



# sheconomy

The media platform for highly successful women.  
Accessible 365 days a year.

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**Media Data 2023**

# content

01

## **intro**

Women & ESG, mission, values, community & outreach, multi-channel ecosystem

02

## **key topics**

Quarterly and monthly focal points for print, web, social media & NL

03

## **events & partnerships**

sheconomy's own event formats & event partnerships

The logo consists of the word "she" in a white, lowercase, sans-serif font, centered within a solid orange circle. A horizontal black line extends from the right side of the circle across the page.

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# 01 our mission

## Think business differently

In 2018, sheconomy set out to illuminate business from a perspective largely ignored by the media: that of women.

A central element of our journalistic approach is **to provide a media platform for female role models** from various industries and fields of work, to celebrate their successes and to encourage other women to do the same.

Our approach is not to point fingers, but to provide **background and context to relevant issues**, and to proactively discuss missed opportunities and solutions.

## Weiblich +

**she|we|conomy** is THE media platform for all those who want to play an active role in the transformation of society.

Our editorial team stands for independent and modern business journalism that **promotes empowerment** and **opposes marginalisation**. Because together we are more!

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# behind the scenes



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# 01 values that drive us ...

## courage | spirit of innovation

We are not afraid of breaking new ground. Quite the opposite. Because we know that: In an ever-changing media landscape, you need to be agile as an organisation. It not only keeps us fresh, it keeps our ideas fresh too.

## passion | purpose

We give thought leaders a platform, report on sustainable projects and ideas and introduce the people behind them. We want to inform – inspire – activate our community.

## fairness | integrity | respect

Fairness and transparency are an integral part of our culture. We strive for integrity in everything we do and always show due respect to our counterparts.

## diversity | inclusion

she|we|conomy thrives on the different perspectives, experiences and strengths of all those brought together for this special project. A team as diverse as life itself.

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# what we do



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# 01 the future of economy: women & ESG

Gender shift as a mega trend

Among the top 5 trends of the present

→ [www.zukunftsinstitut.de](http://www.zukunftsinstitut.de)

More women in executive positions = better performing shares

→ Goldman Sachs Global Strategy Paper No. 45

Leadership

In most leadership skills, women are significantly better.

→ Harvard Business Review

20% better performance

in companies with gender parity at the management level.

→ ILO Berlin Study, Women in Business & Leadership, 2019

Green Deal makes ESG reporting a must from 2025 onwards

→ Companies need to set the course now. Otherwise, they will be left behind.

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# our multi channel eco-system



## print magazine & e-paper

Foundation: 2018  
Frequency: 4 issues per year



## website & social media

**sheconomy.media** & **weconomy.media**  
LinkedIn,  
Meta (IG, FB)



## sheconomy newsletter

**shebriefly:**  
1 x per week  
**sheinnercircle:**  
1 x per month to women's networks



## sheconomy events & awards

**shetech** online days  
**sheinvest** online days  
**Diversity Leaders Exchange**  
**Minerva** Award

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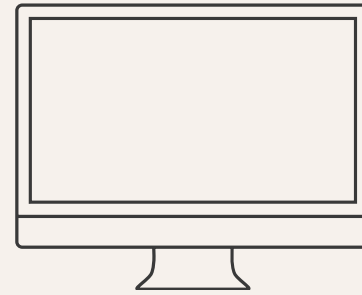
# community facts & reach

total reach: around 100,000 regular monthly readers in AT & DE



## Circulation

4 x 40.000  
issues annually  
AT 20.000  
DE 20.000



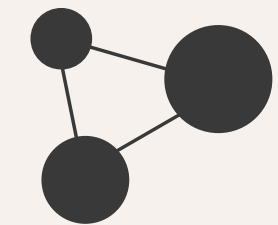
## Online & Social Media

LinkedIn: > 10.000 followers  
average reach: > 130.000  
engagement rate: 9,2 %  
FB: 3.500 followers  
average reach: ca. 80.000  
engagement rate: 11,8 %  
Instagram: 2.000 followers  
average reach: ca. 25.000



## Newsletter

shebriefly (weekly) &  
women's networks  
(monthly)  
reach: 8.000  
subscribers



## Networks

women's networks  
> 100 cooperations via  
[www.sheconomy.media](http://www.sheconomy.media)  
universities/technical  
colleges, postgraduate  
centers & educational  
institutions: > 20  
Partner:innen

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# 01 personae "Anna"

- 20 – 35 years of age
- well educated / university or college degree
- dynamic goal getter who cherishes her independence
- self confident
- female talents
- career changers
- founders / innovators

## Interests:

- talent opportunities
- innovation, equal pay
- sustainability



# personae "Amina"

- over > 35 years of age
- female executive
- entrepreneur or manager
- beruflich etabliert
- gehobenes Einkommen
- networker and decision maker

## Interests:

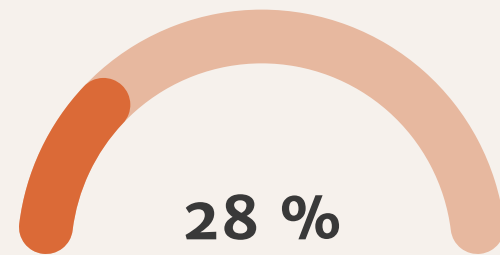
- gender equity
- leadership and mentorship
- sustainable business development



