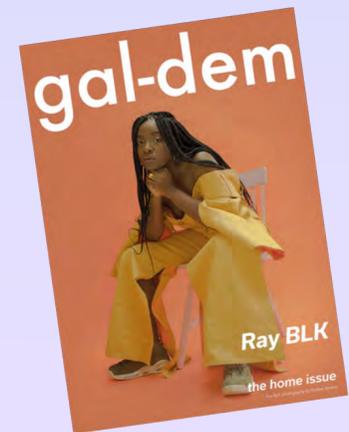
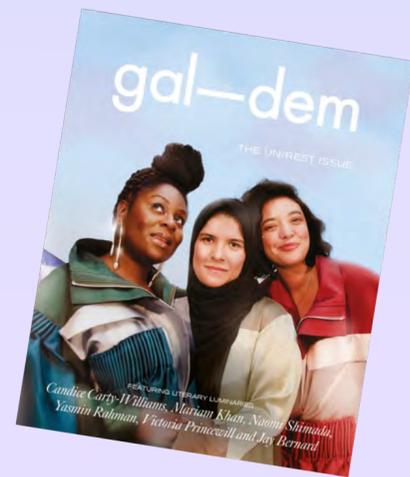
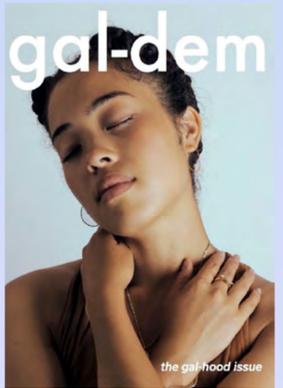


# gal-dem

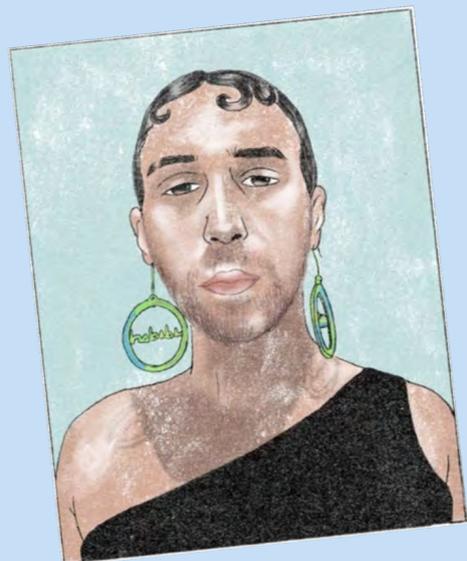


© gal-dem 2019



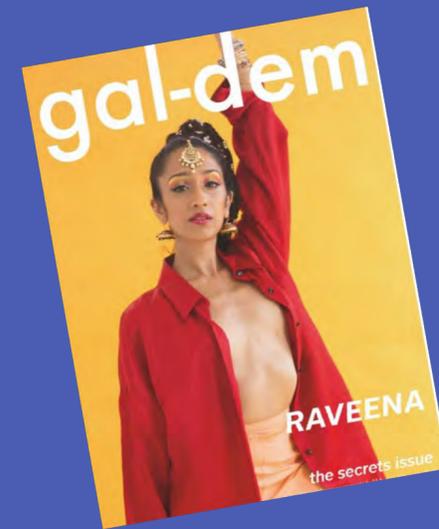
who we  
are

gal-dem is an award winning media company committed to sharing the perspectives of women and non-binary people of colour. We are addressing inequality and misrepresentation in the creative industries.

