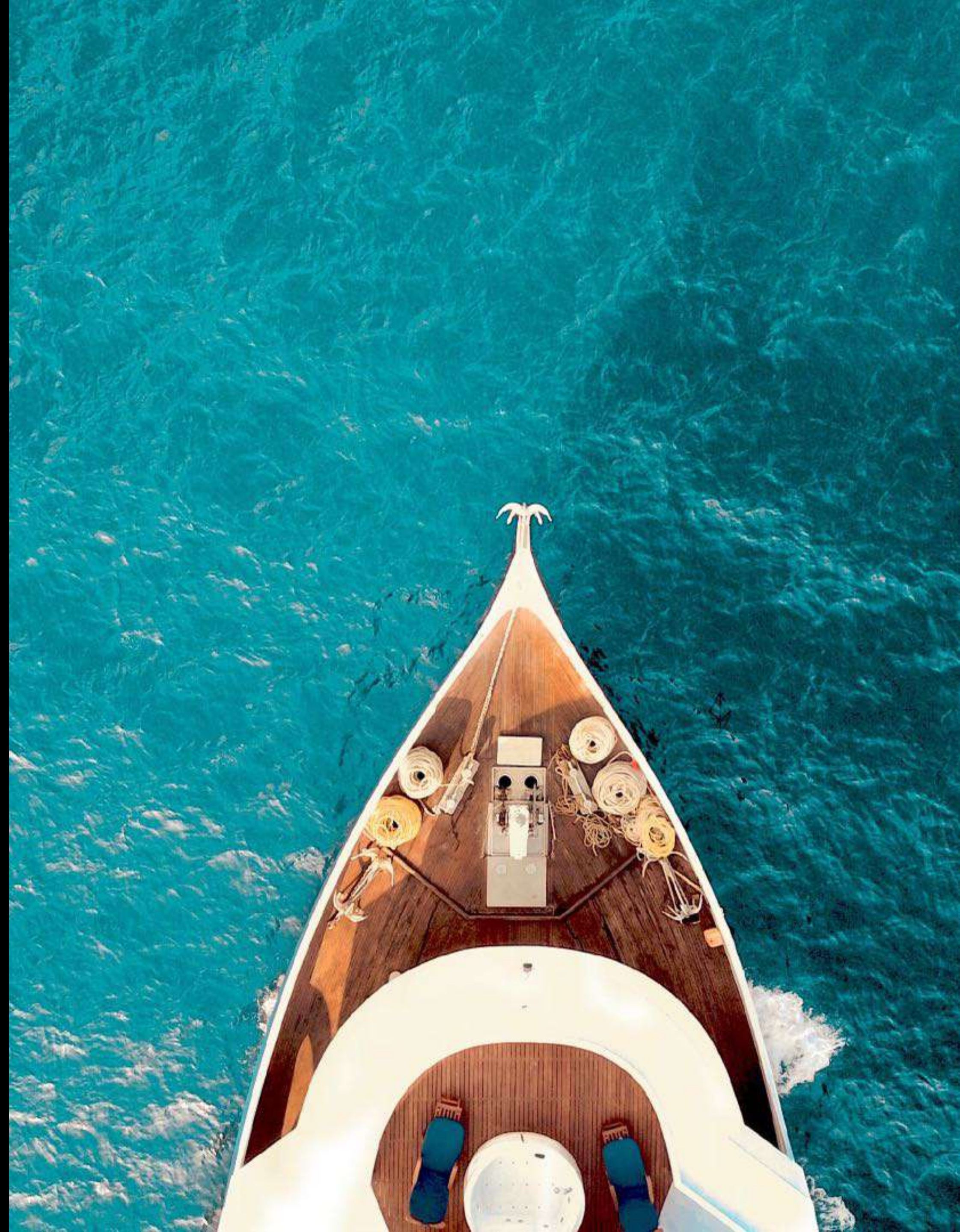


Welcome to the world of
CITIZEN FEMME

Media Pack 2024/25



The Stylish Guide for the *Influential Female*

Created by women for women, Citizen Femme is the ultimate travel and lifestyle destination, specifically curated for the modern, globetrotting woman.

We offer our readers inspiration and insider intel at its best. Reaching a captive audience who seek indulgent experiences both at home and on their travels, and enjoy the finer things in life.

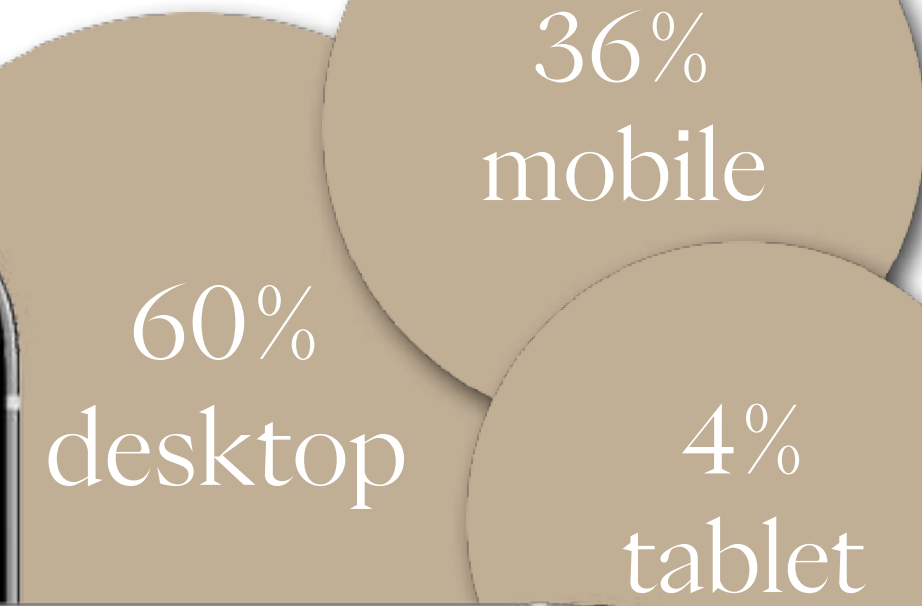


“The definition of “luxury” has changed, and for so many it is now associated with time. Citizen Femme was created to put women in charge of their travel and lifestyle choices, putting the best in front of them. We want to make sure they don’t waste a minute in the wrong place.”

