



pursue*your*pink
media kit





- About The Platform
- About Paula
- What Others Say
- Early Traction
- Performance Data Appendix

about us

pursueyourpink is a digital destination for intelligent, engaged women in midlife and beyond — women who want sharp essays, deeply researched cultural analysis, curated resources, and a point of view that respects the complexity of their lives.

We are built for women who read, research, spend thoughtfully, notice quality, and have no patience for being flattened into a demographic cliché.

not us

we do not offer one-dimensional empowerment tropes, pseudoscience, therapy speak or ignore complexity where it exists. we reject simplified presentations of women that ignore the nuance of their lives.

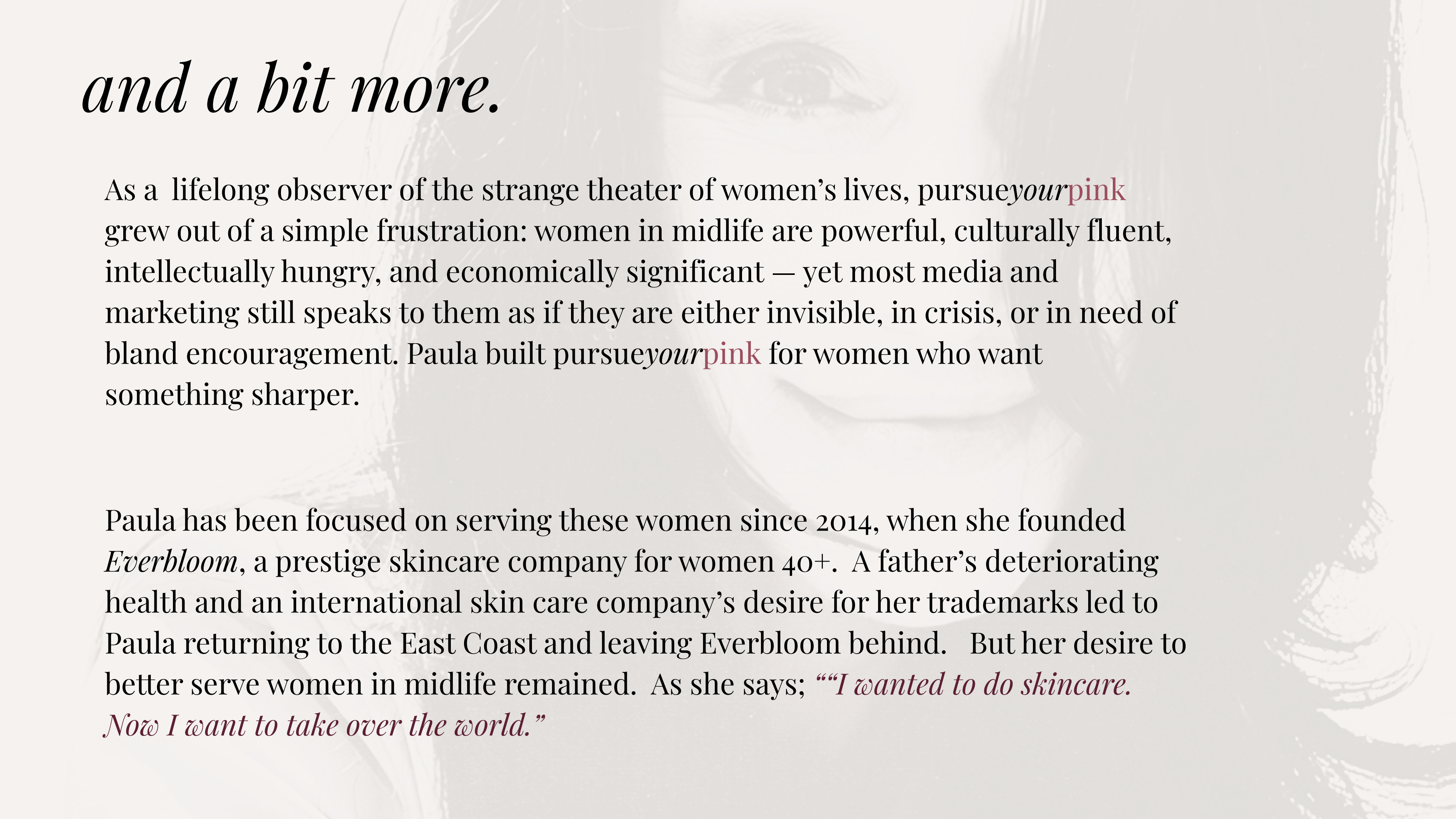


about paula

Paula's voice exists at **the intersection of luxury curation, intelligent social commentary and dry comedy**. She has spent over a decade focused on **educated and sophisticated women over forty**. Her voice resonates with these women — in part because she is just such a woman and in part because she refuses to speak in memes and tropes. She is known for saying the thing out loud that others don't say.

