

SID

MEDIA KIT 2024





Sommet Dame is a literary portrait of the young woman taking great strides to design and build a professional life that also reflects her individuality and style. Reporting on topics ranging from health and beauty to entertainment and culture, **Sommet Dame** is the handbook that reflects the modern woman navigating her urban life.

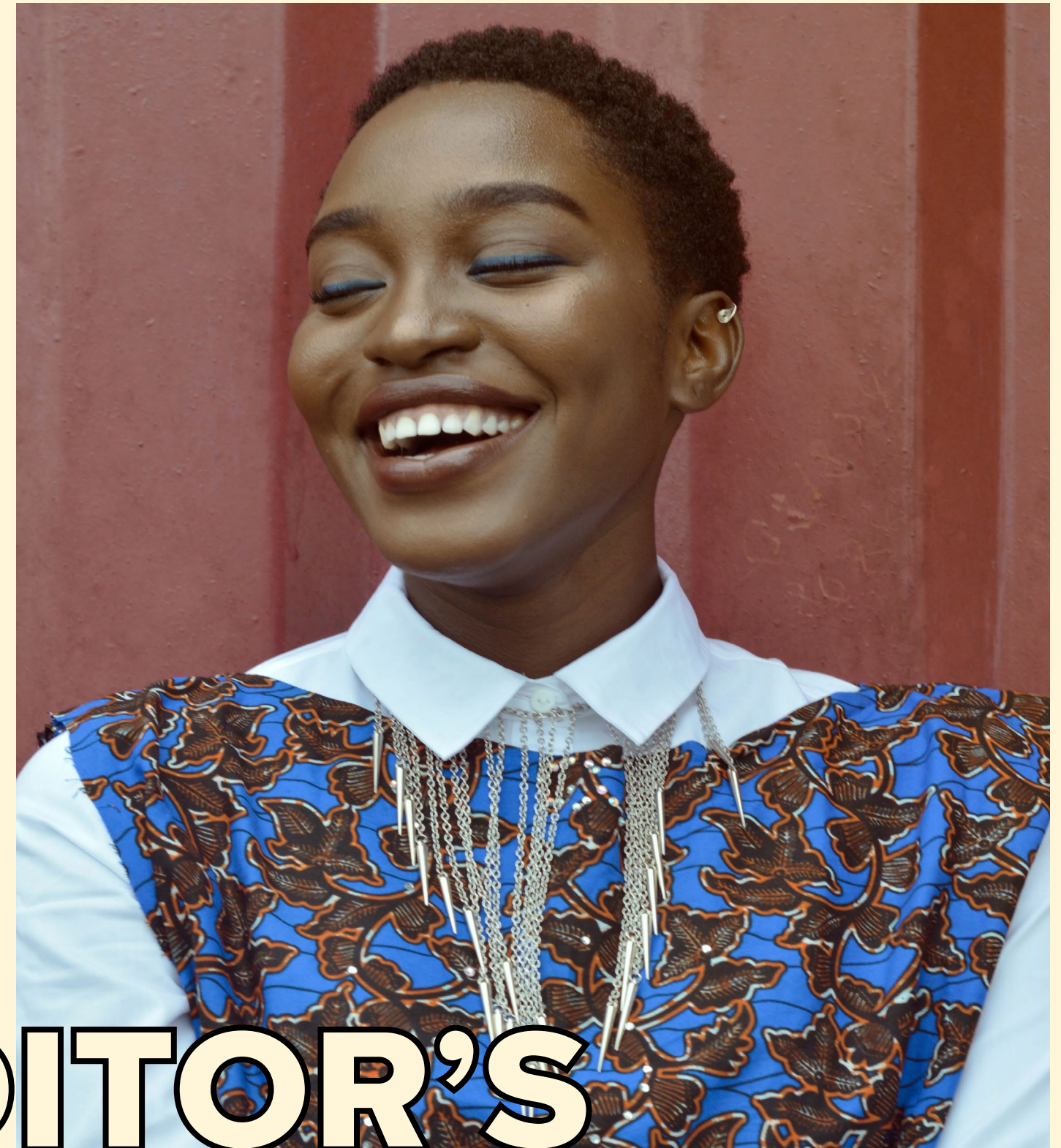
MISSION STATEMENT

Sommet Dame is a platform that recognizes the power and potential of women. We aim to inspire, motivate, and empower women from all walks of life. Our content is thought-provoking, engaging, and uplifting, covering a wide range of topics that cater to the interests and needs of our readers.

Whether its about fashion, beauty, health, career, or lifestyle, **Sommet Dame** provides a unique, informative and entertaining perspective. We believe in the power of storytelling and the importance of sharing experiences and ideas that can spark conversation and bring about change.

Sommet Dame represents women from diverse backgrounds who all aspire to success in their chosen endeavors. We celebrate the achievements of women, past and present, with a commitment to supporting the next generation of female leaders and innovators.