Sheena Bhattessa, CEO & Founder.

HOW MANY PEOPLE DO WE REACH?

The only destination to reach *globetrotting* women.



500k

Reach

ACROSS ALL SOCIAL PLATFORMS

120k

Views

MONTHLY AT CITIZEN-FEMME.COM

1.5M+

Total Reach

2.11%
BOUNCE RATE

2.48
MINUTES SPENT
ON SITE

+571k
#CITIZENFEMME ON IG

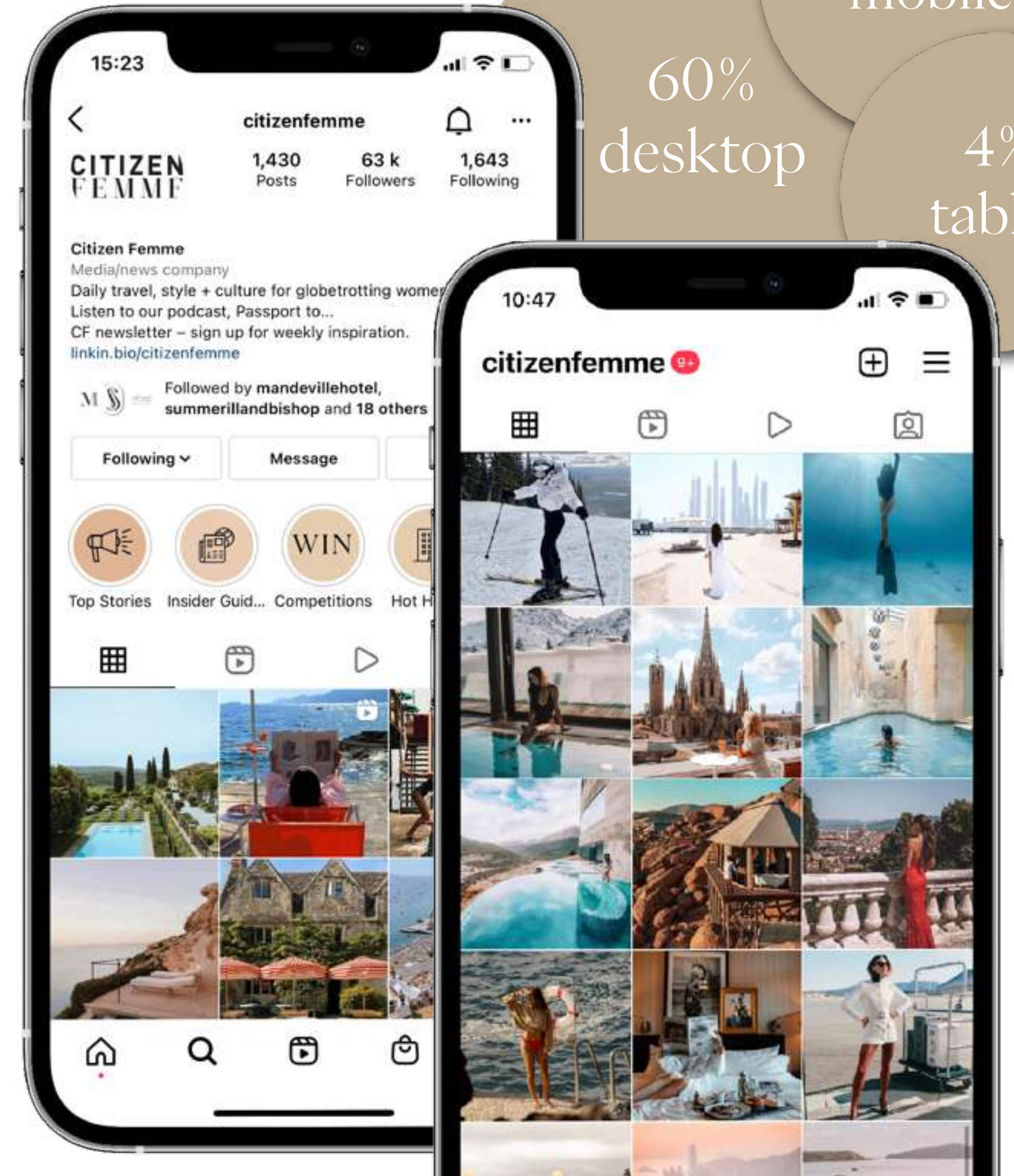
328.6k
MONTHLY PINTEREST
VIEWS

+116%
YOY INCREASE IN
INSTAGRAM FOLLOWING

11.3k
REACHED PER DAY
ON FACEBOOK

+135%
YOY INCREASE IN
WEBSITE VISITS

11.3k
REACHED PER DAY
ON FACEBOOK



Our Audience

92%

FEMALE

£200k

AVERAGE HHI

25-45

YEAR OLD AUDIENCE

ABC1

8-10

AVERAGE TRIPS PER YEAR

£5k

AVERAGE SPEND PER ONLINE SHOPPING SESSION



Female Purchasing *Power*

Women make up **85%** of global consumer spending

BUT

91% of women believe advertisers don't understand them

Citizen Femme understands what women want. With a **92%** female audience and a **100%** female team, we are women speaking to women.



