



www.GirlTalkHQ.com

Website Stats  
(per month)



Unique Visitors

262k

(95%)



Sessions

273k



Page Views

440k

Social Media Reach



@girltalkhq

4.3k



/girltalkhq

5k



@girltalkhq

5.5k

A Daily News Blog For Millennial Women

Female Empowerment | Inspiration | Positivity

Launched in November 2012, GTHQ is the go-to daily news destination for women looking to get more out of their media.

We exist as a content & media platform to share everyday women's stories, as well as promote messages, products and brands which align with our passion.

Inquiries:  
info@girltalkhq.com

Brands We Have Worked With



feed ONE



PRETTY LIVING PR

DEAR KATE



open happiness™

accenture

High performance. Delivered.



# Target Audience Demographics

## Top 10 Targeted Countries In Order:

- USA 47.15 %
- United Kingdom 8.53%
- Germany 5.2%
- Canada 5.8%
- India 3.9%
- France 3.9%
- Australia 3.14%
- Russia 1.18%
- Netherlands 1%
- Indonesia 0.9%

## Gender:

- Females 60.75%
- Males 39.25%

## Age:

- 25-34 (37%)
- 18-24 (28%)
- 35-44 (14%)
- 45-54 (10%)
- 55-64 (6%)
- 65+ (3.5%)

## Behavior:

- New Visitor 89.3%
- Return Visitor 11.05%



(All data pulled from Google Analytics)

## Affinity Category Reach (59% of total sessions):

- movie lovers 5.8%
- news/entertainment/celeb junkies 5.6%
- technophiles 4.9%
- TV lovers 4.3%
- Shutterbugs 4%
- Shopaholics 4%
- Music lovers 3.66%
- Travel buffs 3.23%
- Cooking enthusiasts 2.86%
- Rap & hip hop fans 2.7%

## In-Market Segment (46% of total sessions):

- Employment 5.3%
- Apparel & accessories 3.8%
- Hotel travel 3.2%
- Real Estate 2.9%
- Air travel 2.8%
- Gifts & occasions 2.5%
- Financial Services 2.3%
- Residential Properties 2.3%
- Home & Garden 2.2%
- Consumer Electronics 2%



# Creator & Editor-in-Chief

Asha Dahya is a true representative of the female millennial demographic. She is Indian by ethnicity, born in the UK, raised in Australia and based in Los Angeles. After completing a double degree in Film & Journalism at Griffith University in Brisbane, Australia, she quickly transitioned into a successful hosting and producing career.

Over the past decade Asha has worked for MTV, Disney, MSN.com, ABC, Nickelodeon, CW Network, Food Network, Sony Music, TV Guide, Fox8, Myspace, Nine Network Australia, Bitesize TV, and more.

Asha created and launched GTHQ in November 2012 after discovering her passion and focus: to inspire women by curating daily news stories which educate, entertain, empower, inspire and promote positivity. For her, it wasn't enough to cater to women's superficial interests. She quickly recognized the need for more meaningful online content, from the overwhelming response received after launching the site.

Asha's long-term goal is to build GirlTalkHQ up to become the no.1 go-to site in the world for women's media. GirlTalkHQ is intelligent, informative & inspiring media with heart.



@ashadahya



# Our Content Focus

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Our goal is to stand out above all other women's media that exists today. We do this by focusing on 7 key areas:

1. Body Image
2. Careers and Women in Leadership
3. Positive Messages from Celebrities or Public Figures
4. Ordinary Women & Girls doing Extraordinary Things
5. Women's representation in industries such as media, politics, fashion, etc.
6. Social activism and world-changers
7. Guest bloggers and contributors platform

If you have an audience that fits into the categories we target, we encourage you to get in touch to partner with us and make meaningful, relevant, empowering and inspiring content for women.



## Mindy Kaling, Kristen Wiig & Lena Dunham Discuss Women In TV On Sundance Panel

During every awards season, there is a week in between when the Sundance Film Festival takes place which is somewhat coincidental seeing that the awards ceremonies are celebrating the films that have been causing a stir over the past few months, and Sundance is the very launch pad for many [...]



Here's a truth bomb that Youtube sensation turned reality star Whitney Thore recently dropped live on national TV: "Even if you're not fat, you'll probably never be thin enough to fit the societal ideal."

Yikes! That was the response she gave when *Today* show host Natalie Morales asked her what advice she would give to other women looking to find confidence in their bodies.

If you are struggling to recall who Whitney Thore is, she's the woman who shot to viral fame after her video "Fat Girl Dancing" became everyone's fave video to watch during work. It showed a confident, overweight woman dancing like nobody's business to Jason Derulo's "Talk Dirty To Me" and it really challenged society's perceptions of how we view people of a certain weight or shape.



## Katy Perry Ready To Perform Female Empowerment Anthems At The Superbowl Halftime Show

You guys, it's not the first time we've seen a badass female performer tear down the house during the Superbowl Halftime show. Beyonce and Destiny's Child in 2013 anyone? In 2015 Katy Perry plans to up the stakes and bring her slew of female empowerment anthems to the



## How I Dealt With Multiple Miscarriages While My Friends All Had Babies

By Tamar Henry One premise-level misconception that often seems to surface when we talk about women who can't get pregnant, or are dealing with pregnancy loss, is that there are two distinct types of women: 1) women who have an easy time getting pregnant or carrying a baby to term [...]

January 20, 2015 × × Edit



## Coca-Cola Empowers Female Entrepreneurs To Be Business Pillars Of Their Communities

Many experts today say that gender equality is the key to development, especially in countries where it is needed the most. The United Nations have state empowering women is number 3 on their list of 8 Millennial Development Goals. The World Bank believes that "putting resources into poor women's hands

## Emma Watson Crashes World Economic Forum With Rousing Speech On Gender Equality

It's only been 4 months since Emma Watson gave her viral speech in September 2014 launching the UN Women's HeforShe campaign, but the impact it has made is quite significant. The idea behind the campaign is to mobilize men as a vital part of the fight for gender equality. Her [...]