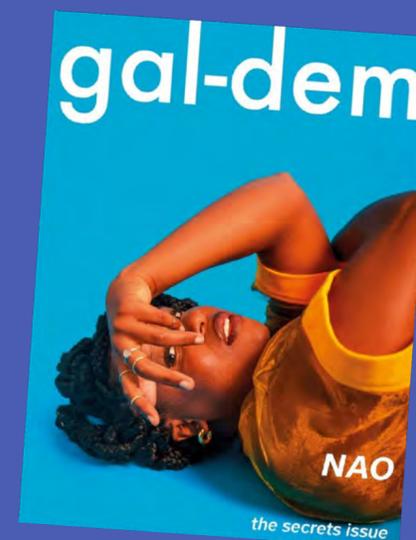




# why gal-dem is important



There is a problem with the media industry. Our journalism is 94% white and 55% male. It took British Vogue 12 years to put a black woman on its cover. The creative industries still fall foul of racist ideologies and tropes.





**Yes, they're joyfully in love. So why do I have a niggling worry about this engagement picture?**

**SARAH VINE** PAGES 11-13



# VOGUEnotices

INSIDE THIS MONTH'S ISSUE



Vogue editorial staff, 2017



iamnaomicampbell

Follow

iamnaomicampbell This is the staff photo of @britishvogue under the previous editor #AlexandraSchulman. Looking forward to an inclusive and diverse staff now that @edward\_enninful is the editor 🌍🇬🇧👩🏻👧🏻👦🏻 let's hear your thoughts ?

Load more comments

daniellismore Finally someone said it! 🙌 Long live diversity! Edward has hand picked the greatest talents in fashion judging them on their ability. I used to intern in that building and felt like a very ugly duckling.