At **Sommet Dame**, we believe all women have a story to tell and the digital media platform facilitates in the sharing of those stories. Join us on this journey of discovery, empowerment, and inspiration



EDITOR'S NOTE



THE MODERN WOMEN

TARGET DEMOGRAPHIC:

25-34

ATTENDED COLLEGE:

90%

MEDIAN INCOME:

\$71,400

MEDIA AGE:

30

SINGLE:

59%

EMPLOYMENT STATUS

Professional:

47%

Managerial:

34.2%

African American/Black:

25%

**Asian American and Pacific
Islander:**

25%

Caucasian/White:

32%

Non-White Hispanic/Latino:

18%



ETHNIC

BACKGROUND

Sommet Dame readers are a metropolitan generation. 59.5% of our readers currently live in an urban environment vs 40.5% living in the suburbs. Here are the top 10 domestic metro markets for the **Sommet Dame** reader.

Atlanta
Chicago
Dallas
Houston
Los Angeles

Miami
Minneapolis
New York
San Francisco
Washington D.C.



METROPOLITIAN

AREA



USAGE

Desktop: 23%

Mobile: 74%,

Tablet: 3%

MEDIUM

Digital

Our digital platform the hub for content covering the latest in culture, style, and global trends.

Print

Our annual print edition is the focal point for in-depth stories and insightful features that enlighten and elevate women





SPENDING

Sommet Dame readers spend \$35,000 on average in a year. 48% of Sommet Dame readers make purchases online and 52% at brick-and-mortar stores.



BEAUTY

Beauty is more than just about which makeup and skincare products you use, but how these items accentuate and compliment your natural beauty.

Sommet Dame keeps readers informed on the latest skincare tools and techniques to maintain the essence of her natural beauty.

Sommet Dame readers spend \$1,754 annually on beauty products. 32% of **Sommet Dame** readers purchase beauty products online.





STYLE

The **Sommet Dame** reader accentuates their lives through fashion. It's how they communicate with the rest of the world. The Sommet Dame reader is more than just the fashion she buys. The **Sommet Dame** reader chooses what she wears to express who she is and who she wants to become.

Sommet Dame features the season's modern classic looks from representative designers and takes you from the streets of New York to the runways of Paris and Milan in the name of fashion. In our style subsections, we give our readers step-by-step instructions on how to choose the right accessories and fashions for every occasion.

On average, **Sommet Dame** readers spend \$2,000 annually on garments and accessories.

65%

of **Sommet Dame** readers make in-store purchases.

35%

of **Sommet Dame** readers make purchases online.



FILM

As a complement to her reality, the ***Sommet Dame*** reader indulges in a cinematic palette that includes everything from informative to romantically comedic, with a sprinkle of drama in between.

Sommet Dame seeks to fulfill their readers' inner cinephile by informing them of where, when, and how they can optimize their viewership. Through content that features the latest motion-picture releases, ***Sommet Dame*** ensures its readers that they will have access to information pertaining to their cinematic interests.

TV & STREAMING

Sommet Dame readers wish to syncopate their productivity and leisure to the perfect rhythm via television and streaming services that give them open access to watch anything, anytime. Career-orientated with an industrious mentality, the **Sommet Dame** reader looks for visual content that entertains and informs her at her convenience. **Sommet Dame** provides this through content that informs readers on everything, from comedy to drama.



23.5%

of **Sommet Dame** readers view linear TV content.

7%

of **Sommet Dame** readers view content live via real-time linear TV.

35.9%

of **Sommet Dame** readers stream content via non-linear digital media platforms.

69%

of **Sommet Dame** readers stream content via mobile devices.



AUDIO



The soundtrack to the **Sommet Dame** reader's life is unique and melodic, showcasing herself, her way. It complements her day-to-day activities with a score that is tailored to her as a listener. With an all-inclusive and informative spectrum of content, **Sommet Dame** supplies readers with everything they need to compose their own playlist of music and podcast.

39%
of **Sommet Dame** readers
subscribe to streaming
services for music and
podcasts on demand

61%
of **Sommet Dame** readers
listen to music and podcast via
streaming services.



HEALTH

Sommet Dame provides a 360-degree perspective on health and wellness, targeting every aspect of the **Sommet Dame** reader's life, from physical workouts, body-positivity, self-confidence, and wellness.

Our mission is to buffer a wealth of all-encompassing wellness tips and tricks that assists the **Sommet Dame** reader in her pursuit of an enriching and healthy lifestyle.

36% of **Sommet Dame** readers have a gym membership and 45% partake in fitness courses.