Never one to mire herself in one-dimensional therapy-like language or wellness cliches, **Paula is a curator of beauty** — she embraces couture gowns, edgy combinations of her favorite designers and a home that is the face of whimsical design.

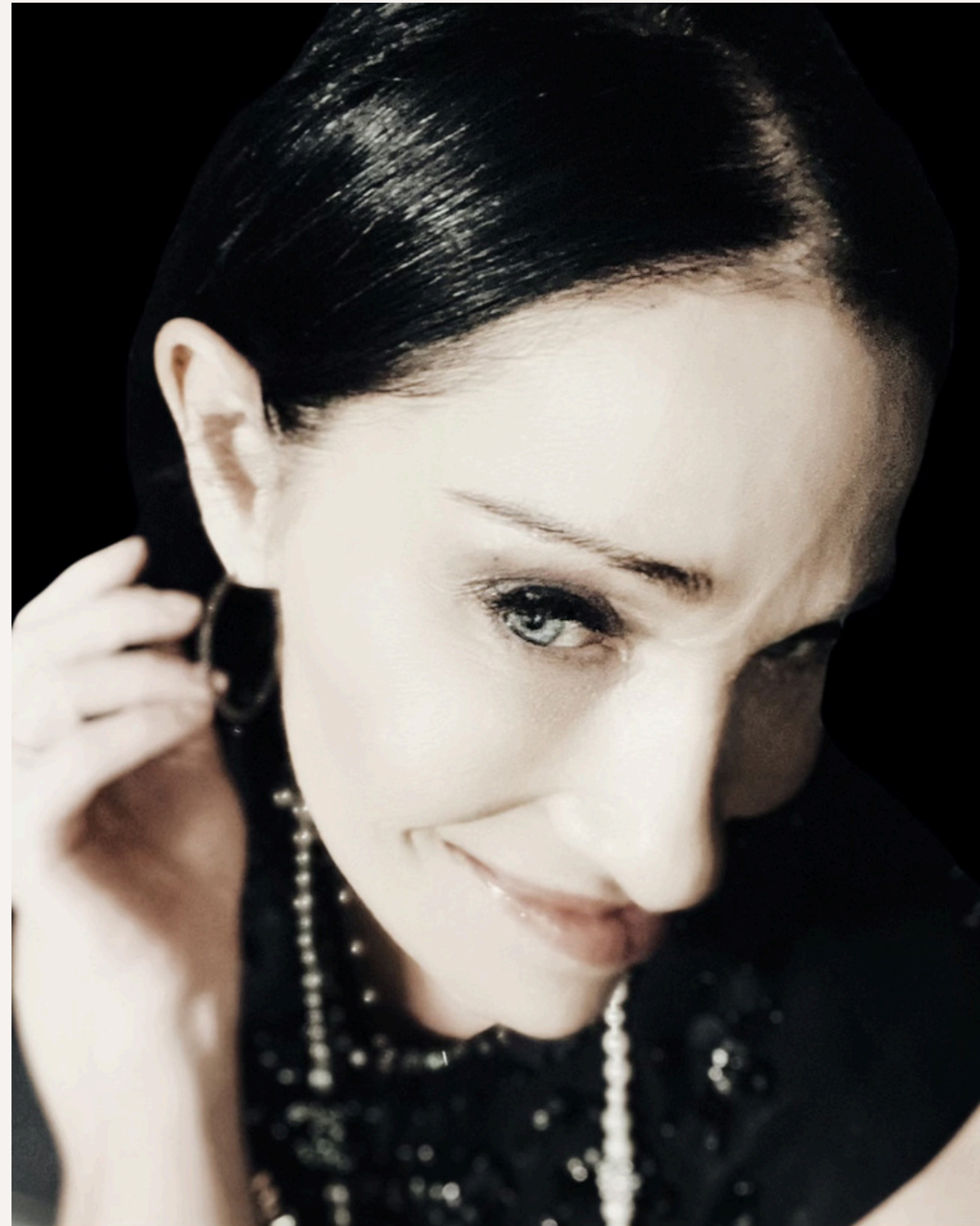
A former SVP and legal executive and founder, Paula speaks to her audience in a way that few, if any, other women can.



and a bit more.

As a lifelong observer of the strange theater of women's lives, pursueyourpink grew out of a simple frustration: women in midlife are powerful, culturally fluent, intellectually hungry, and economically significant — yet most media and marketing still speaks to them as if they are either invisible, in crisis, or in need of bland encouragement. Paula built pursueyourpink for women who want something sharper.

