Mission Statement

Iris’s message to women is simple: You are enough. With that as a guiding principle, Iris produces relatable, socially-engaging video content that makes their millennial audience laugh, cry, and say, "Yep, that's me."

By The Numbers

- **2.6M** TOTAL AUDIENCE REACH
- **83%** FEMALE
- **58%** MULTICULTURAL
- **1B VIEWS** ON FACEBOOK IN 2017
- **3M** HASHTAG IMPRESSIONS FOR HURT BAE
- **+2700%** SOCIAL GROWTH IN 6 MONTHS

Across Platforms

- **SOCIAL**
  - 2.4M
- **VIDEO**
  - 68.6M

Tentpoles & Editorial Pillars

- Broken
- Superwomen
- Every Type Of...
- Best Friends Get Brutally Honest
- The Odds
- Affirmations
- What Not To Say
- What It Feels Like
- Women Reveal
- Manover

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Editorial Calendar

January: Self-love
Resolutions are overrated—you’re good where you are. What does loving yourself look like to a spectrum of different people?

February: Relationships
From the best friend who will order a second cheese plate with you to the guy who ghosted you after four dates but still likes your Instagram photos—a look at the complications, joys, and struggles that come with relationships in all of their forms.

March: Headspace
Show us a woman who isn’t affected by depression and anxiety. A look at the ways that people and their loved ones cope with mental health and its myriad manifestations.

April: Beauty
All of the ways beauty exists in life, including unconventional tutorials that feel more like therapy than eyeliner tips and profiles on women who challenge expectations.

May: The Matriarchy
This month is all about the women—mothers, sisters, friends, teachers, bosses—who have helped push us forward along the way.

June: The Unsung Heroes
A month-long celebration of the everyday people who make our lives livable, culminating in the “Non-Famous Awards”—a roundup of people who have made incredible sacrifices for others with little recognition.

July: Rebellion
Do you, baby. People who thought about it, and yeah, no—they don’t care what the world thinks. They are going to do things their way.

August: Life Is Funny
What happens when we laugh at the things that scare us and put down the problems we’ve been holding closely?

September: Control
There’s freedom in both taking and giving up control. We examine both sides of the same weird coin, featuring women who leaned in and women who walked away.

October: Forgiveness
Why is moving on and letting go the hardest thing in the world? We feature people who have made extraordinary leaps in continuing on when life has knocked them down.

November: Gratitude
What, and who, are we thankful for and why? The things that make our lives feel hopeful and full aren’t always born from situations that were easy—we highlight the many shapes that gratitude can take.

December: Give An F
How people show they care—from founding non-profits to organizing protests to supporting each other in unexpected ways.

Note: Editorial content and on-sale/closing dates subject to change.
Subscriber copies arrive in-home approximately 5 or 6 days from the on-sale date.
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