\$31

TRILLION SPEND A YEAR

82%

OF ALL TRAVEL DECISIONS

80%

OF HEALTHCARE SPENDING DECISIONS FOR THE WHOLE FAMILY

70%

OF WOMEN ARE MORE LIKELY TO BUY FROM BRANDS THAT REPRESENT THEM IN AN AUTHENTIC WAY

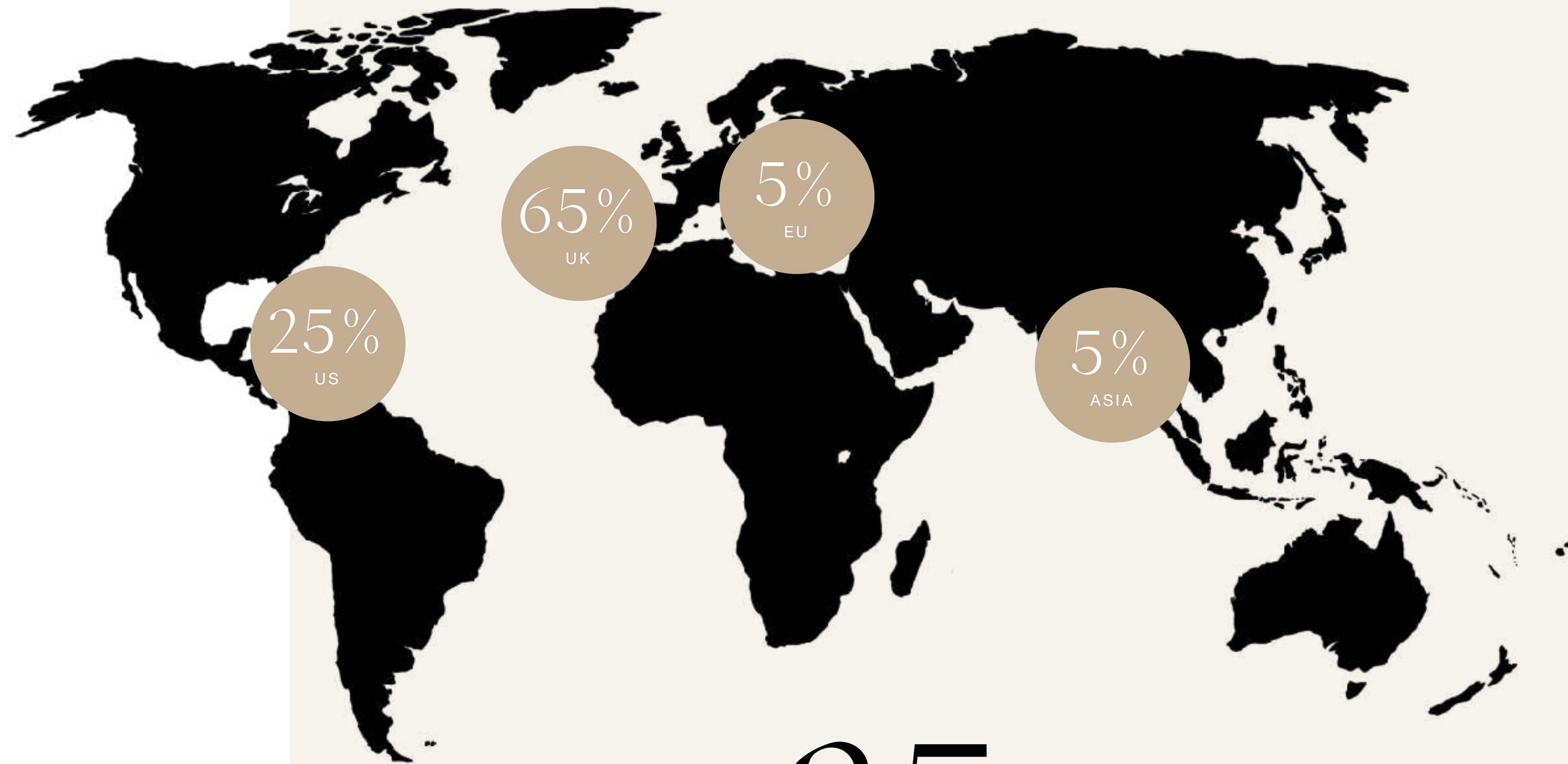
International *Reach*

Covering over 35 global cities, we are a key source of inspiration for tastemakers, influencers, and creative thinkers.

Comprehensive and agenda setting, our readers return to our platforms site again and again for trusted style and travel advice.

