



## FEMCITY®

95+ LOCAL COMMUNITIES AND AN ONLINE PLATFORM CREATED FOR WOMEN LAUNCHING + GROWING BUSINESSES. THE SITE INCLUDES WEEKLY CLASSES, PODCASTS, WORKSHEETS + E-BOOKS FOR DOWNLOADING, THE FEMCITY BLOG, VIDEO EPISODES ON BUSINESS TRENDS AND LIFESTYLE INSPIRATION.

### DEMOGRAPHICS

- 100% FEMALE MEMBERSHIP
- 28% 25-34 YEARS OLD
- 28% 35-44 YEARS OLD
- 33% 45-65 YEARS OLD
- 91% US MEMBERS
- 9% CANADIAN MEMBERS

### SITE TRAFFIC

- 470K PAGE VIEWS/MO.
- 75K UNIQUE VISITORS/MO.
- 20K EMAIL SUBSCRIBERS

### SOCIAL MEDIA

- 100K TWITTER
- 22K FACEBOOK
- 10K INSTAGRAM
- 5K LINKEDIN
- 4.2K PINTEREST VIEWS/MO.

### COLLABORATION

- SPONSORED POSTS
- PUBLIC SPEAKING
- EVENTS + TRAVEL
- PRODUCT PLACEMENT
- PODCAST + YOUTUBE



### VIOLETTE DE AYALA

FOUNDER + CEO

Violette has been quoted in *Success*, *Entrepreneur*, *MSNBC*, and *Mashable*. She has also been featured in *People*, *InStyle*, and *Real Simple* magazines.

## FEMCITY AS SEEN ON



VOGUE

THE HUFFPOST

Entrepreneur  
MAGAZINE

FAST COMPANY



Mashable

BUSINESS  
INSIDER

YAHOO!  
SMALL BUSINESS



Authority Magazine

Inc.

SUCCESS

BUSINESS  
NEWS DAILY  
Small Business Solutions & Inspiration



THRIVE  
GLOBAL

Forbes

UP JOURNEY

marie claire

## PAST + CURRENT FEMCITY PARTNERS



DONALD/PLINER

GYMBOREE

Saks  
Fifth  
Avenue



Mercedes-Benz

Neiman Marcus



SHE SPEAKS

Lb  
little bags  
BIG IMPACT



TED BAKER®  
LONDON



EQUINOX

hint®  
water made tasty™

Orangetheory®  
FITNESS

intuit

★ macy's