bougiechiclashes



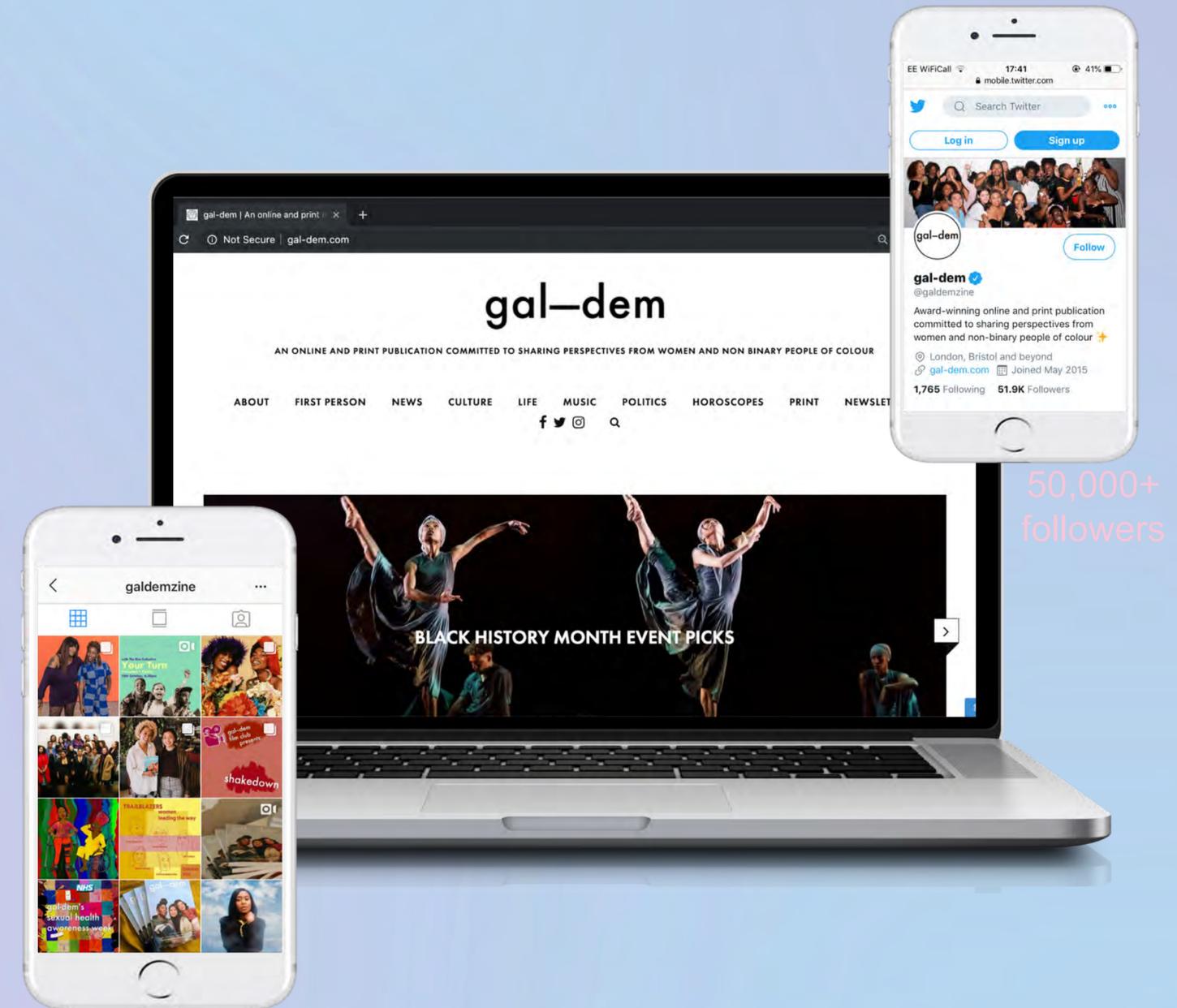
18,602 likes

22 HOURS AGO

# our story

Founded by Liv Little in Bristol (south west England), 2015

Supported from the start by a collective of editors, we had an initial social media launch @galdemzine (FB, Instagram, Twitter) and then launched our website gal-dem.com



50,000+ followers

80,000+ followers  
12,000 interactions  
250,000 impressions

# editorial content

Our core editorial output lives on our website [gal-dem.com](http://gal-dem.com), and in our annual print publication, now in its 4th year.