Top 5 countries: UK, US/Canada, Germany, France, Italy

Top 5 cities: London, Chicago, Los Angeles, New York, Paris



35+
global countries

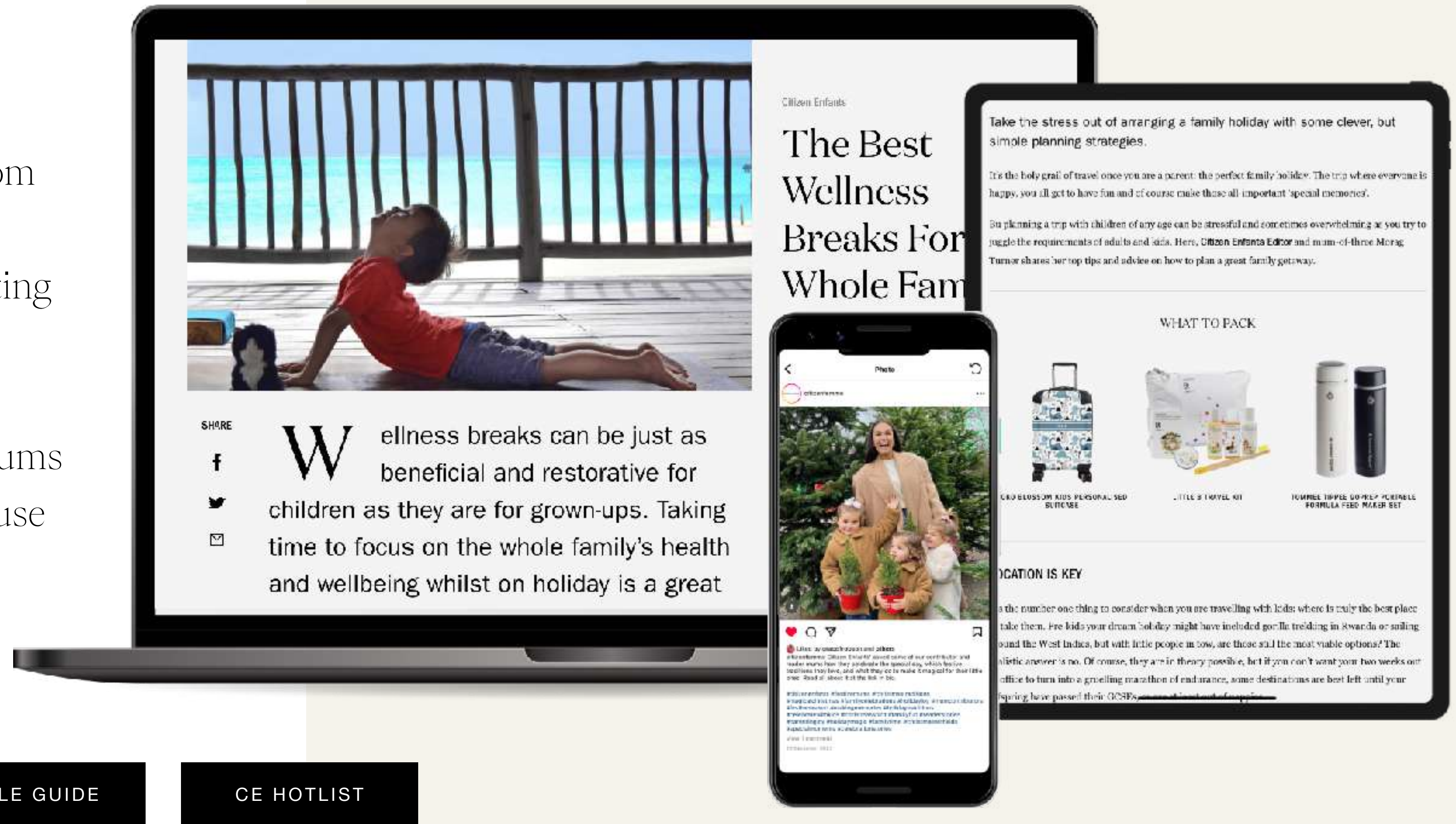
Citizen *Enfants*

45% of our audience are parents

With an audience of women who range from their late twenties to early forties, we're speaking to an audience who are both starting and growing their own families.

We're bringing together a community of mums and celebrating how they can do it all because having kids doesn't mean you have to compromise on where and how you travel!

From travelling with little ones to the essentials (and little luxuries) every mum needs, Citizen Enfants has it covered.



FAMILY TRAVEL

HOW SHE DOES IT

STYLE GUIDE

CE HOTLIST

Access to an *influential team*

At Citizen Femme, we understand the power of real voices and faces when telling an authentic story. When you think about travel, fashion and beauty, seeing it through the eyes of someone you can relate to adds an extra level of endorsement.

Our team is made up of influential experts in their field, all of whom have built their own audiences across social.

Brands can have access to this level of influence, tapping into an extended, highly engaged audience and adding further value to their campaigns.



Sheena Bhattessa



Katie Silcox



Rachel Story



Morag Turner



Becki Murray



Ella Alexander



Alexandra Carello

Why Citizen Femme?

1. WE REACH THE RIGHT PEOPLE

Women currently influence 85 percent of all purchasing, making female buying power the world's largest market opportunity.

2. ACROSS THE GLOBE

Citizen Femme offers brands access to a global network of influential women.

3. AND TELL THE RIGHT STORIES

Our editorial-first team are masters in the art of storytelling.

4. THAT DRIVE ENGAGEMENT...

We foster authentic engagement between audience and brand – a connection driven by data and premium content.

