



## 2012 MEDIA NOTES

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## 2011 ACCOMPLISHMENTS

- ★ “Best All-Around Team” and \$50,000 Winner of MassChallenge, the world’s largest start-up competition
- ★ Named to BusinessWeek’s 25 Under 25, America’s Best Young Entrepreneurs
- ★ New clients including Victoria’s Secret PINK, popchips, Intel, Contiki, Pinkberry, west elm, The Body Shop, and LOFT
- ★ Content Partnerships with SELF, Seventeen, The Huffington Post and USA Today
- ★ Branches at 200+ colleges and universities across the United States and four countries internationally.
- ★ Her Campus writers received jobs and internships with Glamour, Vogue, Vanity Fair, Seventeen, Marie Claire, Harper’s Bazaar, People magazine, Ogilvy, Teen Vogue, InStyle, Lucky, O magazine, MTV, The Washington Post, and Women’s Wear Daily, among others
- ★ Launch of “Careerette” job and internship listing section
- ★ Release of the 2011 Her Campus College Rankings, noting the ‘who’s who’ in Social Media, Fashion, Newsworthy-ness, School Spirit, Dorm Life and more among America’s colleges
- ★ Press Coverage in Yahoo News, The Economist, Fast Company, Psychology Today, MSN Business, Mashable, PR Week, XConomy, BusinessWeek, The Daily Beast, CNN Money, Wall Street Journal Radio, CBS Boston, The Boston Globe, Boston Herald, Boston Business Journal, Atlanta Journal Constitution, FOX 25 Morning News, New England Cable News, ABC News Chronicle and NESN’s Dirty Water TV.

## FOUNDER AND EXECUTIVE TEAM BIOGRAPHIES

### **Windsor Hanger, Co-founder, President, & Publisher**

Windsor co-founded Her Campus Media in September 2009 after winning Harvard's business plan competition along with Stephanie and Annie, and has directed all business development, marketing, and sales efforts since. She has been responsible for bringing on clients including The Body Shop, New Balance, Pinkberry, LOFT, Intel, and Victoria's Secret PINK and has led Her Campus to prominence as a groundbreaker in the collegiate marketing space. While in college, Windsor held a marketing internship at Bloomingdale's and an Ad Sales internship at *Ok!* Magazine. Windsor is a 2010 graduate of Harvard University and has been named to Businessweek's 25 Under 25 Best Young Entrepreneurs, Inc. magazine's 30 Under 30 Coolest Young Entrepreneurs, Glamour's 20 Amazing Young Women, The Boston Globe's 25 Most Stylish Bostonians, and Boston Business Journal's Innovation All-Stars.



### **Stephanie Kaplan, Co-founder, CEO, & Editor-in-Chief**

Stephanie has grown Her Campus to over 650,000 monthly readers and established content partnerships with Seventeen, The Huffington Post, and SELF magazine among others. By galvanizing a team of 3,000+ student contributors, Stephanie took Her Campus from a Harvard dorm room start-up to the #1 online magazine for college women with a presence at over 200 colleges and universities nationwide and in four countries. Stephanie is a 2010 graduate of Harvard University where she majored in psychology and minored in economics. While in college, Stephanie was a Features Intern at Seventeen magazine and an ASME intern at SELF magazine. She has been named to Businessweek's 25 Under 25 Best Young Entrepreneurs, Inc. magazine's 30 Under 30 Coolest Young Entrepreneurs, Glamour's 20 Amazing Young Women, The Boston Globe's 25 Most Stylish Bostonians, and Boston Business Journal's Innovation All-Stars.

### **Annie Wang, Co-founder, CPO, & Creative Director**

As Chief Product Officer and Creative Director, Annie is passionate about synthesizing the various stakeholder considerations for Her Campus into a cohesive vision, and building an end product that best serves its readers, writers, and partners. She is responsible for overseeing strategy and implementation for user experience, branding, and technology for Her Campus. In September 2010, Annie took a leave of absence from Harvard University to work on Her Campus full time. She was concentrating in Visual and Environmental Studies and pursuing a secondary field in Psychology. Prior to founding Her Campus, Annie managed websites and branding for two dozen organizations nationally. Annie has been named to Businessweek's 25 Under 25 Best Young Entrepreneurs, Inc. magazine's 30 Under 30 Coolest Young Entrepreneurs, Glamour's 20 Amazing Young Women, The Boston Globe's 25 Most Stylish Bostonians, and Boston Business Journal's Innovation All-Stars.