Paula has been focused on serving these women since 2014, when she founded *Everbloom*, a prestige skincare company for women 40+. A father's deteriorating health and an international skin care company's desire for her trademarks led to Paula returning to the East Coast and leaving Everbloom behind. But her desire to better serve women in midlife remained. As she says; “*I wanted to do skincare. Now I want to take over the world.*”



PURSUEYOURPINK

*the **horizontal** opportunities for an
eighty-year-old woman are quite good.*
(yes — i mean what you think i mean.)

pursueyour**pink**

LIVE TODAY BETTER. DREAM TOMORROW BIGGER.



on Paula, in their words.

Paula has a professional ethos and a clear vision.” Karen Edwards, Chief Marketing Officer, Yahoo! and founder of Glam, Inc.

“Paula brings a unique combination of left and right brain activity to land her vision.” Phil Rose, former CEO, Obsgin Skincare

“A dedicated founder committed to do things the best way possible.” Stuart Ochiltree, former CEO of Avon Products & Unilever.

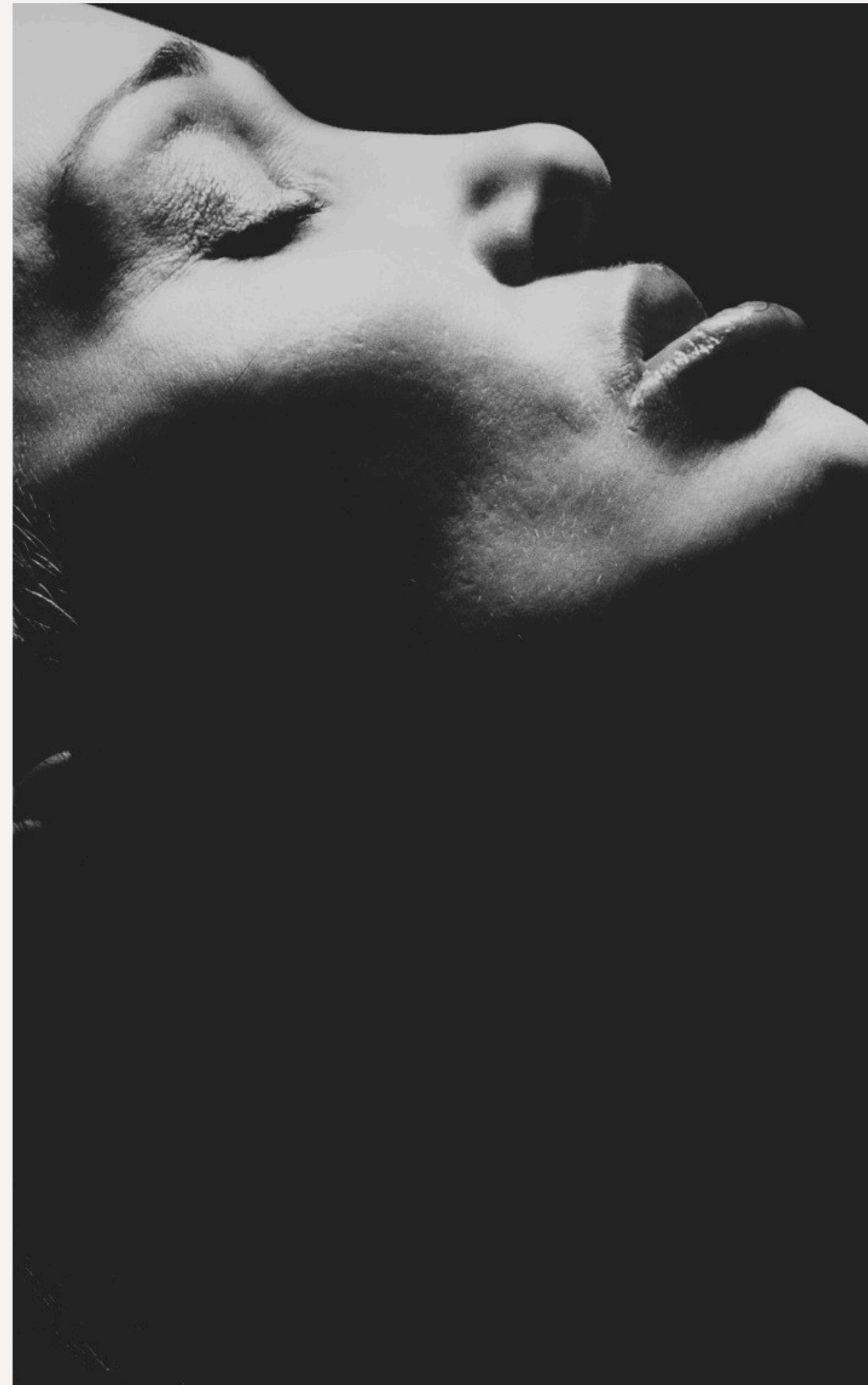
all members of the Board of Advisors to Everbloom