Our content aims to spotlight the experiences of women of colour and non binary people of colour across a range of series and articles.



## Roxane Gay: 'If I was waiting for confidence to write, I'd still be waiting'

By Micha Frazer-Carroll / CULTURE & GAL-DEM / 15th January 2019



## Chanel Miller: 'I'm the one who will have the final word'

By Ava Wong Davies / CULTURE & GAL-DEM / 15th October 2019



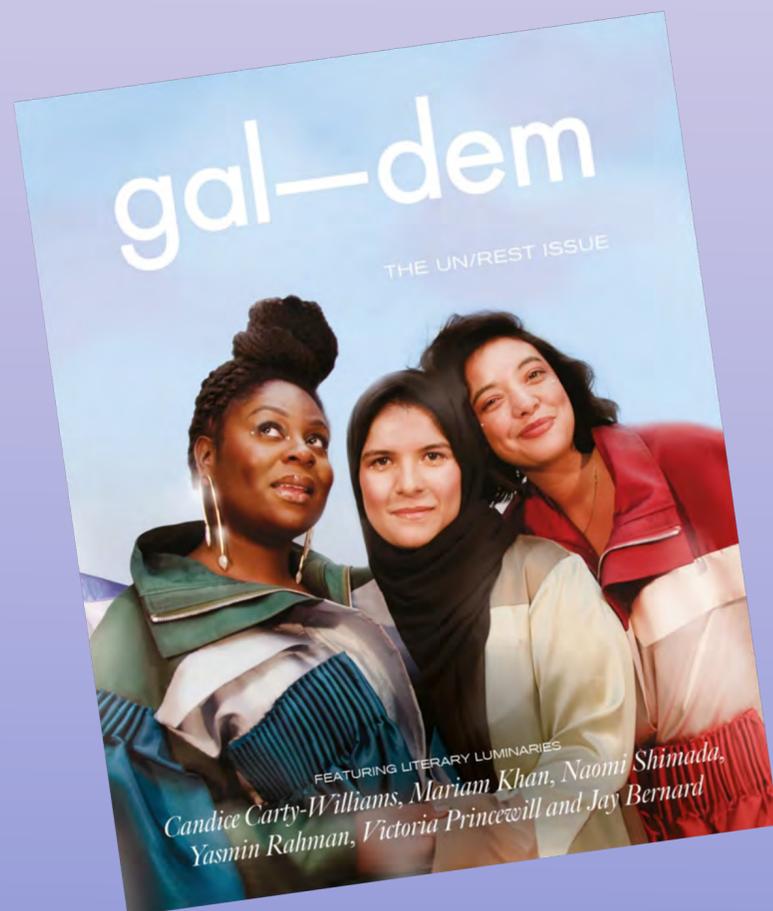
## Lupita Nyong'o on warrior women, whitewashed history and her colourism book

