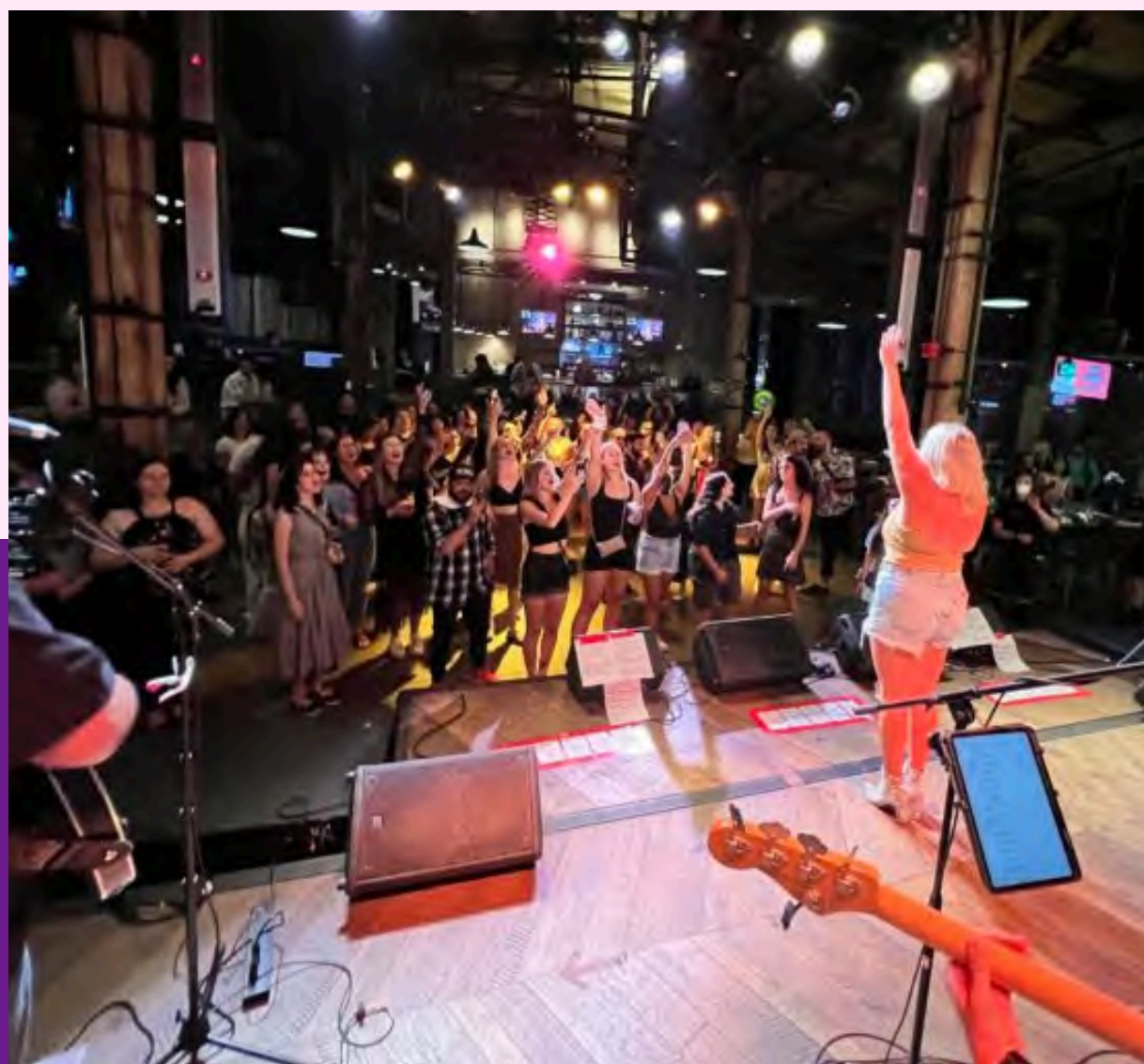


Monthly Book Round-Ups



All The Mistakes I've Made

# Series & Columns at SheDoesTheCity



[Weekly Toronto Best Bets](#)



[What To Watch](#)



[SDTC Newsletter Picks!](#)

# SheDoesTheCity by the Numbers

## our socials



30,000+ Followers on Twitter(X)



28,340+ Instagram Followers



13,000+ Facebook Page Fans



2,100+ Newsletter Subscribers

38% Newsletter Open Rate



3,500+ Threads Followers

Platforms we are developing:



## our site

Approx 2,350 new users each day

72,000+ users per month

106,000+ pageviews monthly

1,280,000+ visitors in 2023

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# Our Demographic

## AGE:

18-34: 37.8%

35-44: 34.4%

45-54: 16.2%

## GENDER:

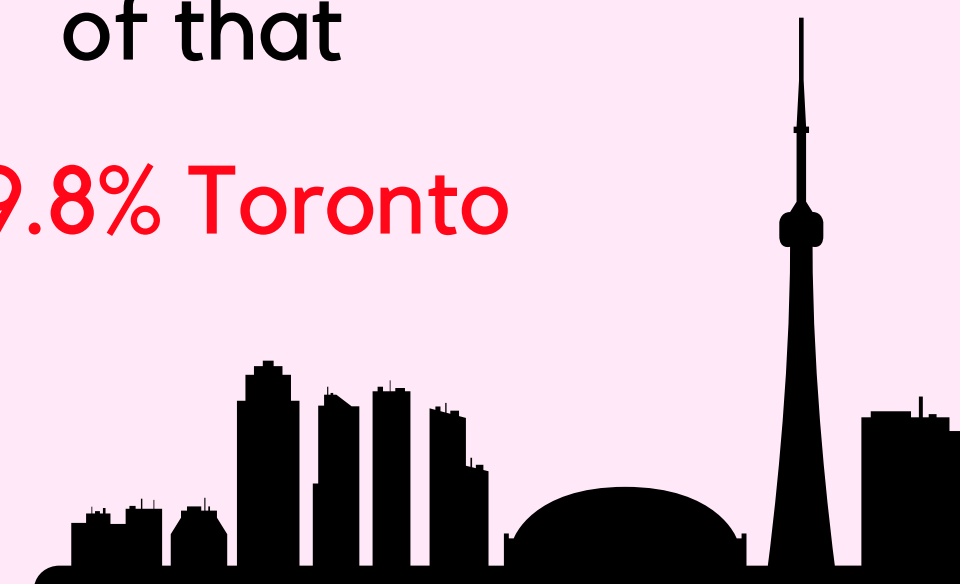
82.5% women

## LOCATION:

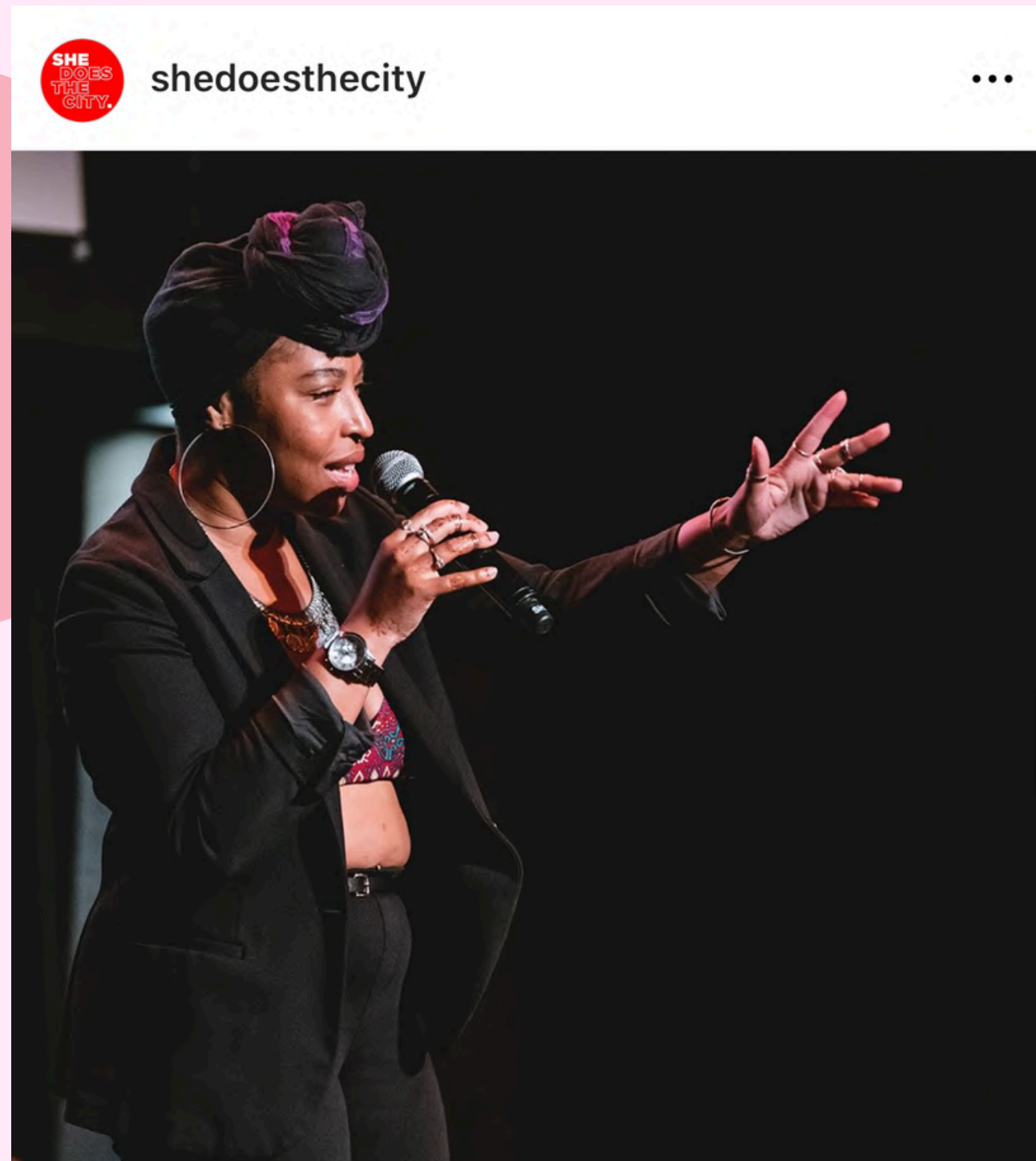
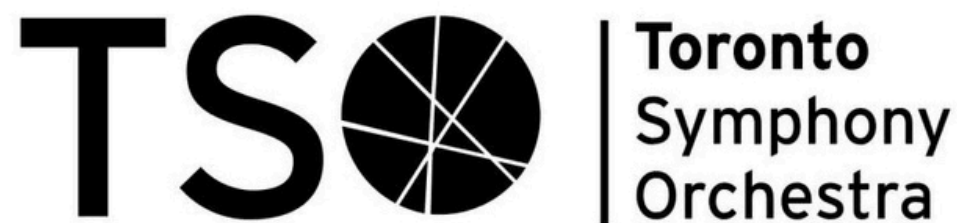
88.6% Canada