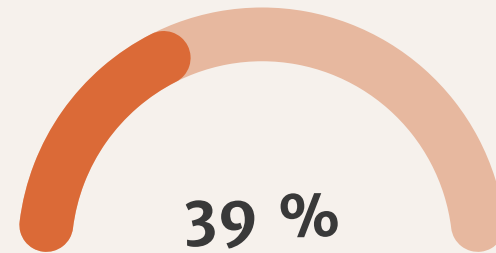


# 01 target group sectors & professions

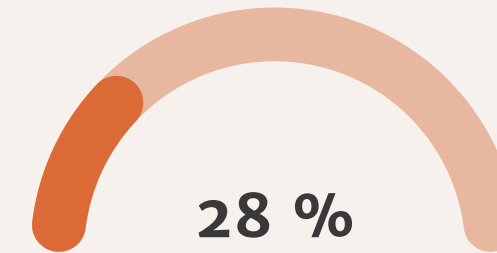
the business platform for young professionals, up-and-comers & managers



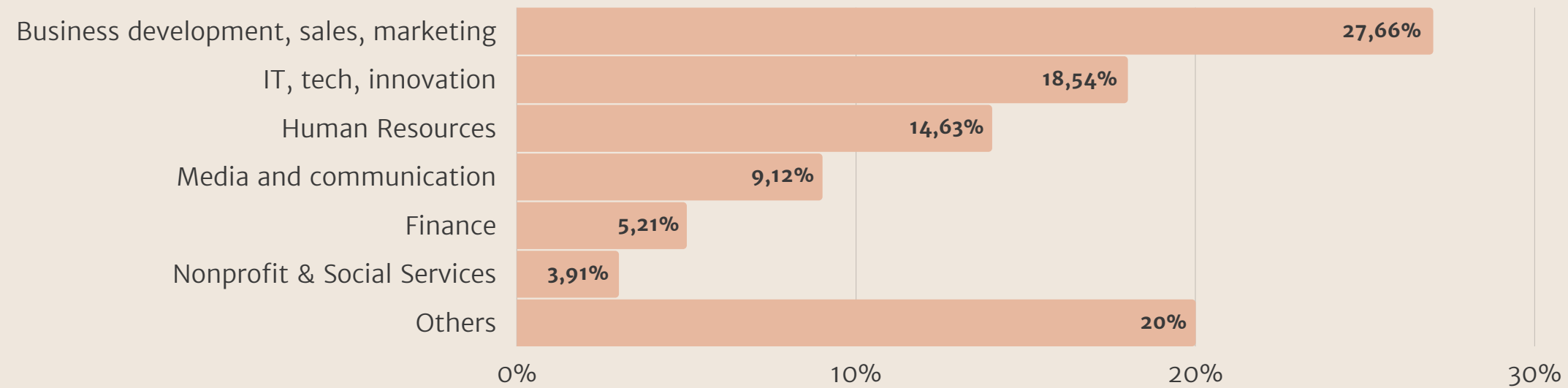
young professionals



experienced professionals



c-level management | business owner



\*Source: LinkedIn 12/22

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# 01 interests & demography

total reach: around 100,000 regular monthly readers in AT & DE

## #shesuccess

careers profiles | female talents | future jobs ...

## #sheinvest

money & income | investment & portfolio | real estate ...

## #shetech

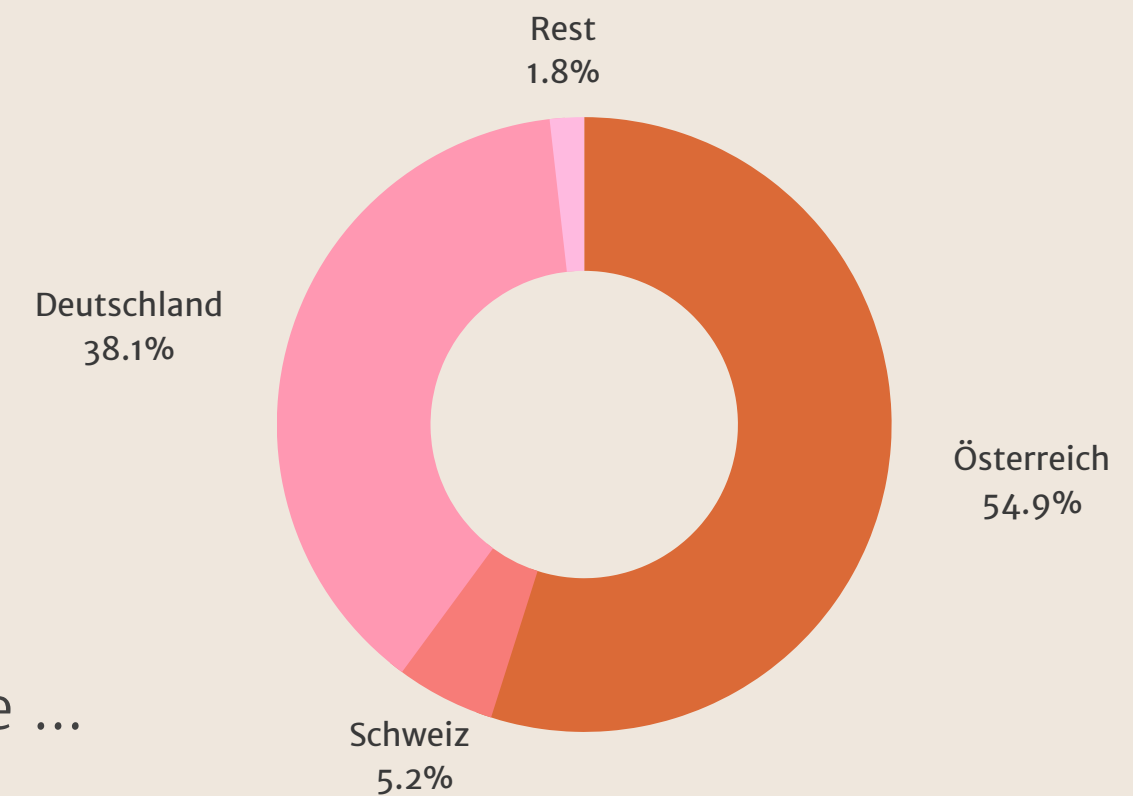
women in STEM | trends & future fields | how women shape the future ...