By Victoria Sanusi / CULTURE & GAL-DEM / 22nd October 2019



# gal-dem print

Annual edition, published at the end of every summer.



# the UN/REST issue

This year is our 4th edition, and we've switched it up with a whole new style. As well as continuing to spotlight up and coming talent and the incredible work done by our community, we'll be looking for big names to help drive awareness of this new era of gal-dem.

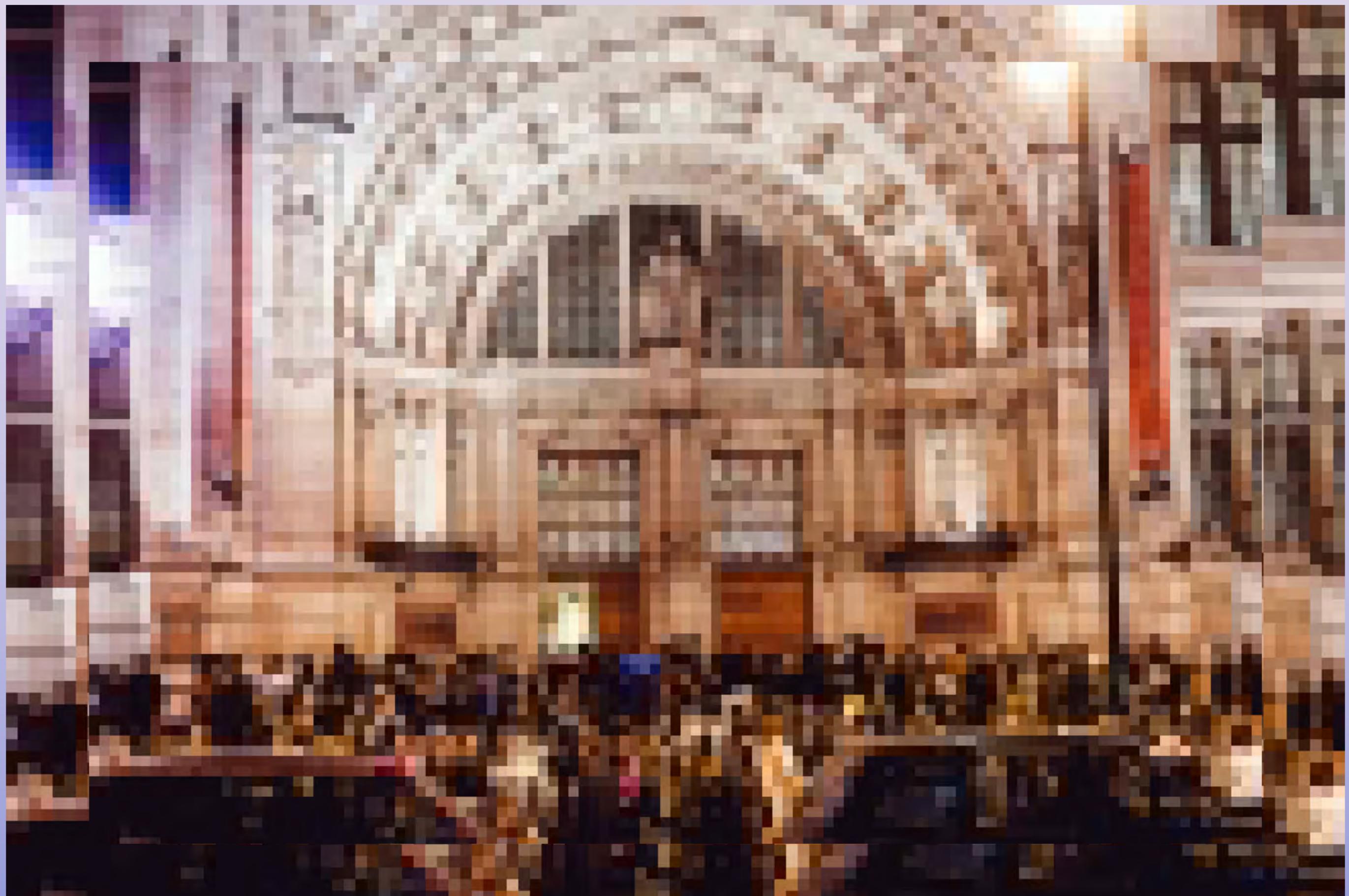
# gal-dem events

Our events are our audience's opportunity to interact with gal-dem as a brand in a more intimate and tangible way.

gal-dem has a series of regularly scheduled events:

- gal-dem storytelling
- #selfcaresundays
- gal-dem SUGAR





# from collective to business

The investment process took a year but it means no more slotting meetings into our spare time or juggling a million other commitments. We're here now, with salaries, ready to commission paid for content by our audience.

We decided to create a whole new way of working, taking everything we learned from a corrupt industry and pouring it into something good.



gal-dem  
partnerships



We work with brands and organisations in programming,  
consultancy, shoots, and content partnerships.