### **Taylor Chartier, Marketing Services Manager**

As Marketing Services Manager Taylor personally manages all account services as well as supplemental business development efforts. She has brought on major new clients including Bing and Contiki and has been successful in creating new, loyal partners such as Bliss Spa and Hoseanna. Prior to joining Her Campus, Taylor did production and analytics at Dunnhumby's BzzAgent, the leading word-of-mouth marketing company. It was there that she gained valuable exposure to personal brand favorites such as L'Oreal, S.C. Johnson, and Dove. Taylor is a 2009 graduate of Babson College with a B.S. in Business Administration, and while there was fortunate to gain a myriad of consumer branding experience interning with Keds, Hill, Holliday and Neiman Marcus before officially launching her career.

### **Brittany Lewis, Manager of Campus Development**

Brittany first joined the Her Campus team when she co-founded the Boston College chapter of Her Campus, which quickly became Her Campus's #1 chapter. She joined the executive team in April 2011 as the Manager of Campus Development. In this role, Brittany manages all of the 200+ campus chapters of Her Campus and is responsible for the recruitment of new chapters, overseeing a team of 20+ branch managers, and providing constant support for all of the Campus Correspondents to help grow and improve their chapters. Since joining the Her Campus executive team, Brittany has managed the recruitment and launch of over 75 new campus chapters and spearheaded numerous new contest and incentive programs to increase engagement across all campuses. She is a 2011 graduate of Boston College and the Columbia Publishing Course.

### **Chelsea Evans, Manager of Operations**

As Manager of Operations, Chelsea trains new Her Campus team members, supports Her Campus's network of 3,000+ student contributors, manages all of Her Campus's social media platforms, and assists the web and account management teams. She is also spearheading Her Campus's new nonprofit initiative. Chelsea is a 2011 summa cum laude and Phi Beta Kappa graduate of Tufts University where she majored in Economics and International Relations.

### **Cara Sprunk, Managing Editor**

As Managing Editor, Cara oversees the national blogs, manages the link partnerships with our content partners, and works on special editorial projects including the Ultimate College Guy Survey and the Holiday Gift Guide. Cara has been with Her Campus since it launched in 2009 as a contributing writer, and soon wanted to get more involved by becoming Managing Editor. Cara is a 2010 graduate of Cornell University where she majored in American Studies with a concentration in cultural studies. While in college, Cara was an editorial and beauty intern at Life & Style Weekly, an editorial intern at OK! Magazine and Star Magazine.

### **Jake Duhaime, Director of Publicity**

Jake joined the Her Campus team in July of 2010 as its token male and publicity expert. Under his watch, Her Campus Media has been featured in numerous national publications including the New York Times, Boston Globe, Fast Company, CNN Money, Business Insider, BusinessWeek, CBS Moneywatch and many, many more. A 2008 graduate of Emerson College, his previous stops include the Boston Marathon, Stratton Mountain Resort and the Detroit Red Wings Hockey Club.

## STORY IDEAS

### ★ An Entrepreneurial Success Story

Her Campus was founded as a start-up company by three Harvard students: Stephanie Kaplan, Windsor Hanger and Annie Wang who all met while working on the school's fashion and lifestyle publication. The trio took the Harvard publication online in Spring 2008 and site visits jumped nearly 18 times in four months. With mentions on Seventeen.com, College Candy and on Polo Ralph Lauren's Rugby.com, the three submitted a business plan for Harvard's i3 Innovation Challenge business plan competition, besting 50 finalists to win the first-ever Harvard Student Agencies Investment Award for Her Campus in March of 2009, with the site ([www.hercampus.com](http://www.hercampus.com)), launching that September.

In the last two years, Her Campus has grown from one campus chapter to chapters at over 200 colleges and universities across the world, formed content partnerships with Seventeen magazine, SELF magazine and The Huffington Post, and worked with clients including Intel, LOFT, New Balance, Pinkberry, west elm and Victoria's Secret among others.

Her Campus is a 2011 winner and was named Best All-Around Team in MassChallenge, the world's largest startup competition. The company has been featured in The New York Times, Yahoo Finance, The Economist, Mashable, AOL Money College, CNN Money, PRWeek, Business Insider, and on ABC News Now and Fox25 News, among others.

The Her Campus co-founders have been named to BusinessWeek's 25 Under 25 Best Young Entrepreneurs, Inc. magazine's 30 Under 30 Coolest Young Entrepreneurs, Glamour magazine's 20 Amazing Young Women, and The Boston Globe's 25 Most Stylish Bostonians.