## #shepreneurship

business launch | female founders | start-ups | sustainable management | social entrepreneurship

## #sherolemodels

female talents & executives | founders | entrepreneurs | engineers | innovators | diversity leaders | male allies



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\*Quelle: LinkedIn, sheconomy.media



# key topics

print magazine & web

Quarter	focus areas 2023	to complement our regular women and business centered perspective
Q1 2023 30.03.23	sustainability sustainability / money & investment	ESG, sustainability and the impact of women & diverse teams, investing and promoting sustainability, also female investments / pay & financial gap / financial literacy & independence
Q2 2023 30.06.23	success future skills / jobs / career	New learning & working environments / future careers / Job profiles & women in future jobs, fulfillment & professional achievements / new work
Q3 2023 29.09.23	tech entrepreneurship	Women in technology & digital transformation / future trends / impact of women on innovation & technical teams / entrepreneurs, female founders & start-ups
Q4 2023 12.12.23	weconomy diversity / inclusion	Diversity Leaders Challenge: The best ideas and opportunities for promoting gender equality within organisations.

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# print magazine & e-paper

print run: 40,000 copies (20,000 in AT & 20,000 in DE)



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# 2023 advertising rates for the print issue

<b>HARDFACTS</b>  Print run: 40.000 copies  Page count: 100-120 Seiten  <b>DATES OF PUBLICATION</b> 2023 March 30 June 30 September 29 Dezember 12	€ 7.900,-  Full page 210 x 285 mm	€ 8.900,-  Back Cover + Inside Front Cover 210 x 285 mm	€ 4.500,-  1/2 page vertical 105 x 285 mm	€ 4.500,-  1/2 page horizontal 210 x 142 mm	<b>ADVERTORIALS</b> Full page: 2000-2500 characters (including blank spaces) Double page: up to 5000 characters (including blank spaces) Photos: High Resolution, printing quality, 300 dpi, 1-2 photos per page
	€ 3.500,-  1/3 page vertical 70 x 285 mm	€ 3.500,-  1/3 page horizontal 210 x 95 mm	€ 2.500,-  1/4 page vertical 52 x 285 mm	€ 2.500,-  1/4 page horizontal 210 x 70 mm	€ 12.900,-  2/1 420 x 285 mm

- Frequency of publication: quarterly
- Bleed margin: 3 mm
- Printing documents: PDF (300 dpi)
- Customized formats upon request
- Please send your printing documents [produktion@sheconomy.media](mailto:produktion@sheconomy.media)
- We are happy to send you a detailed print specification sheet
- Advertisement rates do not include a 5 % advertising tax and 20 % sales tax

## CUSTOMIZED ADVERTISING FORMATS

Double inside cover (pages 2): € 13.900,-  
Loose and glued-in inserts available upon request

## DEADLINES FOR ADS & ADVERTORIALS

Print Material: March 16 | June 16 | Sept 15 | Nov 28  
Ad Closing: March 09 | June 09 | Sept 08 | Nov 21