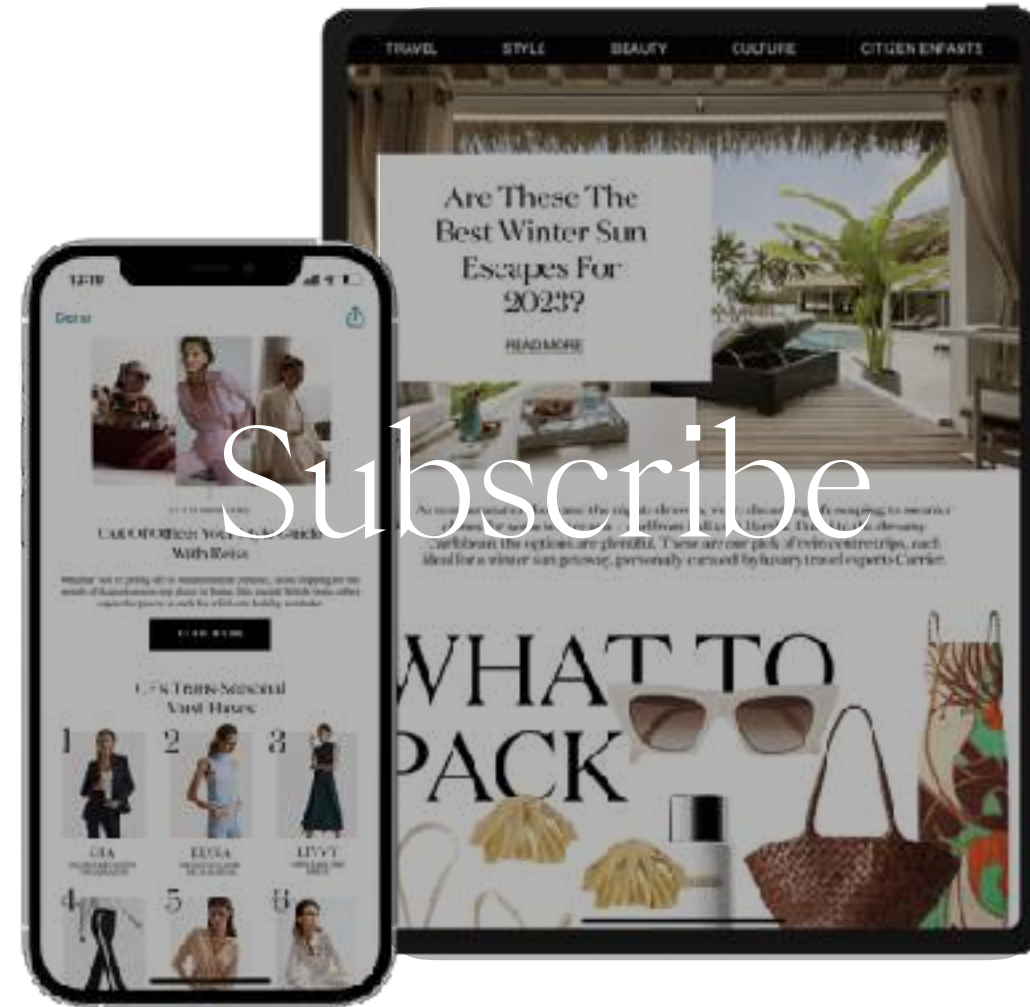
5. AND DELIVER RESULTS

We approach every commercial brief individually and fine tune our proposals to deliver maximum results for our partners across all touch points.