of that

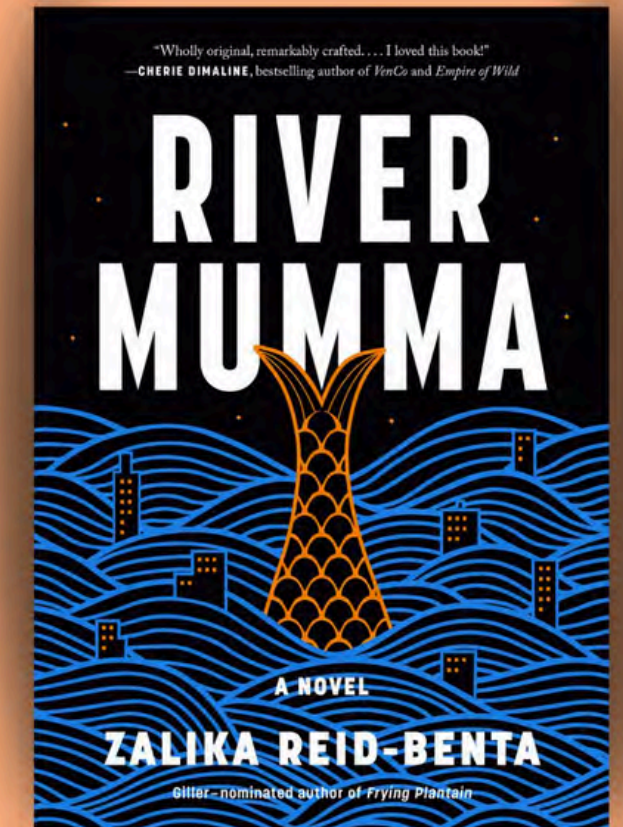
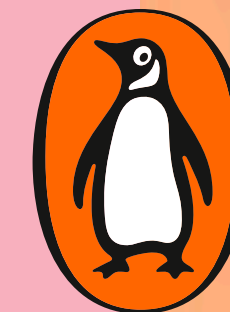
59.8% Toronto



# Brand Partnerships



SIMON & SCHUSTER





# Brand Partnerships cont'd

Soulpepper

NETFLIX

VENUS Fest.

AGO  
Art Gallery of Ontario

R·O·M  
ROYAL  
ONTARIO  
MUSEUM

WA  
WORKMAN  
ARTS

eOne

 Toronto  
International  
Festival of  
Authors

firecracker  
DEPARTMENT