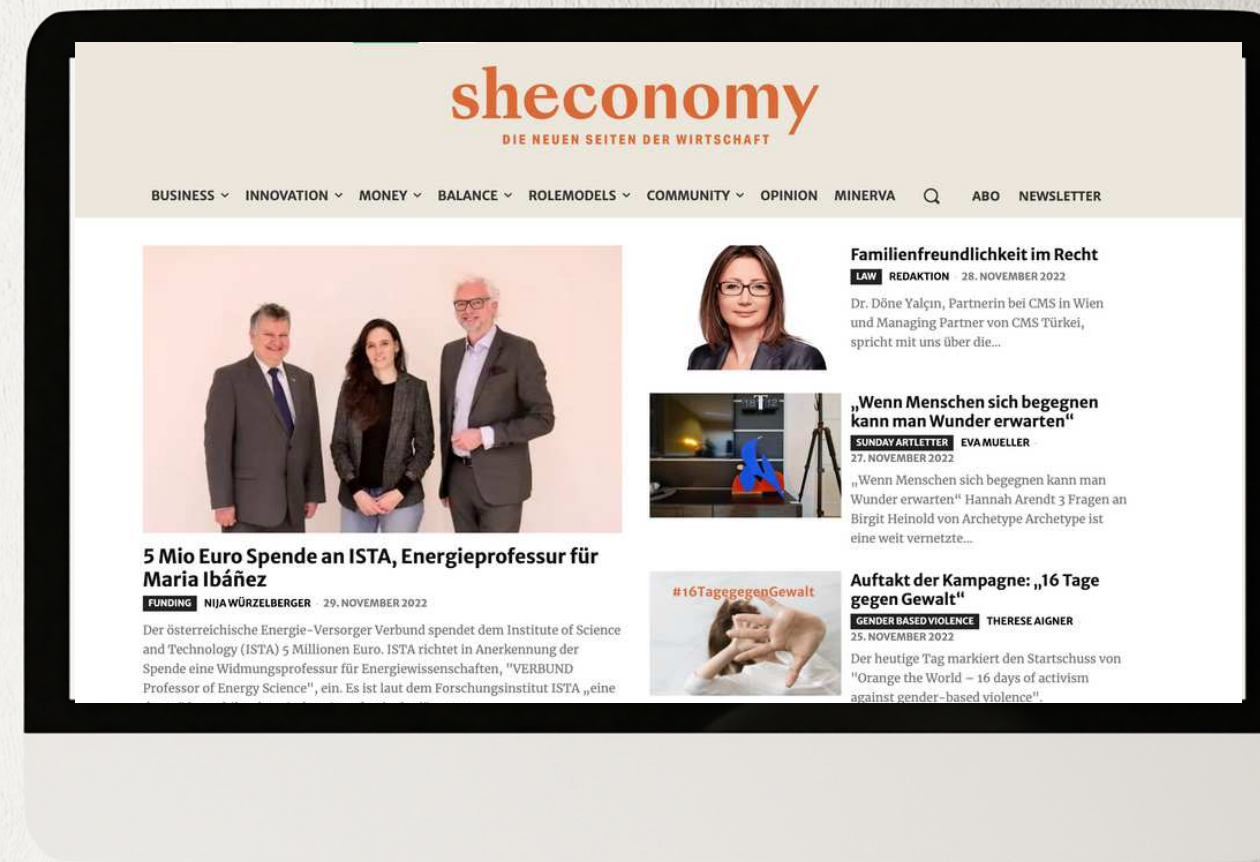
The logo for 'she' is displayed in a white, lowercase, sans-serif font. It is positioned inside a circular orange shape that is partially visible on the left side of the page.



# website & socials media

the online presence for highly successful women. 365 days a year.

she|we|conomy reaches influencers and multipliers across the entire German-speaking market



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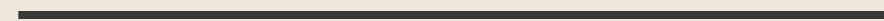
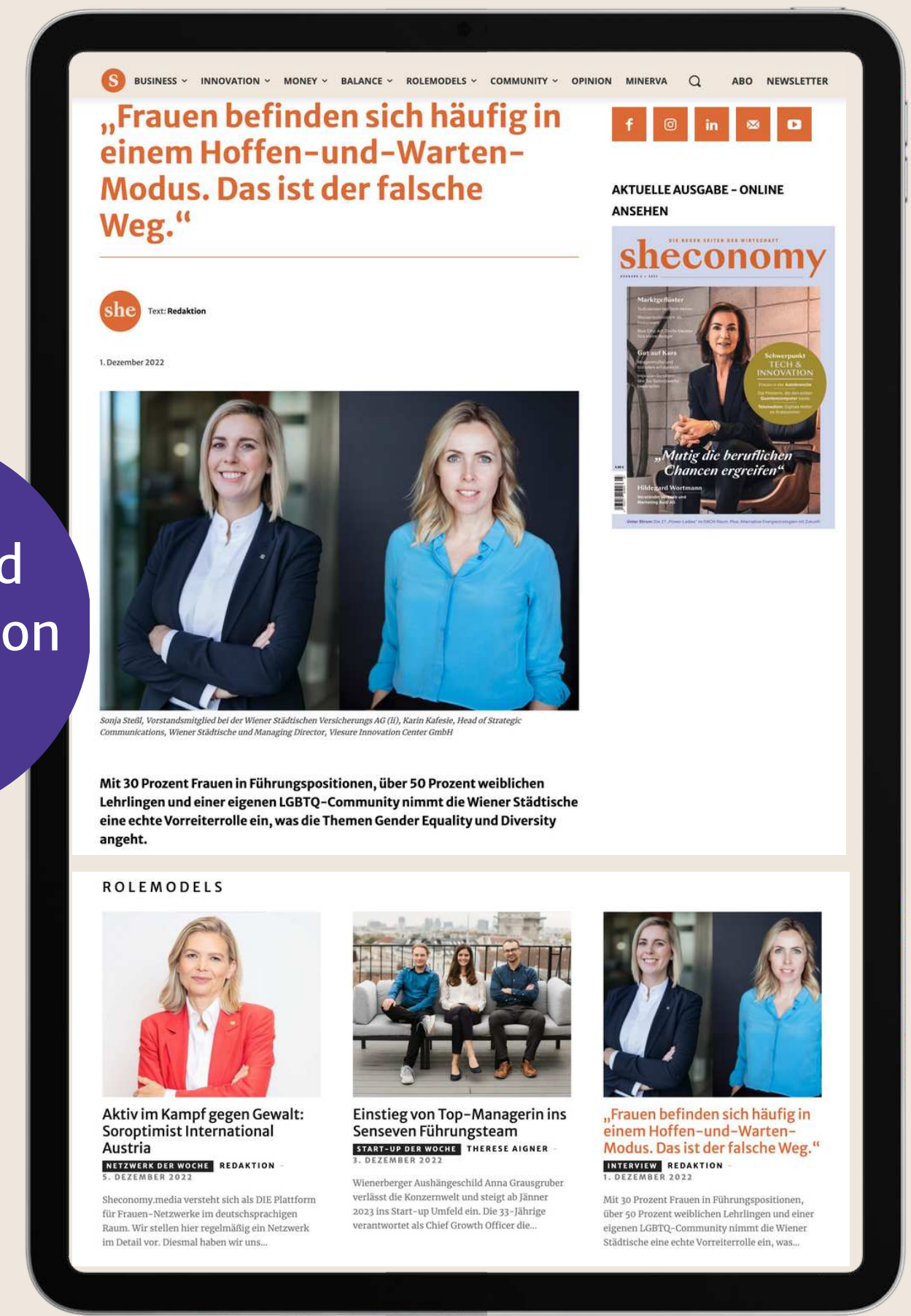
# online advertising formats