OPPORTUNITIES WITH CITIZEN FEMME



Read



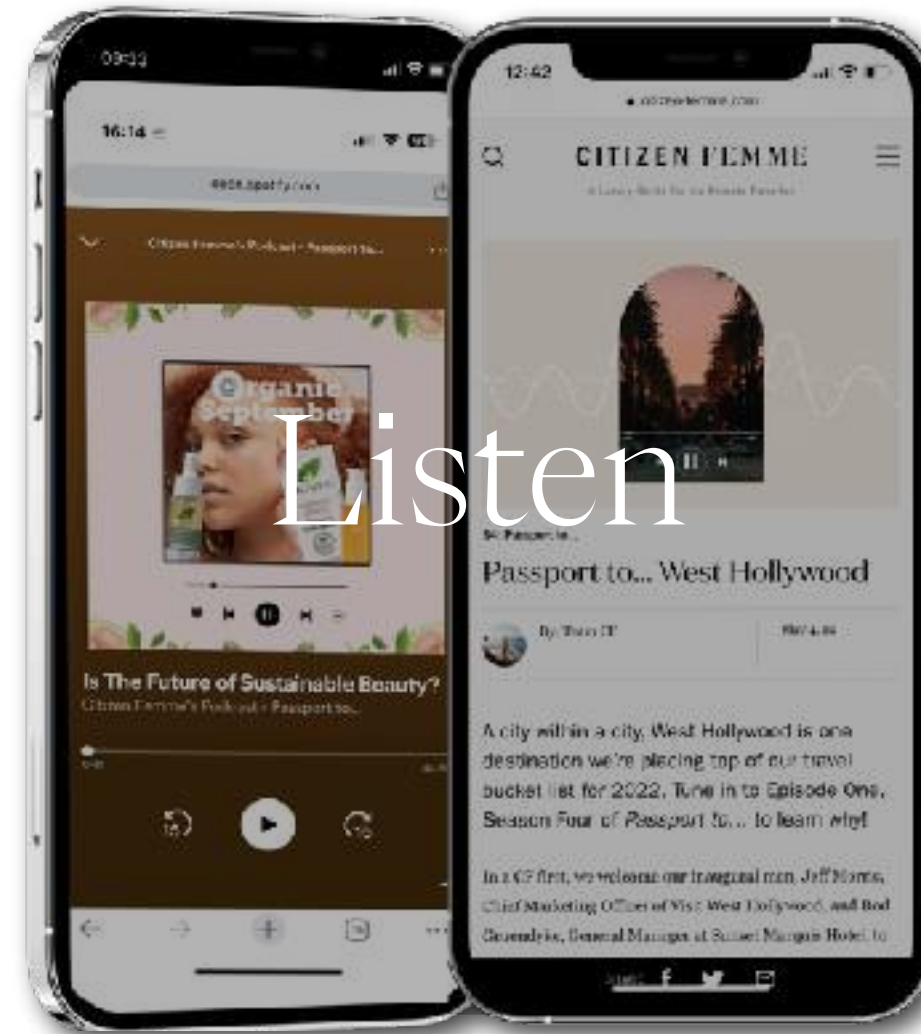
Subscribe



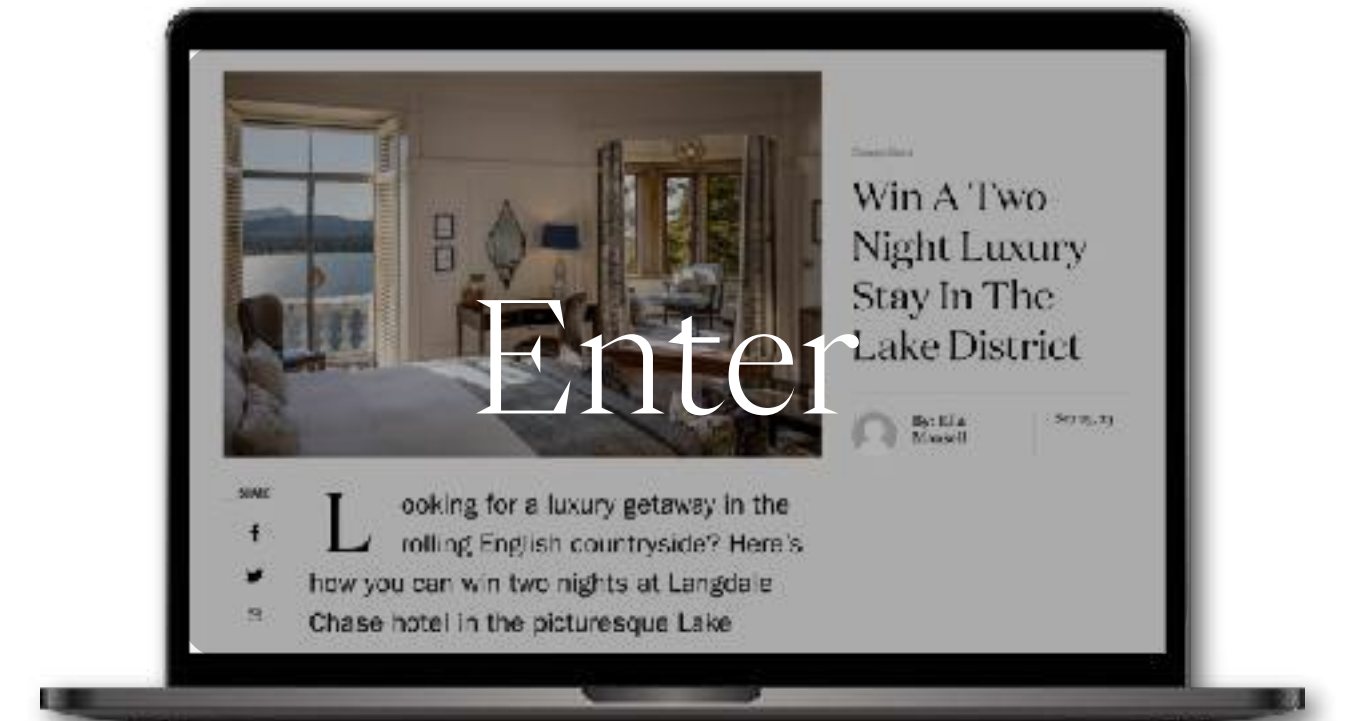
Experience



Watch



Listen



Enter

Native Branded Content

Pure editorial, created in line with your brand's objectives. Authentic in style in order to drive maximum engagement.