## No Jobs? Young Graduates Make Their Own

By HANNAH SELIGSON

**F**IVE years ago, after graduating from New York University with a film degree and thousands of dollars in student loans, Scott Gerber moved back in with his parents on Staten Island. He then took out more loans to start a new-media and technology company, but he didn't have a clear market in mind; the company went belly up in 2006.

"It made me feel demoralized and humiliated," he says. "I wondered if this was really what post-collegiate life was supposed to be like. Did I do something wrong? The answers weren't apparent to me."

Still in debt, Mr. Gerber considered his career options. His mother kept encouraging him to get a "real" job, the kind that comes with an office and a boss. But, using the last \$700 in his bank account, he decided to start another company instead.

With the new company, called Sizzle It, Mr. Gerber vowed to find a niche, reduce overhead and generally be more frugal. The company, which specializes in short promotional videos, was profitable the first year, he says.

Mr. Gerber, now 27, isn't a millionaire, but he's paid off his loans and doesn't have to live with his parents (he rents an apartment in Hoboken, N.J.). And he thinks his experience can help other young people who face a daunting unemployment rate.

In October, Mr. Gerber started the Young Entrepreneur Council "to create a shift from a resumé-driven society to one where people create their own jobs," he says. "The jobs are going to come from the entrepreneurial level."

The council consists of 80-plus business owners across the country, ages 17 to 33. Members include Scott Becker, 23,

co-founder of Invite Media, an advertising technology firm recently acquired by a Google unit; Lauren Berger, 26, founder of the Intern Queen, a site that connects college students with internships; Aaron Patzer, the 30-year-old who sold Mint.com to Intuit for \$170 million; and Josh Weinstein, 24, who started CollegeOnly.com, a social networking site that is backed by a PayPal

founder.

The council, which has applied for nonprofit status, serves as a help desk and mentoring hotline for individual entrepreneurs. People can also submit questions on subjects like marketing, publicity and technology, and each month a group of council members will answer 30 to 40 of them in business publications like The Wall Street Journal

and American Express Open Forum, and on dozens of small business Web sites.

Council members assert that young people can start businesses even if they have little or no money or experience. But whether those start-ups last is another matter. Roughly half of all new businesses fail within the first five

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Stephanie Kaplan, left, and Windsor Hanger, both 22, helped start an online magazine, which is now turning a profit.

Her Campus was profiled by the New York Times in 2010, making the front page of the Sunday Business section

★ **Dean's List Material**

As a winner of MassChallenge in 2011, Her Campus Media received a \$50,000 grant and the title of 'Best All-Around Team' out of more than 700 teams in the competition. It was just one of many honors that have been bestowed on the young company.

2009: Harvard University - i3 Innovation Challenge Business Plan Competition

2010: Inc Magazine – 30 Under 30, Coolest Young Entrepreneurs

2010: Glamour Magazine – 20 Amazing Young Women

2010: Boston Globe – 25 Most Stylish Bostonians

2011: Business Week – 25 Under 25, America's Best Young Entrepreneurs

2011: MassChallenge – Best All-Around Team and \$50,000 Winner

2011: Boston Business Journal – Innovation All-Stars (Rising Stars in Business)



Annie, Windsor and Stephanie pose with their MassChallenge winnings – \$50,000 and the award for 'Best All-Around Team'

### ★ **The Changing Face of Media**

According to a recent study by Oxygen Media and Lightspeed Research, an overwhelming majority of women (57%), aged 18-34 admit to talking to people online more than they do face-to-face, while 34% say checking Facebook is the first thing they do when they wake up each morning. This all comes as young women start to dominate communications-based college majors including journalism, public relations and advertising.

Her Campus has been able to create revenue and generate buzz by bringing together companies and an underutilized target demographic with discounts, giveaways and interactive promotions. As media outlets struggle amid a difficult economic climate, Her Campus has proven to be profitable by leading the way as early adopters in the rapidly changing world of media by connecting companies with college students across the country in creative ways.

### ★ **A Real World Resource for Parents**

We know that the college years can be as stressful for the parents as they are for the students. Her Campus offers a real life, real world source of information that can inform parents about the critical issues their child will face during her college years. This content stretches from the career-minded (Do You Really Need to Go to Grad School?), to all of those things your student never tells you about (Virgins in College, The Prevalence of Cuddling on Campus), and can help parents and daughters navigate the toughest of college situations together (What to Do in Every Situation with Your New College Roomie; When the Best Four Years of Your Life are Over: Feeling Down about Graduating From College).

