

WEST MICHIGAN

WOMAN

MAGAZINE



Photos © Experience Grand Rapids and GRNow

A magazine dedicated to the
professional and influential
West Michigan woman.

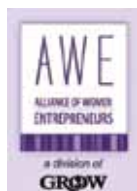
2013
MEDIA KIT

www.westmichiganwoman.com

CIRCULATION

10,000

influential and professional
West Michigan women are receiving
West Michigan Woman magazine
bimonthly, including members of:



READERSHIP INFORMATION

- ▶ **82%** of our readership are working women.
- ▶ **47%** have an **annual household income** of **\$105K or more**.
- ▶ **85%** have children.
- ▶ **67%** have a **bachelors degree** or higher.
- ▶ Women comprise **52%** of the U.S. population, and make or influence **84%** of all purchasing decisions.
- ▶ **60%** of all personal wealth in the U.S. is controlled by women.
- ▶ Women are starting their own business at **twice the rate** of men.
- ▶ Over **50%** of traditional male products, including automobiles, home improvement products, and consumer electronics are purchased by women.
- ▶ Overall, women are more profitable than men because they are **loyal to products**. Every dollar invested in acquiring women customers results in a **higher overall retention rate**.

Sources: West Michigan Woman,
Girlpowermarketing.com,
and She-conomy.com

EDITORIAL CALENDAR 2013

Each issue of *West Michigan Woman* will cover topics, including Relationships, Entertainment, Spaces, Family, Financial, and Restaurants. In addition, each issue will include a section on Wellness, Career, Style, and Special Report (editorial on these topics adjacent).

	FEBRUARY
	APRIL
	JUNE
	AUGUST
	OCTOBER
	DECEMBER

VALUE ADDED BENEFITS

ALL ADVERTISERS IN PRINT EDITION RECEIVE:

SOCIAL SPOTLIGHT

Your business will be promoted through our Social Media outlets reaching all of *West Michigan Woman's* friends and followers.

DIGITAL MAGAZINE

Great exposure in our free online publication and extended life of your business profile in archived issues.

ADVERTISERS WITH THREE OR MORE INSERTIONS RECEIVE (in addition to the above):

WEB & eWEEKLY PROFILE

Your business will be featured on westmichiganwoman.com and in the *West Michigan Woman* eWeekly e-mailed to over 4,500 subscribers.

GUARANTEED EDITORIAL

Receive fifty words of editorial in our "The Spotlight" section of the magazine. This also includes a call to action to see your ad on the appropriate page number, your phone number, and Web address.

ADVERTISERS WITH SIX (1/2 PAGE OR LARGER) INSERTIONS RECEIVE (in addition to the above):

SPONSORED E-MAIL

Receive at least one sponsored e-mail to the *West Michigan Woman* e-readership allowing you to promote your brand, announce an upcoming event, or send a general marketing message. The e-mail will come from *West Michigan Woman* with content/images provided by you, the advertiser.

DIGITAL MARKETING OPPORTUNITIES

DIGITAL MAGAZINE

More visitors spending more time online, and receive continuous traffic through current and archived issues.

**GREAT
EXPOSURE!**

Over
20,000
annual
views

WEST MICHIGAN WOMAN eWEEKLY

Weekly eNewsletter sent to over 4,900 influential and professional women.

WESTMICHIGANWOMAN.COM

Website averages over 5,000 unique visitors per month and growing.

Over
15,000
page
views per
month

WELLNESS	CAREER	STYLE	SPECIAL REPORT
Weight Loss/Nutrition	Networking 101	Fashion Trends	Fitness: A Lifestyle, Not a Resolution
Mental Health	Making Tough Decisions	Swimsuit Season: Find the Right Suit for Your Body Type	Winery Tours
Dermatology	Finding Balance Between Family & Career	Business Casual Trends	Staycations
Dental Care	Professional Development	Accessorizing	Outdoor Spaces
Eye Care	Time Management	Travel Wardrobes	Weddings: The Second Time Around
Plastic Surgery	When to Change Jobs & How to Prepare	Holiday Fashion	Holiday Shopping Guide

4-COLOR RATES

• All rates are gross per issue.

SIZE	1X	3X	6X
Full Page	\$2,495	\$2,325	\$2,120
2/3 Page	\$1,995	\$1,855	\$1,595
1/2 Page	\$1,595	\$1,485	\$1,276
1/3 Page	\$1,275	\$1,185	\$1,020
1/4 Page	\$1,085	\$995	\$915
1/6 Page	\$950	\$875	\$805
1/12 Page	N/A	N/A	\$445

DIGITAL RATES*

DIGITAL MAGAZINE

Sponsorship: \$2,495

WEEKLY eNEWSLETTER

Box Ad 162 x 162 pixels

\$99/week or \$375/month

WESTMICHIGANWOMAN.COM

Signature Ad 727 x 90 pixels

\$265/month

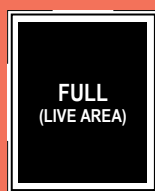
Box Ad 200 x 200 pixels

\$199/month

*FREQUENCY PRICING AVAILABLE.

– eNews & Banner Ad Specs: RGB, 72 DPI, JPEG file
– Digital Magazine Ad Specs: RGB, 150 DPI, JPEG file

AD SIZES



Live Area*
7.25 x 9.75

Trim**
8.375 x 10.75

Bleed***
8.875 x 11.25

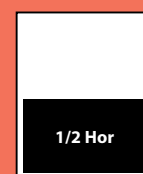
* All text and images important to your advertisement should be placed within the "Live Area" dimension.

** This is the actual page size (8.375x10.75). If you place any text or image past the required dimension, the text or image will be cut off. NO BORDERS DIRECTLY ON THE TRIM SIZE. NO EXCEPTIONS.

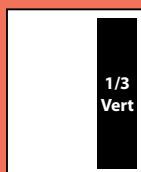
*** A .25 or 1/4 bleed is required on a full page ad.
Serendipity Media LLC is not responsible for the quality of the advertiser's advertisement.



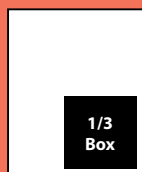
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Vertical
4.75 x 9.75



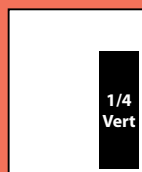
1/2 Page
Horizontal
7.25 x 4.75



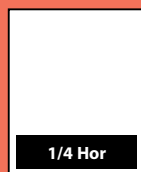
1/3 Page
Vertical
2.25 x 9.75



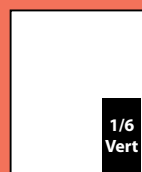
1/3 Page
Box
4.75 x 4.75



1/4 Page
Vertical
2.25 x 7.25



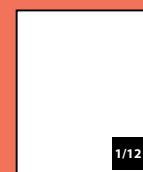
1/4 Page
Horizontal
7.25 x 2.25



1/6 Page
Vertical
2.25 x 4.75



1/6 Page
Horizontal
4.75 x 2.25



1/12 Page
'Classified'
2.25 x 2.25

SPACE & MATERIAL DEADLINES

**Call and reserve
your space today!**

Local: (616) 458-8371

Toll Free: (866) 252-7108

ISSUE	SPACE	MATERIAL
February/March 2013	December 7, 2012	December 21, 2012
April/May 2013	February 8, 2013	February 22, 2013
June/July 2013	April 5, 2013	April 19, 2013
August/September 2013	June 7, 2013	June 21, 2013
October/November 2013	August 9, 2013	August 23, 2013
December/January 2013-14	October 4, 2013	October 18, 2013



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