

REFINERY29 AT A GLANCE

OUR BRAND



WHO WE ARE

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

OUR MISSION

Our mission is to be a catalyst for women to feel, see, and claim their power.



OUR PROMISE

We deliver optimistic and diverse creativity, storytelling, and points of view for our audience and for our brand partners.



OUR AUDIENCE

32

MEDIAN AGE

70%

FEMALE

\$88K

MEDIAN HHI



VALUE-ORIENTED

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

OUR IMPACT

TRUST

1 in 2 R29 users say: "I trust brands that are on Refinery29."



INFLUENCE

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



ACTION

56% of R29 users say: "I have purchased an item as a result of seeing it on R29."