authentic and relevant to your target audience

A shevoice advert on [sheconomy.media](#) or [weconomy.media](#) integrates your content thematically into our editorial landscape. This provides you with a particularly high level of attention and an environment in which you will meet open-minded users with an affinity for the topic.

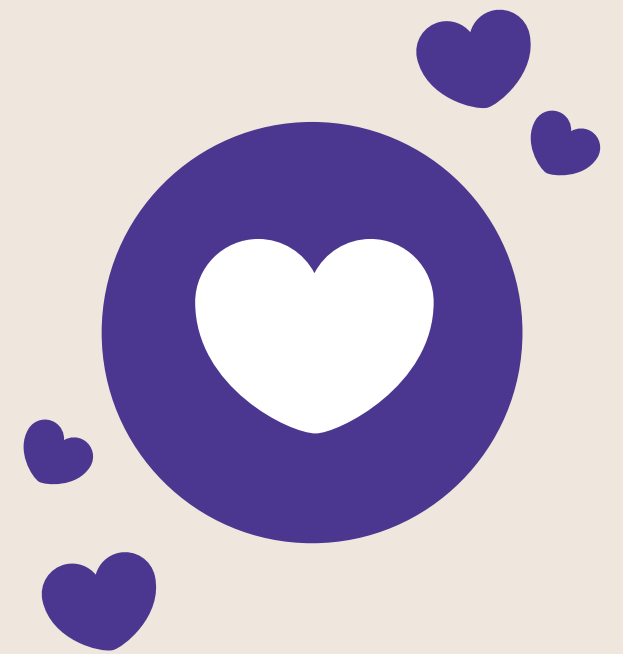
- Text and images can be either your own or our creation
- The form and content will bear your signature
- Our editorial team will be in consultation with you on the design of the advertorial.
- Partner content will have an advertorial tag
- In addition, a newsletter teaser can be used to increase exposure

special ad formats upon request



# not only readers but fans ...

above average social media engagement & newsletter opening rate



Hey liebes Team von SHEconomy,  
ich habe in den letzten zwei Tagen an den SHEtech days teilgenommen und wollte mich einfach noch mal bedanken. Es war ein super spannendes und informatives Event. Ich konnte für mich persönlich sooo viel mitnehmen. Auch wenn ich nicht aus der Tech Branche komme waren es zwei super lehrreiche Tage für mich. Vielen Dank 🥰 das musste ich jetzt einfach mal loswerden 😊

**Stefanie Dörflinger** · 2nd · 5h ...  
TRAIN TO MARS 🚀🍷 || Shaping a new way of collaboration  
Merci für das tolle Interview **Simone Fasse!** **Dr. Anna Weber** und **Dr. Jan-Willem Weischer** seid ihr in eurem unternehmen die einzige Doppel-Führung oder lebt ihr dieses Prinzip auch in eurer Organisation, also wuppen 2 Personen auch in anderen Führungspositionen einen Verantwortungsbereich gemt ...see more  
[See translation](#)  
Like · 1 | Reply · 1 Reply

**Martina Gaisch (She/Her)** · 2nd · 2d ...  
You cannot be what you cannot see | FH Oberösterreich | Professo...  
Toll, dass hier gute und innovative MINT-Initiativen an Hochschulen aufgezeigt werden! Es gibt schon sehr viel und es ist ganz wichtig, dass diese Maßnahmen auch die breite Öffentlichkeit erreichen. Vom 19. bis 22. Dezember gibt es um 18:30 die Hagenberger Online Study Talk; dort wird auch zweimal über den neu ...see more  
[See translation](#)  
Like · 1 | Reply

**Caren Laib** · 2nd · 1mo ...  
Head of Project Management Regional Sales at Vodafone Job Shar...  
Großartig!!! Und super spannend eure Geschichte zu lesen! 😊 sie ähnelt **Lan Anh (Anni) Salzer** und meiner total... auch bei uns wurde aus einer Elternzeit Vertretung ein Topsharing. Und wir feiern dieses Model jede Woche. Klasse, dass diese neuen Arbeitsmodelle auch bei **Bosch** möglich sind!  
[See translation](#)  
Like · 5 | Reply



