REFINERY29 AT A GLANCE

OUR BRAND



WHO WE ARE

Refinery29 is the media company for a new generation of women.

OUR MISSION



OUR PROMISE

We deliver optimistic and diverse creativity, storytelling, audience and for our brand

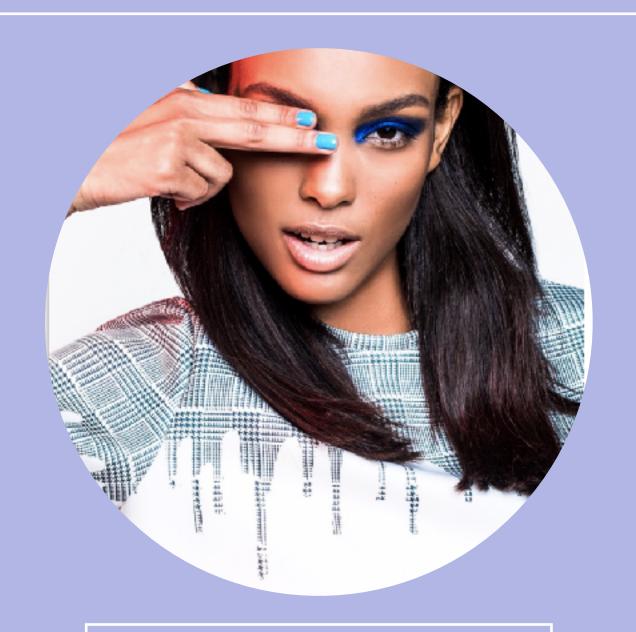
OUR AUDIENCE

MEDIAN AGE

FEMALE

70% \$88K

MEDIAN HHI



VALUE-ORIENTED

85% of R29 users are more likely to purchase from brands that align with

OUR IMPACT

TRUST

1 in 2 R29 users say:



INFLUENCE

2 in 5 R29 users say: "I feel that the brands I see on R29 complement



ACTION

56% of R29 users say: seeing it on R29."