- Branded custom article or sponsorship of existing article
- Social promotion
- Newsletter feature

What To Pack Sponsorship

The popular What To Pack edit, showcases the latest fashion and beauty items, curated by our Fashion and Beauty Editors.

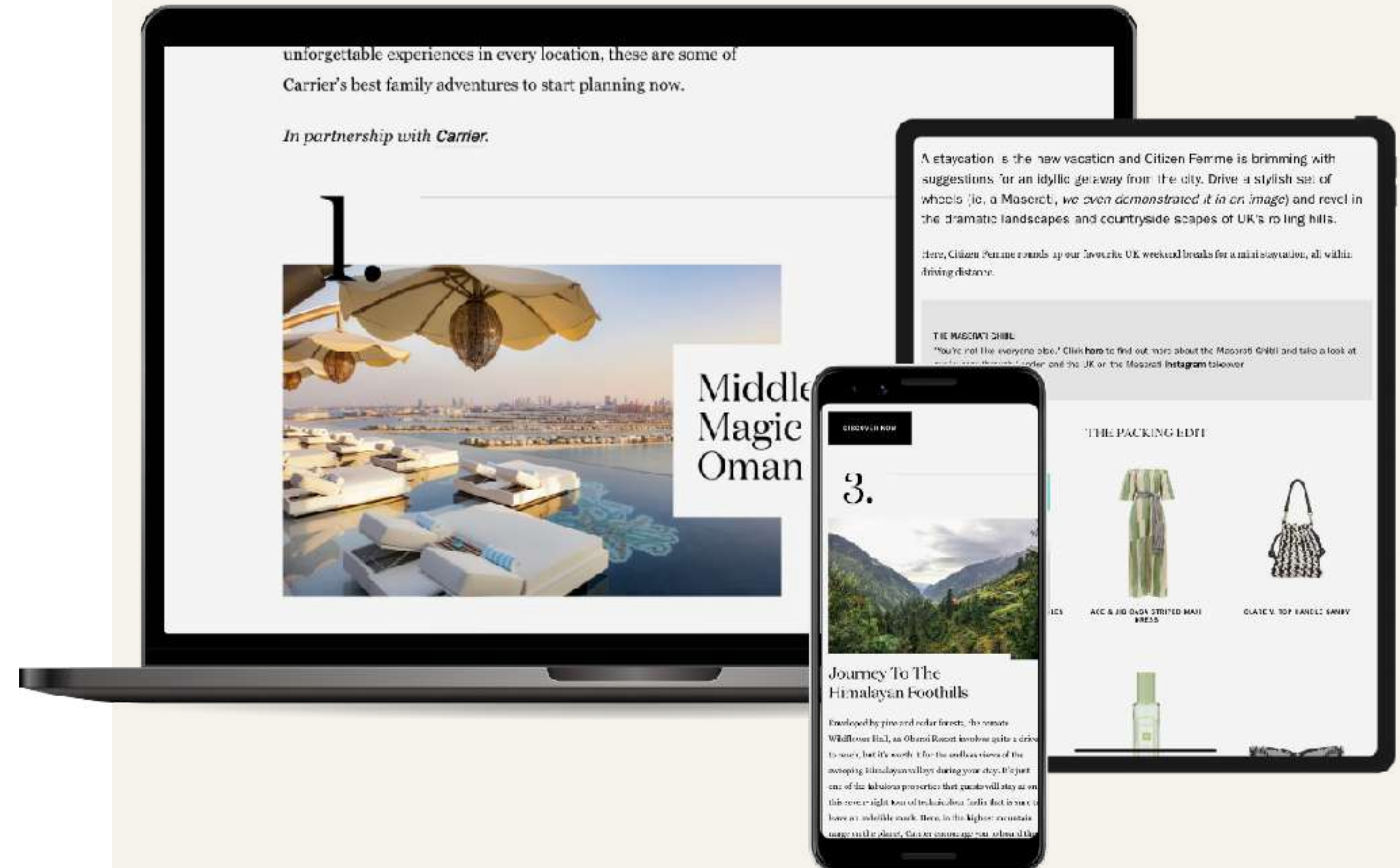
- Featuring 6+ shopping links
- Column sponsorship
- Newsletter feature
- Social promotion