### ★ **Everything a College Woman Needs to Know**

With its tagline, "a collegiette's guide to life," Her Campus is written by college women, for college women, covering everything today's college women need to know. With complete and comprehensive sections on Style (The 20 Must-Have Bags), Health (Five Ways to Avoid the Freshman 15), Love (The Style Choices that Baffle Guys), Life (How to Dress for Theme Parties), and Career (How to Start Your Own Blog), combined with local content (news, events, campus personalities, photos) produced by teams of students at 200+ colleges, Her Campus content covers exactly what every girl talks to her friends about, and the things she may be too embarrassed to ask them.

### ★ **The Ultimate High School to College Transition Tool**

While Her Campus content is targeted towards students already on campus, the site also serves students headed to college in the near future. With local content from 200+ college branches, each written by current students at each institution, students can get a feel for the different schools during the application and decision process without having to leave home. While local content may offer a vibe for the intricacies of each campus from its own unique style to its hotspots, social and fashion scenes, Her Campus's national articles provide a sneak peek into the college life and exactly what to expect once there. And with the Class of

2016 and beyond more connected than ever, prospective students are approaching their own college search with more and more information at their fingertips.

★ **The Future of Media**

Her Campus highlights the best in student journalism while placing its contributors in a position for long-term success. Thanks to their work with the site, Her Campus staff members have been offered jobs and internships at many of the nation's top publications and media companies including Glamour, Vogue, Vanity Fair, Seventeen, Marie Claire, Harper's Bazaar, People Magazine, MTV, The Washington Post, Lucky, Ogilvy, the National Hockey League, Instyle, and O magazine and more.

★ **Connecting Companies with Top Talent**

In addition to providing the best student content from colleges and universities across the world, Her Campus Media launched its 'Careerette' job and internship listing service to further connect companies with the best in emerging media talent. Top companies like Hearst, Vogue, Harper's Bazaar and Rodale have already utilized the service as part of their recruiting efforts.

Companies interested in listing opportunities can post directly on the Her Campus website at [www.hercampus.com/careerette](http://www.hercampus.com/careerette). Internship listings are \$35 for two weeks, or \$50 for one month.



Her Campus Co-Founders Annie, Windsor and Stephanie pose with Her Campus team members who interned with ASME (American Society of Magazine Editors) Interns in the summer of 2011.

★ **Marketing Gurus**

As the #1 online magazine for college women, Her Campus is known for providing relevant content to hundreds of thousands of readers a month. That's why major brands like Victoria's Secret PINK, Intel, SELF and Pinkberry have utilized Her Campus Media in their marketing and advertising strategy, knowing that the company's dynamic approach is the best method for reaching a notoriously difficult-to-access college audience.

With a generation that has been bombarded with commercial messaging from the womb, traditional means of advertising aren't as effective, or impactful. Positive word of mouth can make, or break a product in an instant, and few environments offer the same testing ground that exists on a concentrated college campus.

Her Campus has proven time and time again that through a mix of content, ambassadors and events, brands can win the college audience. They just need the right company to connect them.

★ **Experts in the Field**

The three co-founders, Kaplan, Hanger and Wang have established themselves as a resource for parents and students ready to embark on the collegiate experience. These three women can discuss such topics as: What does mom need to know when it comes to dorm room shopping? How much is too much communication with your child during freshman year? How to strike a balance between work, play and family? How to navigate medical emergencies from afar? The best care packages college students love to get from their moms, and much, much, much more.

★ **World Class**

Her Campus was named a 50K Gold Winner and "Best All-Around Team" in MassChallenge 2011, the world's largest startup competition, taking home a \$50,000 grant and free office space on the Boston waterfront through June 2012. Her Campus Media was one of 733 entrants, 125 semifinalists, 26 finalists and 17 winners in an event that saw teams generate \$30 million in outside funding in 2010. While a part of the competition, Her Campus acquired new clients including Bliss Spa and Intel, made two new full-time hires, established new branches at 75 colleges, and its three co-founders, Stephanie Kaplan, Windsor Hanger and Annie Wang, were named to BusinessWeek's 25 Under 25, America's Best Young Entrepreneurs.

## WHAT OTHERS ARE SAYING

"What makes them so successful is that older or more established brands are flummoxed by the Internet and how fast it is moving. And Her Campus is not in the manufacturing and distribution business, which is what publishing companies do, so they have the advantage of being able to be very nimble."

**Cathy Cranston (RIP) – Publisher, Columbia Journalism Review**

" [Her Campus brand ambassador for New Balance] Cassidy Brettler and the competitors she bested are known, in marketing parlance, as brand ambassadors. They animate a brand by embodying the values a company wishes to invest in it. Since it launched in September 2009, the Harvard undergrad online magazine Her Campus has mastered the art of deriving revenue from the relationships people like Brettler have with certain products. In addition to hosting the Fitness Challenge with New Balance, the site conducted a wide-ranging search for the Juicy Sisterhood, a trio of sorority girls to represent Juicy Couture."