MOTIVATORIN  
DIGITALBEGEISTERTE  
JOURNALISTIN

FRAGESTELLERIN  
FRAUENFÖRDERIN  
PROBLEMLÖSERIN

#sheconomista

DIVERSITÄTSVERFECHTERIN  
MITGESTALTERIN  
KULTURENTHUSIASTIN

sheconomy  
DIE NEUEN SEITEN DER WIRTSCHAFT

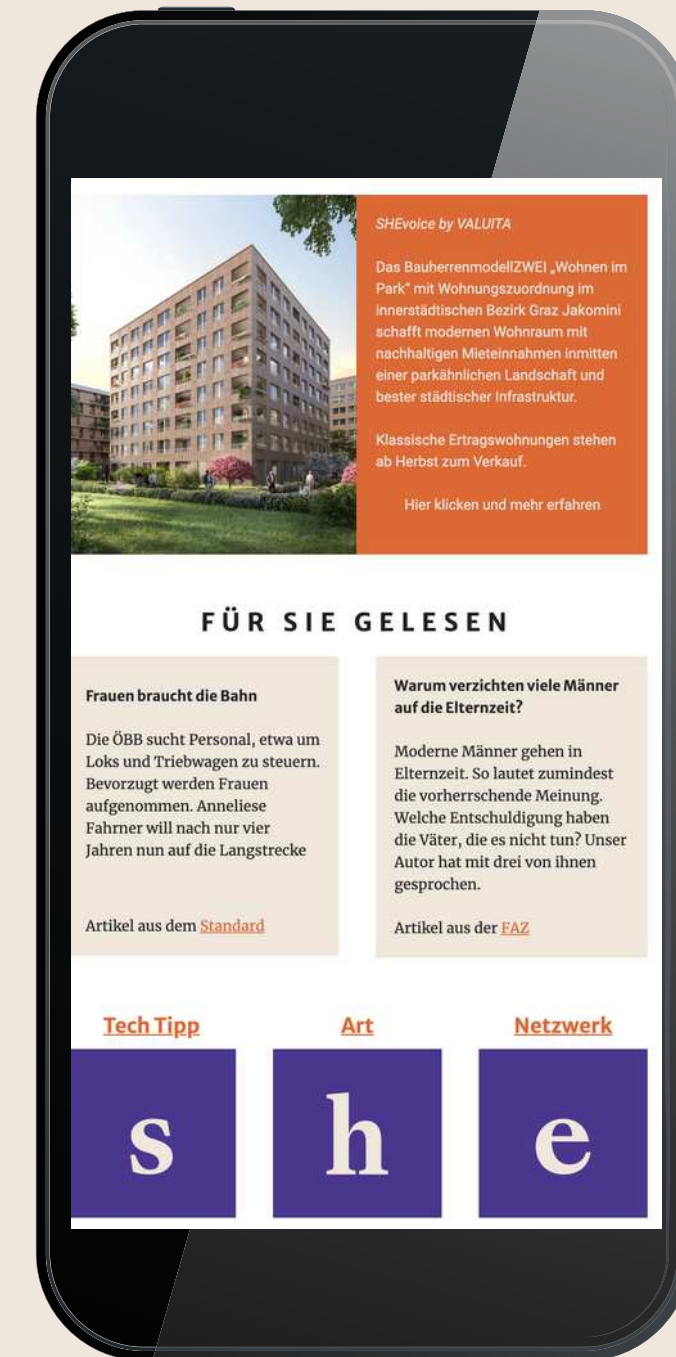
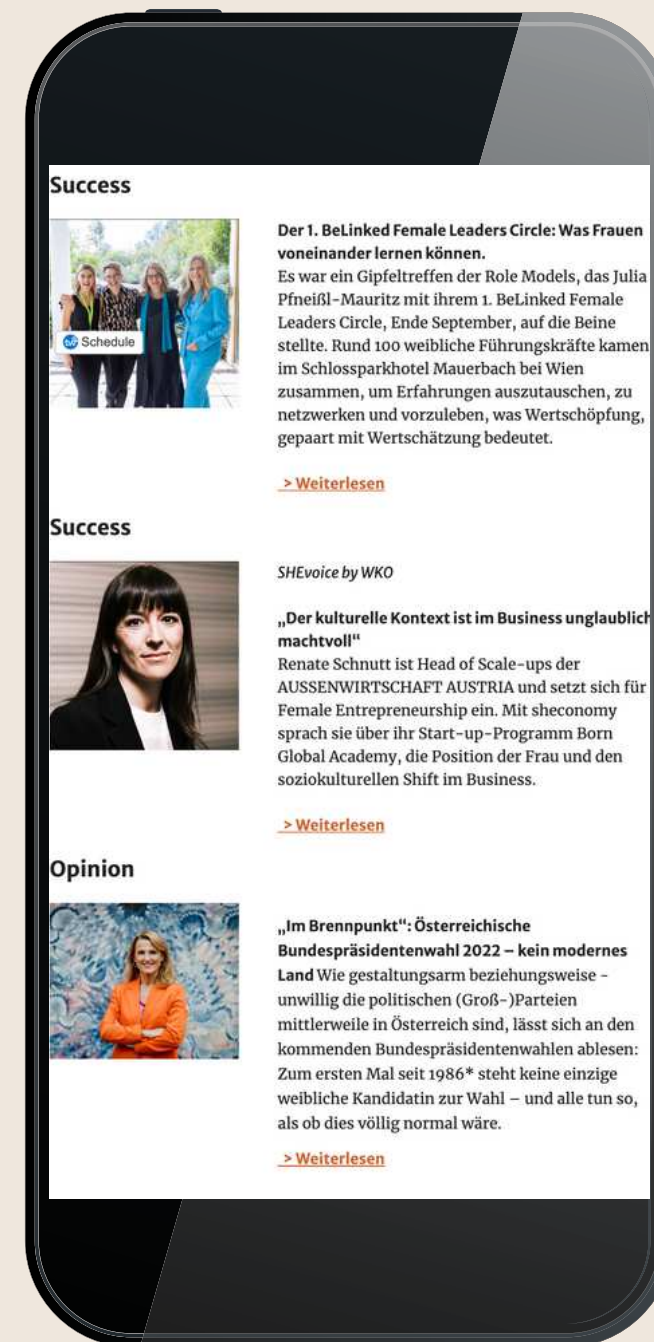
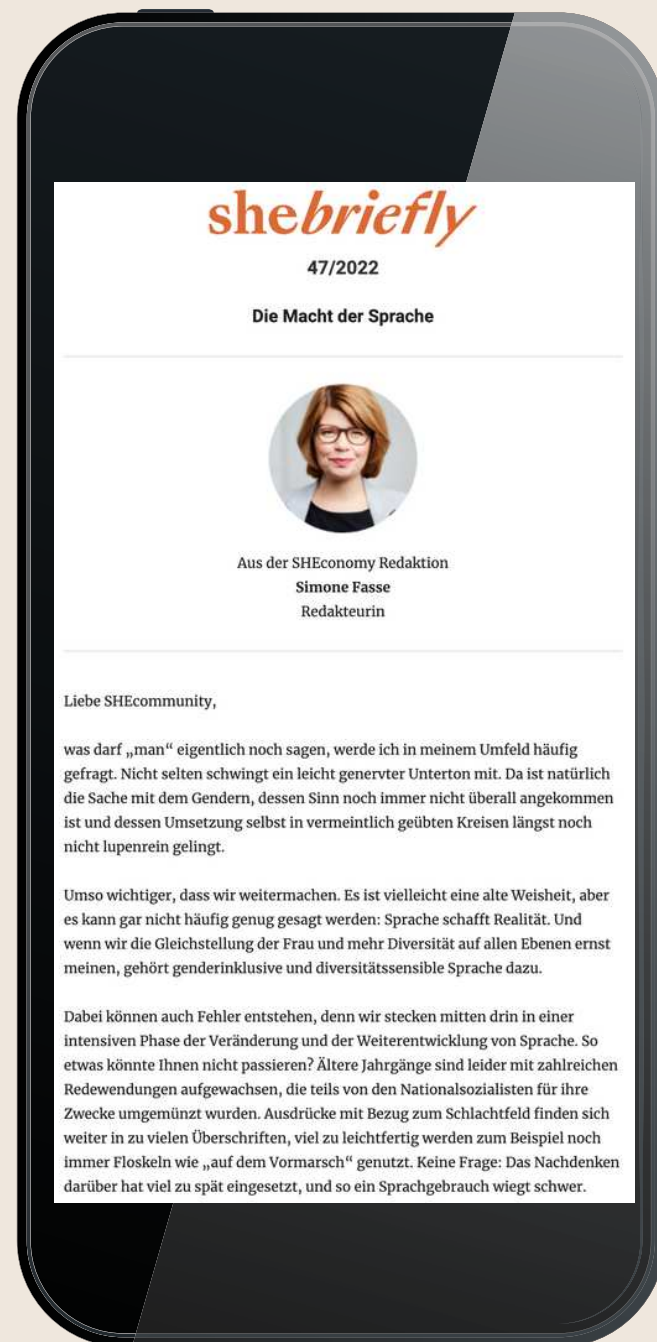
sheconomy.media





