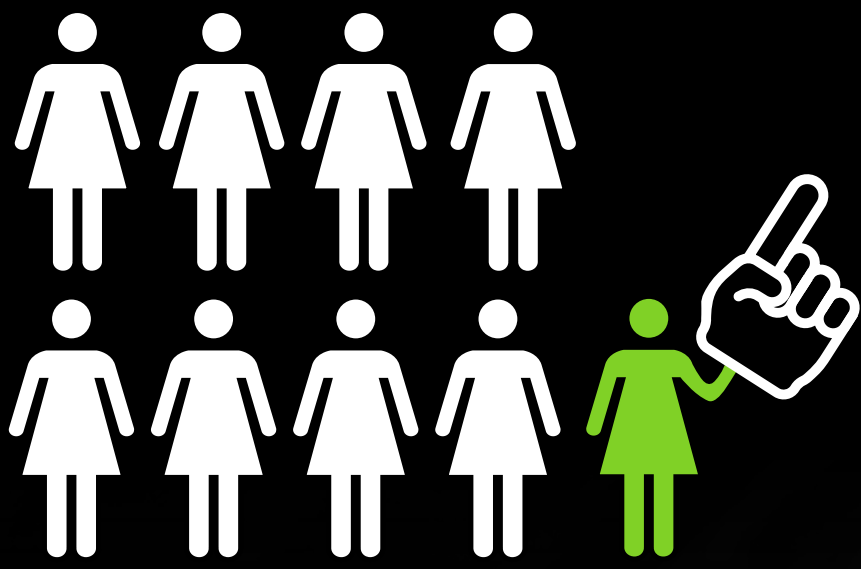


# To Know Her Is To Reach Her

Who is the  
female fan?

She is one of



9 million  
female fans



She is college  
educated

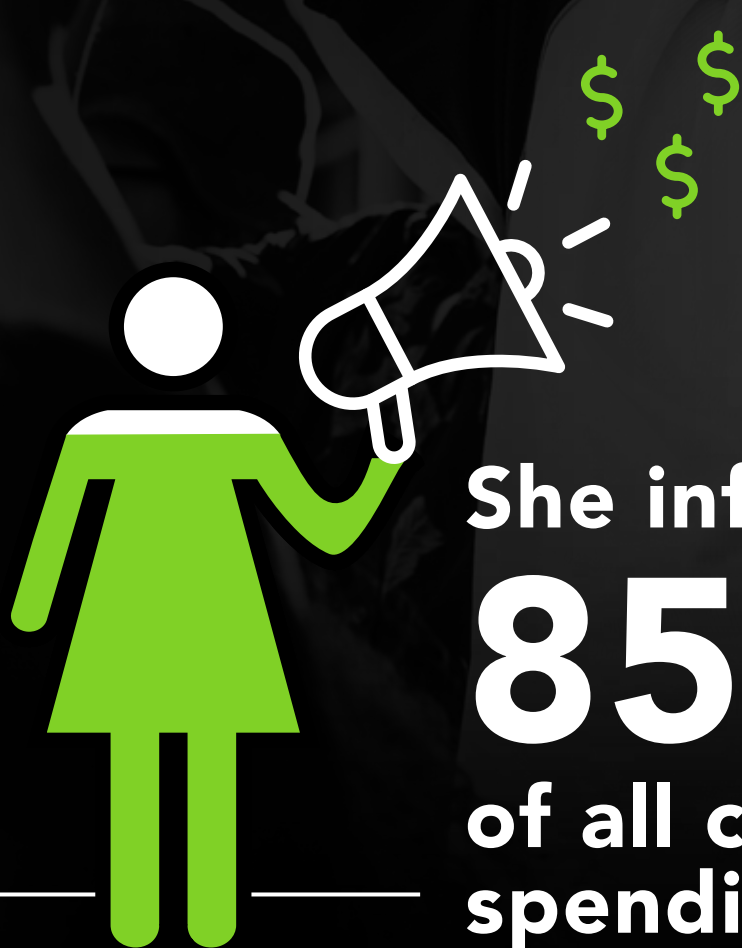


She has a higher  
household income



She lives  
in big cities

Why should  
you engage her?



She influences  
**85%**  
of all consumer  
spending power

Because

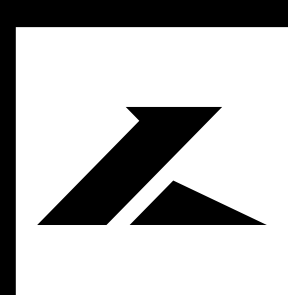
**80-90%**

report that they want  
advertising & marketing  
that speaks directly to them

Unlock her influence

Learn more at:

[LEARFIELD.com/FemaleFans](https://www.learfield.com/femalefans)



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