**The Boston Phoenix**

"Despite headlines predicting the publishing industry's demise, online magazine HerCampus.com is flourishing thanks to a team of college-aged writers and partnerships with Juicy Couture, LOFT, The Body Shop, and other major brands."

**Intuit Small Business Blog**

"For a young leader in the marketplace, half the battle is combating a perception of complete inexperience, something Stephanie Kaplan, the 22-year old cofounder and CEO of the online magazine hercampus.com, knows firsthand. She often meets and negotiates with media executives who have paid their dues. Before she and her two cofounders (also in their early 20s) go into a meeting, they do their research and prepare a clear agenda for conversation. "We don't want there to be an awkward silence when they're thinking, 'Why are these silly girls wasting our time?'"

**Psychology Today**

"I just think they're fun. They're lively, they're clever, they're fun. They embody the Marie Claire spirit, and I just feel inspired by them."

**Joanna Coles – Editor, Marie Claire**

"Teamwork isn't out of the ordinary for these three, the creators of the online style guide Her Campus Media. That's how they roll. When one is in need, the others rush in with solutions, whether it's for couture, marketing plan ideas, or help finishing a sentence in a major presentation."

**The Boston Globe**

## HER CAMPUS IN THE PRESS

Her Campus has been featured by many of the nation's top news outlets including the The New York Times, Yahoo Finance, FastCompany, Mashable, The Economist, AOL Money College, CNN Money, CBS MoneyWatch, PR Week, Business Insider, U.S. News & World Report, and on ABC News Now and Fox25 News, among others.

- \* **New York Times**  
[http://www.nytimes.com/2010/12/12/business/12yec.html?\\_r=2&ref=business](http://www.nytimes.com/2010/12/12/business/12yec.html?_r=2&ref=business)
- \* **Fast Company**  
<http://www.fastcompany.com/magazine/160/whos-the-riskiest-in-business>
- \* **Chronicle (ABC Boston)**  
<http://www.thebostonchannel.com/video/29740898/detail.html>
- \* **BusinessWeek**  
<http://images.businessweek.com/slideshows/20110915/2011-finalists-america-s-best-young-entrepreneurs/slides/14>
- \* **CBS Boston**  
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- \* **CNN Money**  
[http://money.cnn.com/galleries/2011/smallbusiness/1107/gallery.college\\_dorm\\_companies.fortune/3.html](http://money.cnn.com/galleries/2011/smallbusiness/1107/gallery.college_dorm_companies.fortune/3.html)
- \* **New England Cable News**  
[http://www.necn.com/07/07/11/Social-media-can-assist-recent-grads/landing\\_business.html?blockID=539898&feedID=4209](http://www.necn.com/07/07/11/Social-media-can-assist-recent-grads/landing_business.html?blockID=539898&feedID=4209)
- \* **FOX 25 Morning News**  
<http://www.myfoxboston.com/dpp/morning/surviving-spring-break-parent-student-tips-20110302>
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[http://articles.boston.com/2011-03-22/yourtown/29352068\\_1\\_harvard-last-year-site-hits-college-campuses](http://articles.boston.com/2011-03-22/yourtown/29352068_1_harvard-last-year-site-hits-college-campuses)
- \* **Boston Phoenix**  
<http://thephoenix.com/Boston/news/112910-her-campus-knows-what-girls-want-and-isnt-too-shy/>
- \* **Mashable**  
<http://mashable.com/2011/03/01/video-business-success/>

For all press coverage visit: <http://www.hercampus.com/press>

## **ABOUT HER CAMPUS**

Her Campus ([www.hercampus.com](http://www.hercampus.com)) is the #1 online magazine for college women with branches at 200+ colleges across the country, supplementing national content with local content, produced entirely by the nation's top student journalists. Her Campus also serves as a marketing platform connecting companies with college students across the country in creative ways.

Founded by three Harvard students - Stephanie Kaplan '10, Windsor Hanger '10, and Annie Wang '11 - Her Campus launched in September 2009 after winning Harvard's business plan competition, and has since grown to over 650,000 monthly readers with branches at 200+ colleges. The company has formed content partnerships with Seventeen magazine, SELF magazine and The Huffington Post, and worked with clients including Victoria's Secret, Intel, LOFT, New Balance, Pinkberry, west elm and popchips among others.

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