

HERA

WOMEN'S SPORT + CULTURE · MEDIA KIT

HERA is a mobile-first home for women's sport and the culture around it: news, live scores, fixtures, athletes, style and fan culture in one personalised feed. More than the score.

AUDIENCE (LIVE COUNTS)

Registered members: 2

HERA / 60 email subscribers: 0

Average follows per member: 6

Original HERA stories published: 4

Fan coverage requests logged: 0

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PARTNERSHIP SLOTS

Home feed

A labelled card in the main feed, seen by every visitor.

HERA / 60

One partner per daily briefing, the most-read slot.

Sport sections

Own a sport: football, basketball, tennis or culture.

EDITORIAL STANDARDS

Always labelled

Every partnership is marked "Paid partnership with [Brand]" or "Presented by [Brand]". Nothing paid is ever disguised as editorial.

Editorial independence

Partners never approve, edit or veto HERA journalism, and sponsorship never buys coverage.

Facts first

We never invent scores, fixtures or quotes. Outside stories are summarised, credited to the publisher and linked.

Brand fit

We decline betting, tobacco, vaping, payday lending, and anything that talks down to women athletes or fans.

No personal data sold

Partners get aggregate performance only: views, clicks, click rate. Individual fans are never shared.

APPLY

Create a brand profile and apply at /partner. Applying is free and non-binding; nothing runs until terms are agreed in writing.