ace & tate

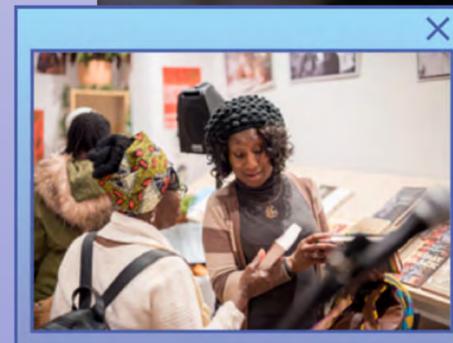
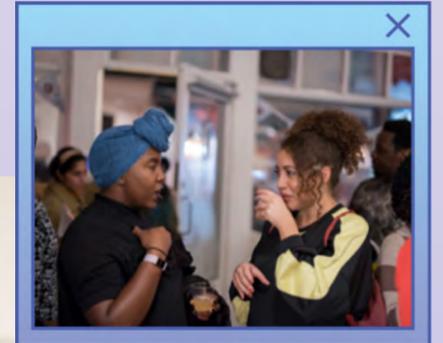
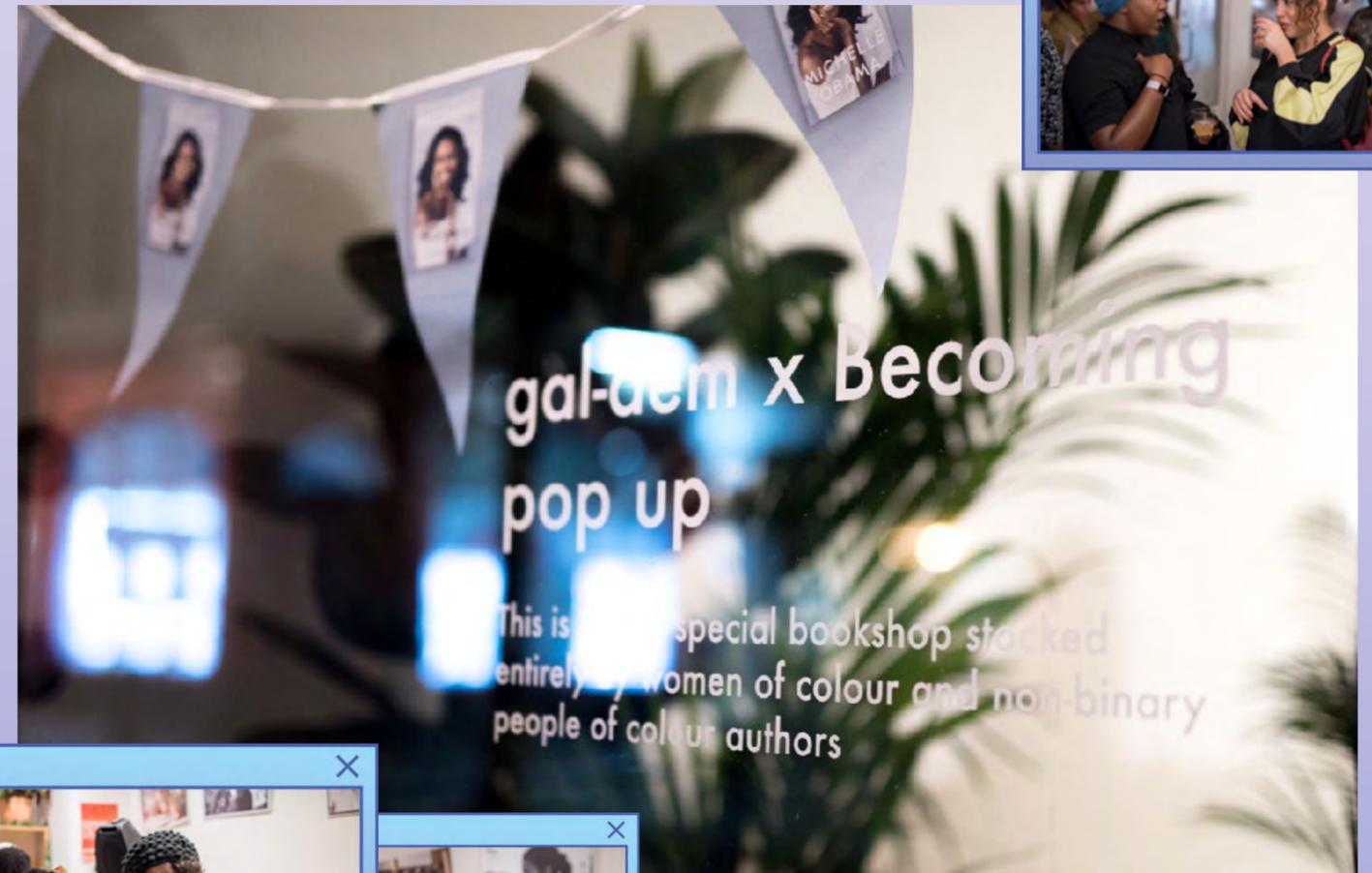


The  
Guardian

# Becoming with Penguin x Michelle Obama

We worked with Penguin on the launch of Michelle Obama's book *Becoming*. As part of the launch, we produced a pop-up gal-dem bookstore in Bloomsbury, stocking only the work of women of colour and selling the Michelle Obama book at half price for 5 days.

We programmed the space, with workshops, talks, and panels from women of colour in the space, and opened our doors to the public and young women from London secondary schools to partake in workshops from authors we were representing in the shop.



# turning august around with the guardian

In August 2018 we took over the Guardian Weekend magazine, with all editorial content inside the magazine being produced by gal-dem sourced writers, artists, photographers, and editors.

11.08.18  
**Weekend**

**All things bald and beautiful**  
What Chewing Gum's Michaela Coel did next

**The gal-dem  
takeover**

The meaning of Beyoncé  
The truth about DNA ancestry  
My hunt for a woke man  
Dina Torkia's beauty secrets  
Young activists  
Diane Abbott's secret snacks  
Travel tips for women of colour  
Summer denim