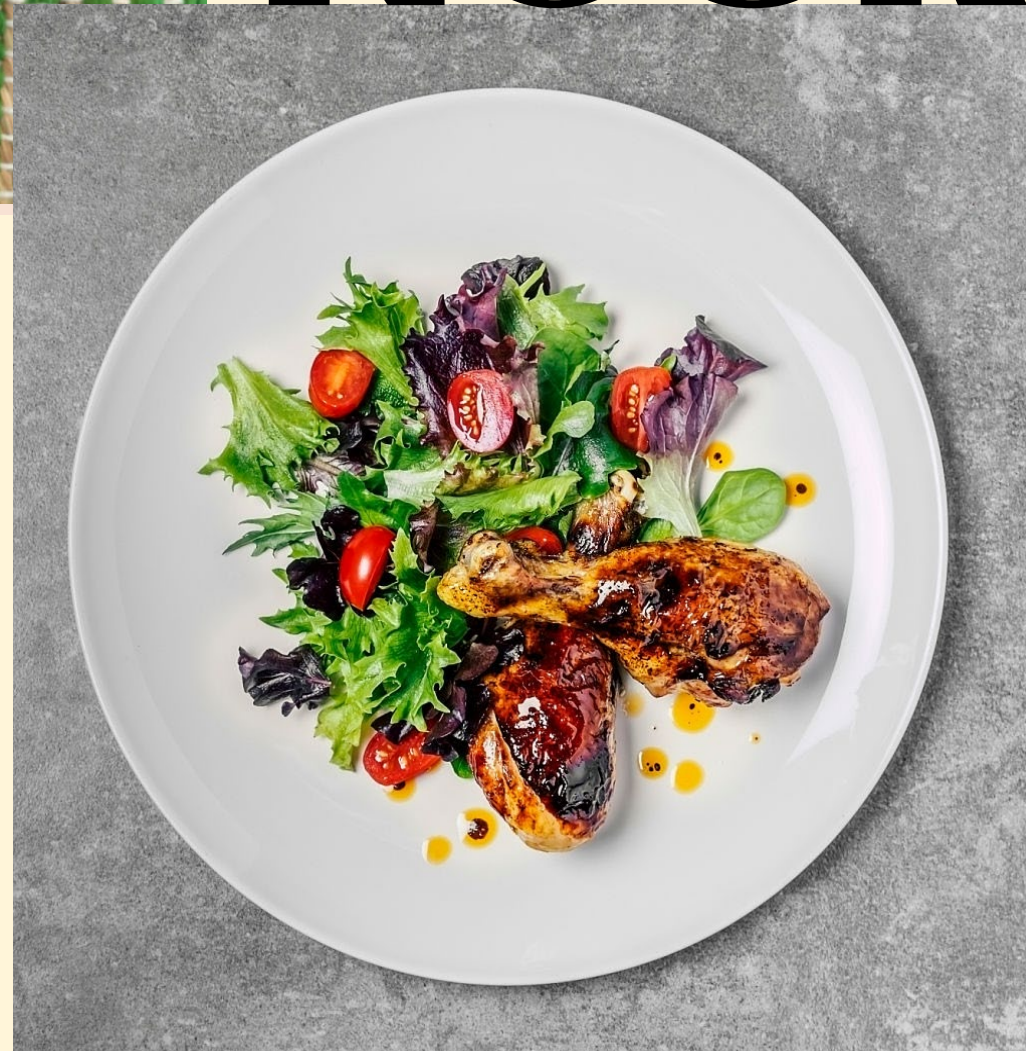
The **Sommet Dame** reader spends \$1,836 annually on fitness-related products and services



Sommet Dame readers are conscious of their food intake. They understand that being in their best physical and mental well-being requires a diverse nutritious food palette that matches their lifestyle and health needs.

Sommet Dame delivers content that provides knowledge, insight, tips, and recipes to assure that our readers maintain a clean-eating diet

NOURISHMENT



52%
**of Sommet
Dame readers
prioritize eating
vegetables and
buying organic.**

7%
**of Sommet
Dame readers
adhere to plant-
based diets.**

**The Sommet Dame reader
spends \$2,242 annually at
food markets.**

Sommet Dame readers lead dynamic lives and are continuously searching for ways to refine their skills. **Sommet Dame** explores this concept by providing engaging content on culture and communities that will elevate readers' awareness of the world they live in

PROFESSIONAL DEVELOPMENT

The **Sommet Dame** reader is highly educated and has full authority over her career. **Sommet Dame** strives to create intellectually stimulating content that will enrich the professional lives of readers while providing access to information that will further advance their careers.

PERSONAL DEVELOPMENT

The **Sommet Dame** reader continues to seek enrichment in her life outside of work by building a solid network of family, friends, and associates.

Sommet Dame focuses subject matters that will enhance the reader's identity while exhibiting the strength of women and the communities that support them

ENRICHMENT



CONTACT

Sommet Dame is dedicated to collaborating with our clients in developing custom programs which highlight their marketing and brand objectives. If you are interested in collaborating on a project with **Sommet Dame**, then submit a detailed summary of your plan along with contact information and we will get back to you once it has been reviewed. For more information, please contact our Public Relations Representative via our contact form



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