# sheconomy newsletter ad formats

shebriefly 1 x per week: 8.000 subscribers



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# weconomy 2023 & diversity leaders

our spin-off initiative to promote diversity and gender equality in the business arena

THE content platform dedicated to diversity / gender equity, insights & facts & figures, diversity leaders in corporate organizations

→ role models: teams / woman / man = male allyship  
best practices, videos & opinions from diversity experts



# WECONOMY

*Diversity Works*

Print Q4 12.12.2023:  
Special-Issue WEconomy DACH –  
Diversity Works

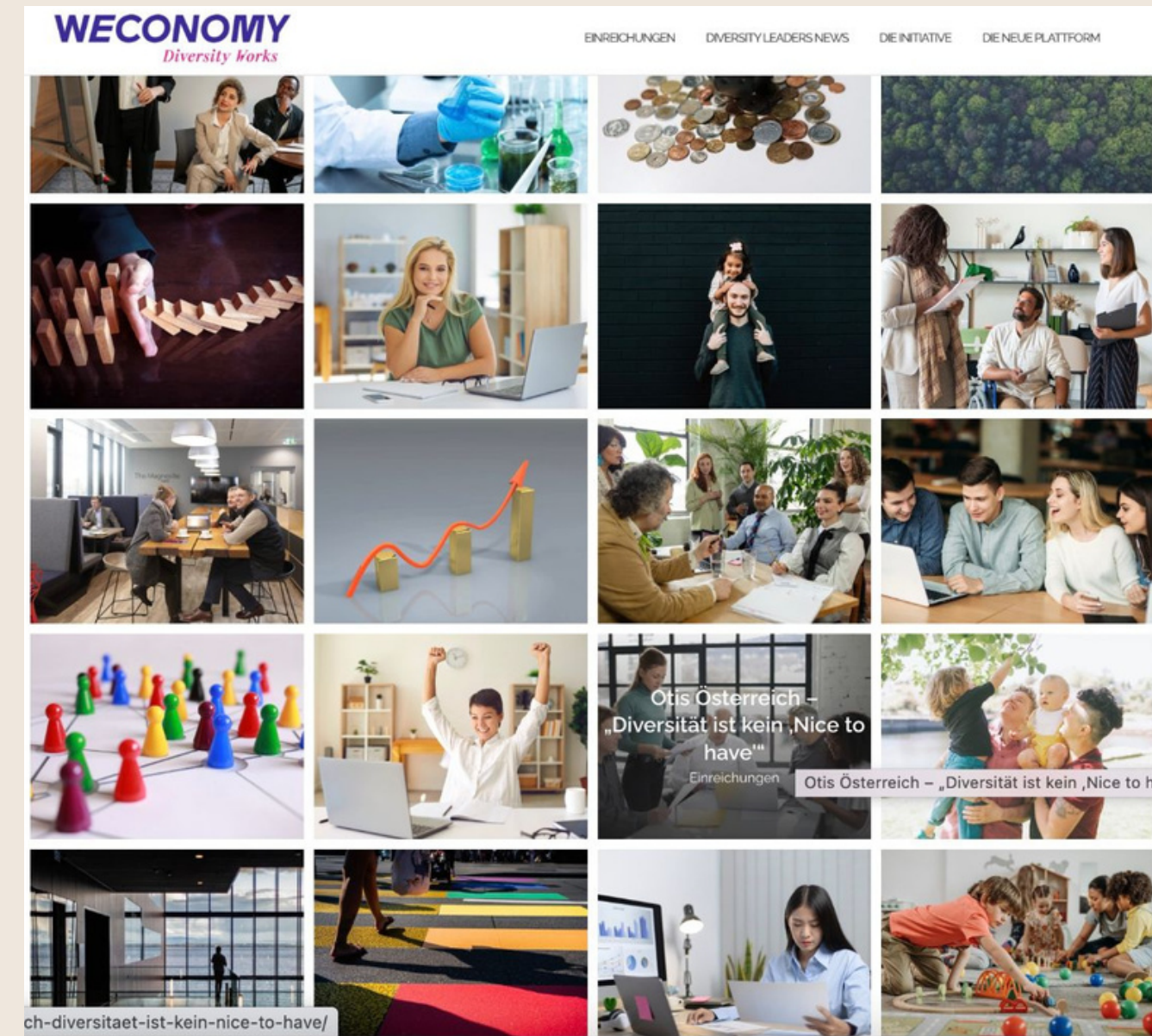


# Diversity Leaders Challenge

key message: „Diversity Leaders 4 Equity”

**weconomy** is looking for the top 100 corporate initiatives focusing on diversity / gender equity / inclusion in 2023.  
**Online Voting 2023 Q1:** Find details of the challenge at our website [weconomy.media](https://weconomy.media)

The best diversity initiatives will be honoured at the **Minerva Awards** on 26 of March 2023 at the Radiokulturhaus Vienna. The gala will be broadcast on Austrian TV.



# WECONOMY

*Diversity Works*



# Diversity Leaders Exchanges 2023

mutual success through learning from each other

- 4 x per year **Diversity Leaders Exchanges** – 1 quarterly session
- **Expert inputs** on gender equality
- Unconscious bias, female talent recruiting, using quotas successfully, male allies, employer branding, role models, women in Tech
- **Networking & discussion** mit diversity & HR leaders on concrete measures and initiatives
- **Lerning** from and with each other via **best practices**
- currently over > 100 **corporate initiatives** online

## WECONOMY

*Diversity Works*





# event Q1 2023

Minerva Awards Gala 2023 – 26 March @ RadioKulturhaus Wien Ausstrahlung via ORF III

## Sheconomy Kategorien

Female Leader

Tech

Finance

Community

Start-up / Shooting Stars

Social Entrepreneurship / Sustainability

## Weconomy Kategorien

Diversity Leader up to 500 employees

Diversity Leader over 500 employees

Diversity Role Model



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**event Q2 2023**  
sheinvest online days – may 2023

# sheinvest

2 days / 8 hours / 8 deep dives / 4 roundtables / 2 keynotes  
500 registrations and over 300 participants  
19 speakers / experts in finance and investment

#sheinvest followers: 1,390 on LinkedIn  
#sheinvest over 180 posts on LinkedIn  
#sheinvest reach: > 150,000 impressions



Start-up Funding    Crypto Currencies    Venture Capital    Gold Depots  
Regulations    Gender Pension Gap    Market Trends    Fintech

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**event Q4 2023**

shetech online days - november 2023

# shetech

2 days / 8 hours / 8 deep dives / 4 roundtables / 2 keynotes  
514 registrations (Eventbrite), 390 registrations (LinkedIn)  
>250 active participants on both days  
40+ female speakers / experts / role models from the technology sector

> 100 #shetech posts on LinkedIn with more than  
#shetech reach > 120,000 impressions



Digital Engineering

Logistics

Artificial Intelligence

Quantum Computing

Cyber Security

Robotics

Blockchain

Data Science

Health Tech

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# event cooperations & partnerships

the highlights in 2023

**4GAMECHANGERS Festival → younger target audience / pupils / students**

Future jobs & female role models (for students)  
Diversity drives business strategy (Round Table)

**Vienna Up → Entrepreneurship / female founders / International**

Diversity Leaders Exchange @ ViennaUP → Diversity drives Business Strategy -  
sheconomy brings international Diversity Leaders to Vienna  
Female Entrepreneurship / Female Start-up Challenge

**Fifteen Seconds Festival → Female Innovators in AT / DACH**

Forum Alpbach

The logo consists of the word "she" in a white, lowercase, sans-serif font, centered within a solid orange circle. A horizontal line is positioned below the circle.

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# thanks to our 100 shepartners ...



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# sheconomy

The media platform for highly successful women. Accessible 365 days a year.

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