



Girlfriend



THE #1 BRAND FOR GEN Z GIRLS, EMPOWERING THE NEXT GENERATION OF FEMALES FOR OVER 30 YEARS

Guiding the next generation with relatable life stories and fun, trusted advice on fashion, beauty and wellness to help them live with courage and confidence.

A trusted friend to its audience, *Girlfriend* inspires Gen A and Z to navigate these transformative years with courage and confidence. A social-first, digital-only brand, *Girlfriend* delivers trustworthy content, honest advice and fashion and beauty inspo, empowering them to feel and be their best.

Audience with a disposable income – spending over **\$279M** on clothing and footwear annually

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WHO IS SHE?

Girlfriend is where teens go when left to their own devices. Girlfriend's Gen Z female audience are fun, intelligent and ambitious. She's more aware of the world around her and believes in positivity and empowerment.

ALWAYS CONNECTED

FORWARD THINKING

PLANS FOR THE FUTURE

TAUGHT RESILIENCE & PRACTICALITY

BELIEVES IN EQUALITY AND POSITIVITY

WANTS TO FEEL EMPOWERED

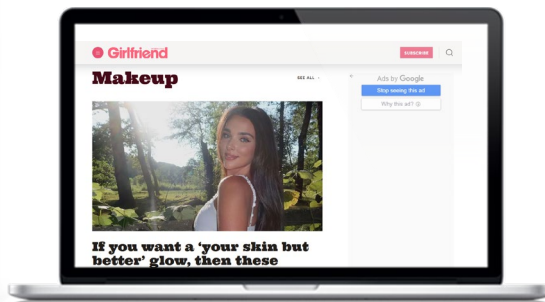
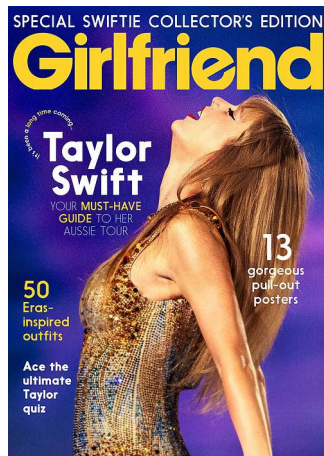
SHE IS THE NEXT GENERATION OF FEMALE

SHE IS GENERATION Z



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MULTIPLE TOUCHPOINTS



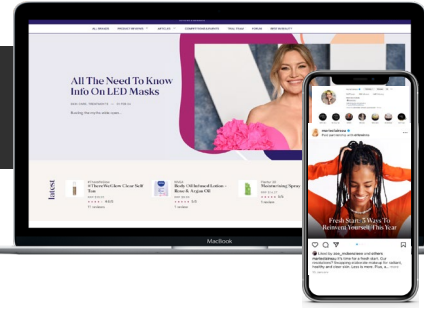
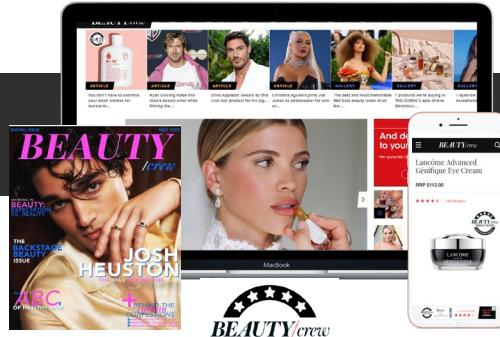
Page Views: **19,882**
Unique Audience: **19,862**
Total Touchpoints: **1,906,949**

Facebook Likes: **1,727,227**
Instagram Followers: **86,799**
TikTok: **54,300**

Solus Subscribers: **17,200**

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Supported by a FASHION & BEAUTY NETWORK of 5million touchpoints



marie claire

ELLE

Girlfriend

BEAUTY/crew

beautyheaven

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CATEGORY PILLARS



BEAUTY

Beauty advice, trends and tutorials to keep her in the know. She is on top of all the beauty secrets.



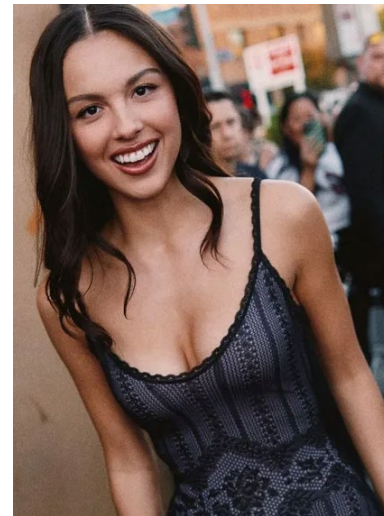
FASHION

Seasonal must-haves and style inspiration from her fave celebs. She knows the ins and the outs of the fashion trends.



LIFE

Expert advice and commentary on all her drama. She knows how to deal with anything that comes her way.



ENTERTAINMENT

The latest celebrity and entertainment news, all day everyday. She's the first one to know all the gossip.

Girlfriend

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