# Music Daily Joins SHE Media Collective

## *SHE Media is partnering with American Weekend Entertainment to provide custom technology and monetization opportunities to help grow Music Daily's Audience Network*

**NEW YORK, Feb. 6, 2023 --** Music Daily is now part of the SHE Media Collective. A top five Comscore Lifestyle media company, SHE Media reaches over 88 million monthly visitors and will bring the company's collaborative approach to American Weekend Entertainment. The relationship will provide Music Daily with SHE Media's innovative ad technology and monetization platform plus support a planned expansion into several new Lifestyle categories. In addition, SHE Media will partner with Music Daily for sponsored content, influencer marketing, and media sales opportunities to agencies and brand advertisers throughout the US.

"We are honored that musicdaily.com is now part of the SHE Media family," said Mel Adler, President of American Weekend Entertainment. "This partnership will provide the technology and support to help scale and monetize Music Daily's audience network while providing SHE Media with authentic lifestyle content hyper-targeted to Gen Z culture"

With its fan-driven philosophy and "studio to stage" approach, Music Daily provides fans with what they crave about the music they love like new in-studio collaborations, top releases, streaming charts & playlists plus breaking news about tours, festivals, and live streams, all created by Gen Z for Gen Z. Music Daily's new "Lifestyle" categories will include Fashion, Food, TV, Film, and Climate.

"We are thrilled to partner with Music Daily," said Angelica De Las Salas, Vice President of Partner Development at SHE Media. "They will be a great addition to our growing roster of Entertainment sites. Their addition to the Collective underscores our mission of building, and growing passionate and independent publishers creating best-in-class content for highly engaged audiences on the Web."

**About SHE Media**
SHE Media is a top 5 lifestyle media company reaching 88 million monthly visitors. SHE Media focuses on the power of content to move our culture forward through the celebration of passion and purpose. We believe that media companies can and should be a force for good in the world. Our rich editorial, culled from thousands of diverse sources, ranges from food and family to health, career, and entertainment. Composed of a community of creators and hand-picked publishers within the SHE Media Collective and the flagship brands, SheKnows, BlogHer, STYLECASTER and Soaps, we produce digital and live media content that connects and inspires millions. Part of Penske Media Corporation (PMC), SHE Media is based in New York, with offices in Los Angeles. Follow SHE Media on Facebook, Twitter, Instagram and LinkedIn.

**About Penske Media Corporation**
Penske Media Corporation (PMC) is a leading global media and information services company whose award-winning content attracts a passionate audience. Since 2004, PMC has been a pioneer in digital media and a platform innovator, reaching viewers on all screens across its ever-growing constellation of iconic brands, which includes Variety, Rolling Stone, VIBE, SXSW, Life is Beautiful, The Hollywood Reporter, Billboard, WWD, SHE Media, Robb Report, Deadline, Sportico, BGR, ARTnews, Fairchild Media, IndieWire, Dirt, Gold Derby, Spy.com, TVLine, Sourcing Journal, among many others. PMC's journalists and content creators deliver daily the most comprehensive news and information in their industries and areas of coverage, unequaled in ambition, depth, and courage. In addition, PMC owns several vital cultural events such as SXSW, LA3C, and Life is Beautiful. Headquartered in New York and Los Angeles with additional offices in 14 countries worldwide, PMC believes companies should not only be profitable but also be a force for good.

**About American Weekend Entertainment**
American Weekend Entertainment (AWE) is a content creator agency founded by seasoned music and digital executives with a pulse on Gen Z culture. We recruit and mentor passionate fans of pop culture and leverage AI to produce multimedia content for digital syndication channels. AWE is the parent company of Music Daily, a culture-first music and lifestyle network; powered by Gen Z creators & creatives, dreamers, storytellers, culture & community drivers and action-takers. Music Daily delivers national, regional, and localized on-air & digital coverage for content created by and for Gen Z. Our network of Creators drill down to subcultures, niche communities & fandoms to deliver the most relevant, breaking news across online, social, and podcast channels. Music Daily is a registered trademark of American Weekend Entertainment, Inc. For more information, please visit musicdaily.com and aweinc.tv.

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