**The  
Guardian**

# our fans

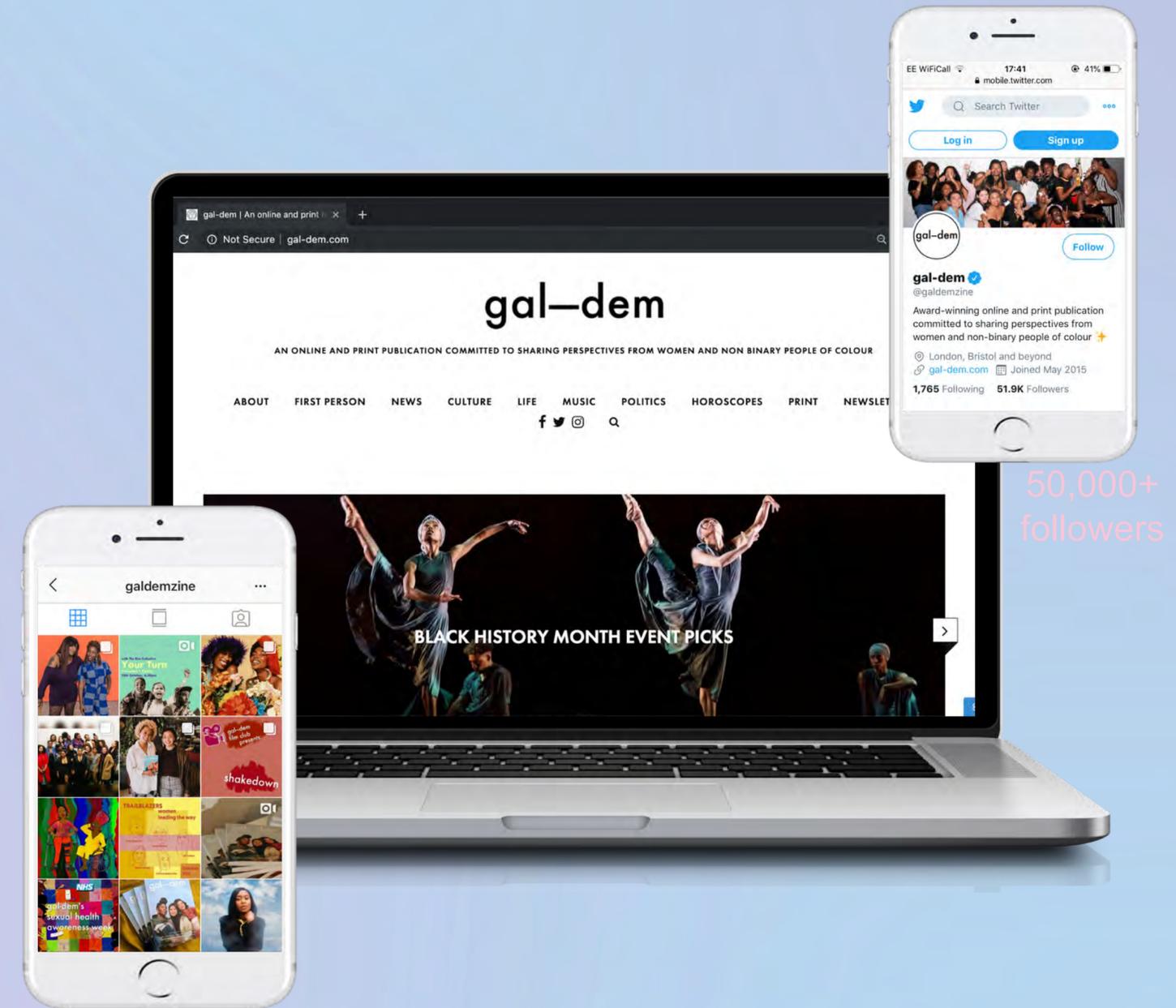


# our awards

- Comment Site of the Year - Comment Awards
- Entertainment Site of the Year - Screen Nation
- Georgina Henry Award for Innovation in Journalism - British Press Awards

# how the industry can follow our example

- THINK: about who you platform
- LISTEN: to marginalised communities
- ACTION: think of innovative ways to support



50,000+ followers

80,000+ followers  
12,000 interactions  
250,000 impressions

gal-dem

thank  
you

© gal-dem  
2019