

project eve

reinvent your life

2015 media kit



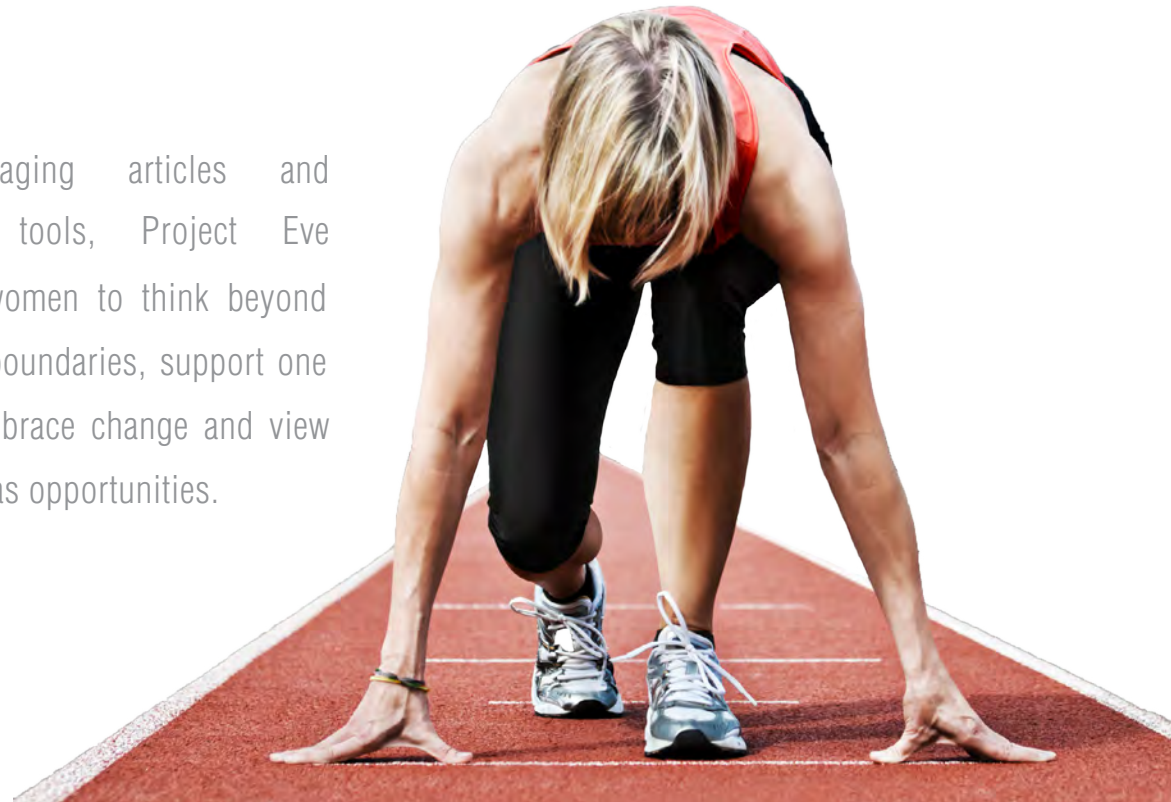


what is **PROJECT EVE?**

Project Eve is an ad-supported online community and cross media platform that challenges and inspires a new breed of innovative and creative women who are actively reinventing their lives.

“ an online **community** that challenges and inspires a new breed of **innovative & creative women** who are actively **reinventing their lives** ”

With engaging articles and interactive tools, Project Eve motivates women to think beyond traditional boundaries, support one another, embrace change and view challenges as opportunities.



1 Q&A PLATFORM | 6 content channels | 21 EDITORIAL SECTIONS**STARTING OVER** =

information, inspiration and resources for taking on challenges, addressing risks and pursuing dreams.

ON A SHOESTRING =

tips and strategies covering business planning, funding, leadership for taking a business to the next level.

SELL IT =

the best strategies from marketing and sales experts for gaining a competitive edge.

**HELP AN EVE OUT**

community-based Q&A platform that includes a voting and user reputation system.

GLASS CEILING

inspiring stories of women doing extraordinary things. news and events that promote the advancement of women.

TAKE FIVE

links to our lifestyle oriented sister sites GettingBalance.com, ProjectEveMoms.com, and ProjectEveMoney.com. These sites contain tips, tools, and ideas that help Eves find balance, happiness and wellbeing.

Job satisfaction amongst working women in the U.S. is at an all-time low

2013

66 million

working women

22 million

women will opt-out of
the workforce

Roughly 1/3 will opt-out but **89%**
want to continue to work*



We provide women lifelong support during each stage of their life

There is an increasing number of professional women in the workforce*

- Women are investing their time and money on professional careers.
- They have earned more advanced degrees than men in every year since 1982.

On average professional women can expect to have 8 different jobs over the course of their lifetime**

- 45% of women are employed in careers that differ significantly from what they thought they would do when graduating college
- 30% of women think that they will work in a totally different industry or company in ten years



*US Bureau Labor Statistics, National Center for Educational Statistics Table 258, US Bureau Labor Statistics. Degrees conferred by degree-granting institutions, by level of degree and sex of student: Selected years, 1869-70 through 2016-17

**Today's Professional Woman Report, a national survey exploring women's career and financial concerns inspired by the conversations on Citi Connect: Professional Women's Network

MEET EVE

SHE'S A RECENT GRAD, CORPORATE REFUGEE, ON-RAMPER OR MENTOR **6**

Vetunda Taiwo, Founder ICY Public Relations



Jennifer Margolin, Founder, Social Edge Summit



All photos are of actual PE members.