Hotlist Feature

Take the number one spot as the featured item in our much anticipated weekly hotlist.

- Newsletter feature as Editor's Pick
- Social promotion

Branded Features



Newsletter Sponsorship

Speak to Citizen Femme's loyal subscribers directly in their inbox.

- Feature in a branded slot in newsletter
- Direct link to your website or branded content

Newsletter Takeover

Speak to Citizen Femme's loyal subscribers directly in their inbox.

- Ownership of all branded slots in newsletter
- Direct link to your website or branded content

Custom Solus Newsletter

Speak to Citizen Femme's loyal subscribers directly in their inbox.

- Co-branded custom newsletter built with brand and Citizen Femme
- Ownership of all branded slots in newsletter
- Direct link to your website or branded content

90k
Subscribers

36%
Open rate

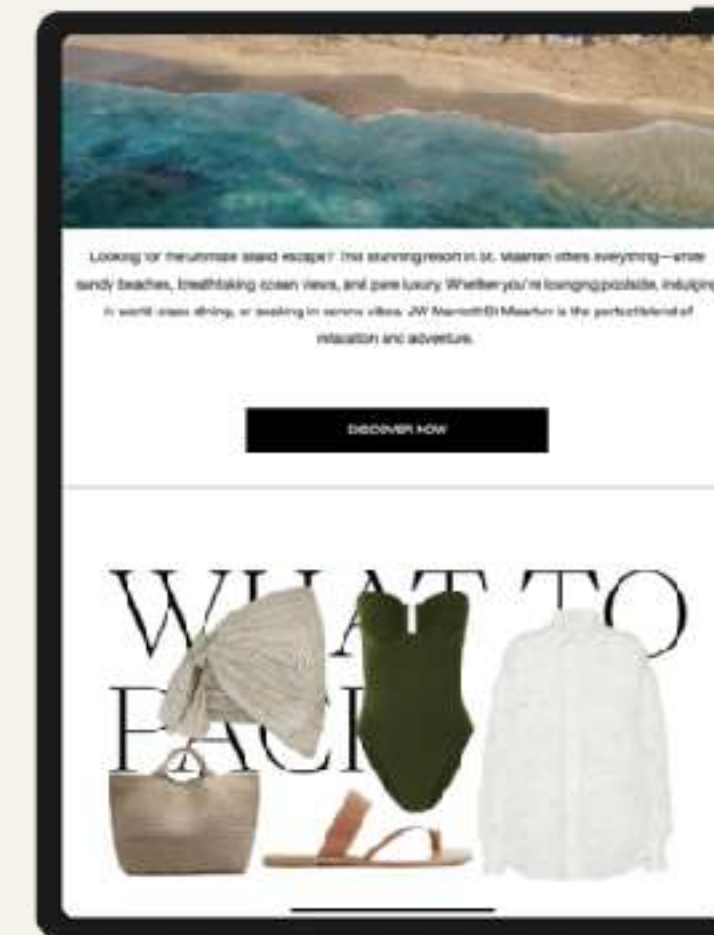
4.5%
Avg. CTR



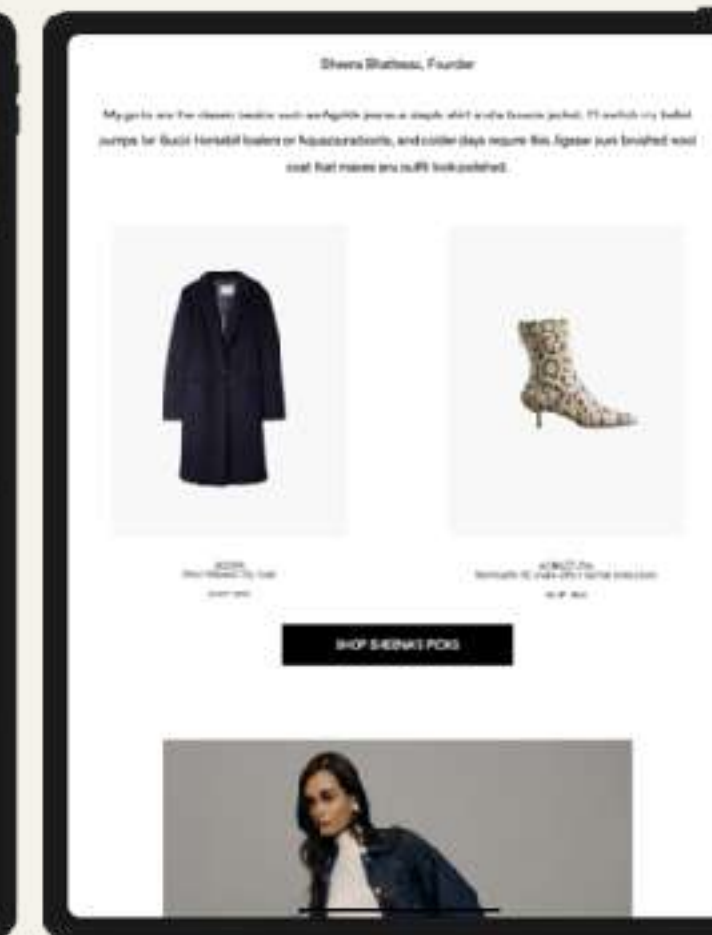
The Hotlist



Destination Diary



Weekly Themes



The Shopping Edit



Weekend Reading

Competition Feature

Drive direct engagement with your target audience with a competition. Also the perfect addition to a wider campaign.

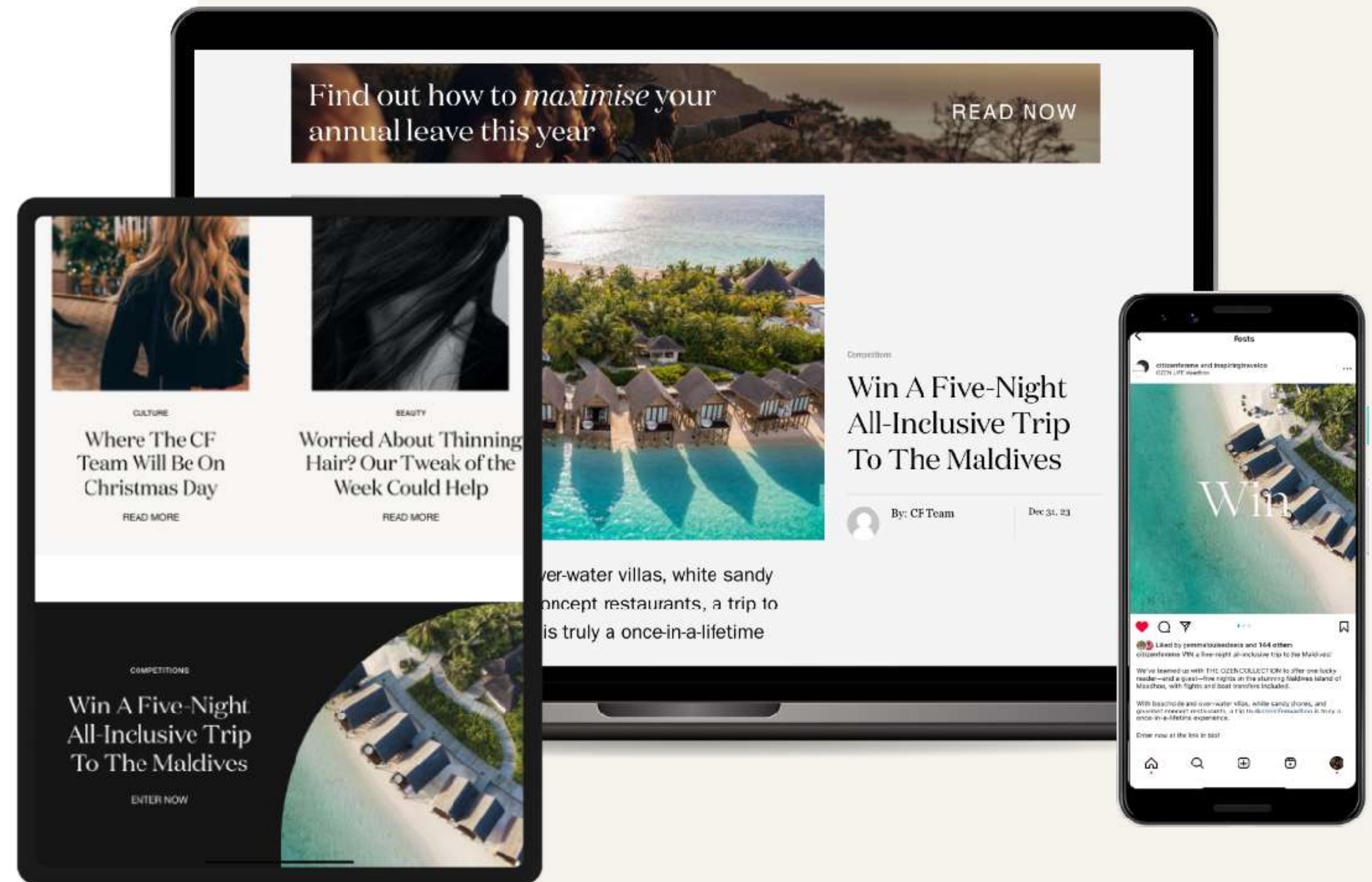
- Featured editorial
- Social promotion
- Hosted on homepage
- Newsletter features
- Minimum prize value of £1,000
- Data capture offered

15k
Avg. Entries

30%
Increase in traffic to CF.com

500k+
Avg. Reach across all platforms

Competitions



NOVEMBER
Winter Getaways

DECEMBER
Celebrations

JANUARY 2025
Wellbeing

FEB 2024
Romance

MARCH 2025
Women

APRIL 2025
Family

A tropical resort poolside scene. In the foreground, a swimming pool reflects the sky and surrounding greenery. To the left, two lounge chairs with green and white striped cushions are positioned under a matching striped umbrella. In the background, another lounge chair and umbrella are visible near a white building with arched windows. The scene is framed by palm trees and other tropical plants, creating a serene and luxurious atmosphere.

Thank You!