Early Audience Assessment

Early content-market fit with **a difficult-to-reach, premium women's lifestyle audience**. The brand is generating **efficient paid reach and low-cost clicks** while also producing **meaningful Facebook-native behavior** — page visits, shares, comments, and post clicks — suggesting that *the creative proposition is resonating beyond passive impressions.*

contact us

info@pursueyourpink.com



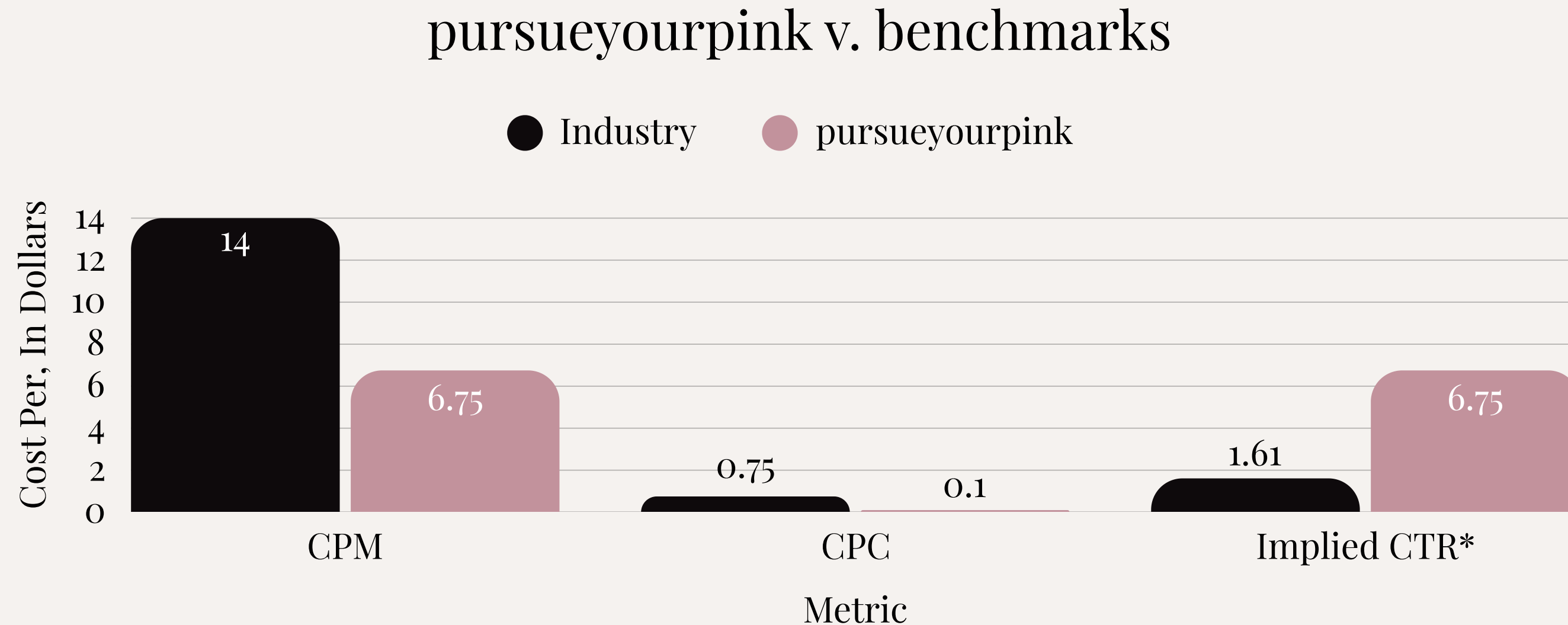
Performance Data Appendix

The Data (May 4–June 28, 2026)

- We generated 548K+ Facebook content views, 37K+ page visits, 30K+ content interactions, 883 shares, and 12K+ post clicks across 70 content items.
- Applicable benchmarks* indicate broad CPM around \$13.48–\$14.19, CPC around \$0.70–\$0.78, and CTR around 1.55%–1.71%, indicating that our early paid acquisition efficiency materially outperforms broad public benchmarks.
- During the same period, our campaigns delivered a \$6.75 CPM and \$0.10 CPC, implying 525K paid impressions, 35K paid clicks, and a ~6.75% implied CTR.

*Benchmarks:: Ryze reports 2026 all-industry Meta averages of \$14.19 CPM, \$0.78 CPC, and 1.55% CTR; Triple Whale's 2026 Meta benchmark report, based on 2025 ecommerce/DTC data, reports a platform-wide median Meta CPM of \$13.48; and WordStream/LocaliQ's 2025 Facebook traffic campaign benchmarks report average CPC of \$0.70 and average CTR of 1.71%. Benchmark comparability is directional,

CPM and CPC materially lower with CTR materially higher.



*Implied CTR is expressed as a percentage.