Emily Gu,
Founder Strip and
Go Bare



Stephanie King, Owner, Free Trade
Designs

DEMOGRAPHICS

FEMALE ————— 69%

SHE'S EDUCATED

77% COLLEGE OR MORE

30% GRAD SCHOOL

AVERAGE AGE ————— 41 yrs old

23-34 27%

35-44 25%

45-54 18%

SHE'S AFFLUENT — Avg HHI \$90k

HHI 25% >\$100K

HHI 12% >\$150K

Source: Quantcast



Colette Ellis, Founding Principal, Instep
Consulting LLC

community ENGAGEMENT

MONTHLY PAGE VIEWS **34MM**

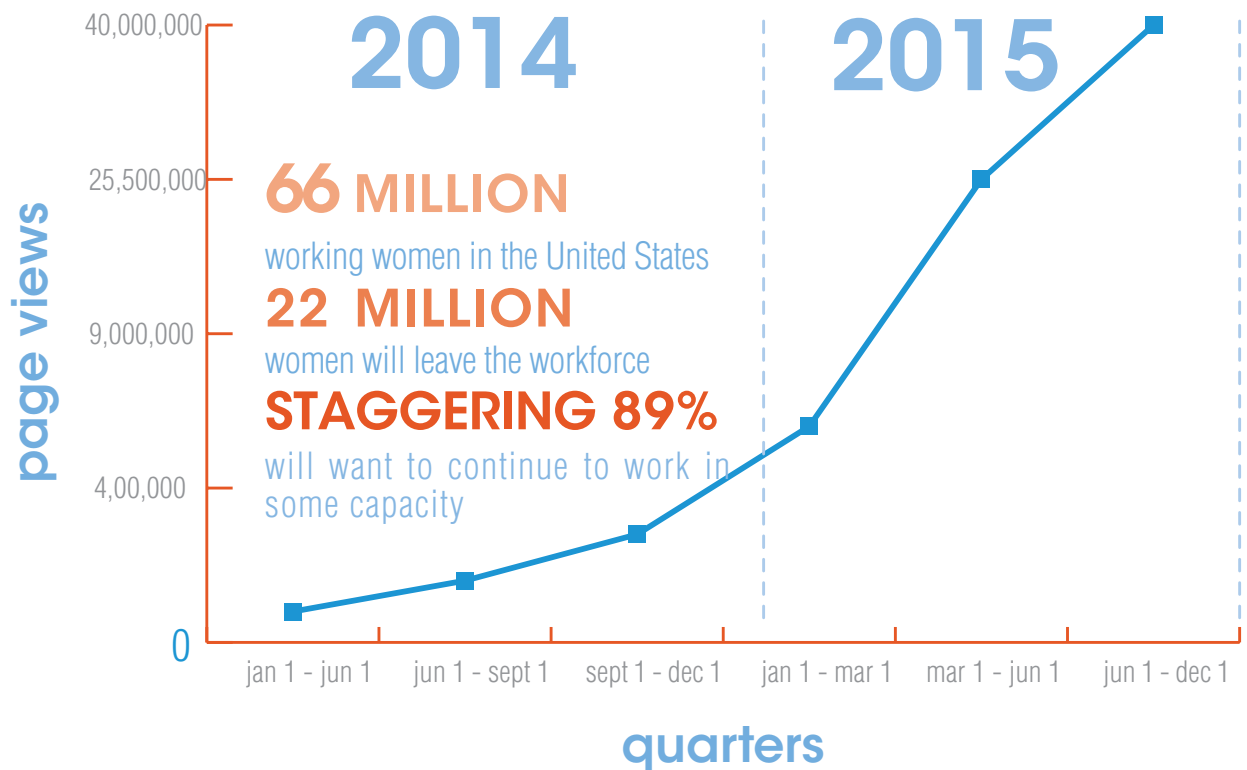
MONTHLY UNIQUES **8.7MM**

EMAIL SUBSCRIBERS **32,000**

TWITTER **292,000**

FACEBOOK FANS **35,000**

Project Eve's sites (projecteve.com, gettingbalance.com, projectevemoms.com, projectevemoney.com and scarypuppysillykitty.com) have experienced **double-digit, month-over-month growth** and is positioned to grow to 50mm+ page views in 2016.



Ran sponsored content campaigns with globally recognized brands



we offer customized **SOLUTIONS**

Project Eve has proven itself to be a marketing partner that can meet your marketing objectives with creative, flexible, and innovative solutions.



Influence and Engage Women with eve's powerful marketing platform

Social Media Messaging

Amplify your message using tweets, status updates, Pinterest, and other social media

Twitter Engagement Programs

Use Twitter to publicize and stir up buzz about your product or service

Dedicated Email Campaigns

Broadcast your custom message to our growing list of email subscribers

Channel Brand Blocks

Receive category exclusive branding or sponsor a content cluster on the home Page

Gain Market Intelligence while transmitting your message

Polling and Survey Opportunities

Develop branded quick polls to customized focus groups

Develop Sticky Content for your properties & customers

Sponsored Content Packages

Create customized content ready for syndication across eve's digital platforms and yours



For more information about [Project Eve LLC](#) or our communities: [Project Eve \(career\)](#) [Getting Balance \(lifestyle\)](#), [Project Eve Moms \(parenting and motherhood\)](#), [Project Eve Money \(personal finance\)](#), and [Scary Pupy Silly Kitty \(pets\)](#) please contact us.

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