

phoenix
Woman[™]
Focused, fun and fiercely local.



STRATEGIST **PROFESSIONAL** INDEPENDENT **SUCCESSFUL** RESPONSIBLE

MEDIA INFORMATION
2009



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OVERVIEW

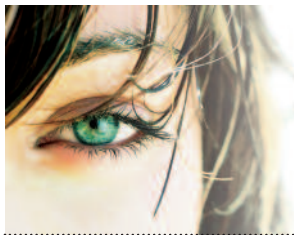
Focused. Fun. And Fiercely Local.

Phoenix Woman's fresh design and smart voice speaks to women like no other magazine in the market.

Through straightforward and authoritative editorial, **Phoenix Woman** will deliver focused, fun and fiercely local content on issues that women need to know:

Success stories of local women entrepreneurs and executives, career development, money management, current events, health, fashion and travel. **Phoenix Woman** encourages Phoenix women to live, work and make a statement in a city bursting with opportunity and rich in attitude and charm.





STATISTICS

The influence of women

- Women control **51.3%** of U.S. Personal Wealth
- Number of women earning **\$100,000+** has tripled in the last 10 years
- **70%** of all New Business Startups are Woman-Owned
- Women own **46%** of all U.S. Small Business – these firms generated **\$2.5 trillion** in sales and employ 19.1 million people nationwide
- More than **49%** are Corporate Decision Makers
- More than **53%** are Buyer or Purchasing Managers
- Women own **50%** of all stock in the U.S.
- Women pay the bills in **61%** of U.S. households
- Women buy **68%** of all new cars in the U.S.
- Women purchase **80%** of all health-care services
- Women are responsible for **92%** of all money spent on vacation
- Women account for **50%** of all American business travel
- Women initiate **80%** of all home improvements
- Women decided on **94%** of all home furnishing purchases
- Women decide on **91%** of all houses purchased
- Women handle the checkbook in **83%** of all U.S. households
- Women purchase or influence the purchase of **all** products and services.

If you are targeting this influential segment of the market...look to Phoenix Woman Magazine...it speaks directly to this audience!

Source: Gender Trends Newsletter, The TrendSight Group and Refresh and Renew



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ADVERTISING INFORMATION

Top 10 reasons to advertise

- 10. Targeted Audience:** Women have emerged as a potent force in the marketplace, changing the way companies design, position and sell their products. They account for or influence approximately 80% of all buying decisions. They are the chief purchasing agent of the family, managing the finances in 75% of U.S. households. 49% are corporate decision makers; over 54.7% of privately held firms in Arizona are women-owned.
- 9. Magazine Quality & Modern Design:** Full-color, high-quality publication, with UV matte-finish covers and contemporary matte-finish inside text pages.
- 8. Circulation & Distribution:** 60,000 copies per issue; delivered by subscription and targeted mailing to female executives, doctors' offices, women's organizations and associations, bookstores and newsstands.
- 7. Readership and Reach:** 210,000 readers per issue or 1.26 million per year based on 3.5 readers per copy for magazines with editorial content. (MPA Readership survey)
- 6. Nationwide Exposure:** **Phoenix Woman** readers are on the go; look for **Phoenix Woman** in airports and newsstands in select locations throughout the U.S.
- 5. Web Site:** www.phoenixwoman.com offers fresh and updated content to assist women in managing their professional and personal event calendars. Click to **Phoenix Woman** for exclusive articles and columns not found in the bi-monthly magazine. **Phoenix Woman** will keep Phoenix women informed like no other source in the Valley.
- 4. Phoenix Woman Editorial Content:** Straightforward and authoritative, **Phoenix Woman** features: 20% career and finance, 20% current issues, 15% health and 45% mix of lifestyle, fashion and travel.
- 3. Cross Promotion:** **Phoenix Woman** Magazine ensures its presence at local tradeshow and community events. PW is also distributed by invitation at our advertiser's open houses, workshops and networking links.
- 2. Phoenix Woman Staff:** In order to provide **Phoenix Woman** advertisers with a strong marketing vehicle, **Phoenix Woman** has to back it up with an experienced and knowledgeable staff. From editorial to sales, **Phoenix Woman** provides a staff with proven success in the Phoenix market and beyond.
- 1. Results:** The combination of magazine, Internet and community involvement all working together to produce the most targeted and cost-effective results for our advertisers.



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SPONSORSHIP INFORMATION

From February-April 2009, PhoenixWoman distributes and/or sponsors the following Events:

200 Magazines - Handbags for Hope, DC Ranch Country Club - **Wednesday February 18, 2009**

200 Magazines - Women of Scottsdale, "Woman of the Year" - **Friday February 20, 2009**

300 Magazines - Visions of Hope, Silverleaf Country Club - **Saturday February 28, 2009**

100 Magazines - International Women's Day - **Wednesday March 4, 2009**

300 Magazines - National Association of Women Business Owners, NAWBO - **Wednesday March 11, 2009**

100 Magazines - Inspire, Scottsdale Chamber of Commerce - **Wednesday March 18, 2009**

1,500 Magazines - Chick with Picks Music Fest (3,000 attendees) - **Saturday March 21, 2009**

2,500 Magazines - Arizona Bike Week (40,000 attendees) - **Wednesday April 1, 2009-Sunday April 5, 2009**

100 Magazines - West Valley Women - **Tuesday April 7, 2009**

300 Magazines - Girls Night Out at the Arizona Theatre Company - **Friday April 10, 2009**

100 Magazines - Inspire, Scottsdale Chamber of Commerce - **Wednesday April 15, 2009**

800 Magazines - Scottsdale Airpark Trade Show - **Thursday April 23, 2009**

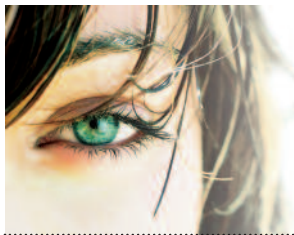
10,000 Free Subscription Cards/ 1,000 magazines - Women's Expo - **Saturday April 25, 2009**

300 Magazines - PWSA Dinner-Biltmore Resort & Spa - **Saturday April 25, 2009**

HOW ARE YOU TARGETING PHOENIX WOMEN???

Call now to take advantage of our **2009 Full Page Ad Special!**
480.443.7750 or email: pw@lpimultimedia.com

Get in front of over
100,000
women
at more than
70 events
in 2009!



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ADVERTISING INFORMATION

Demographics

Age Distribution

- Median Age: 42
- 28% range from 30 - 40
- 47% range from 41 - 51
- 25% are 52 +

Marital Status

- Married: 78%

Income

- Median Household Income: \$150,000 +
- 22% have a household income between \$80,000 - \$120,000
- 66% have a household income between \$121,000 - \$200,000
- 12% have a household income of \$201,000 +

Home

- Average home value: \$525,000
- Own a home: 73%
- Own multiple homes: 35%

Readership

- 228,000 reader per issue
- 3.8 average readers per copy *(Source: MRI; Newspaper Association of America)*
- 85% of adults age 18+ read magazines *(Source: MRI; Fall Studies, 2003 and 2007)*



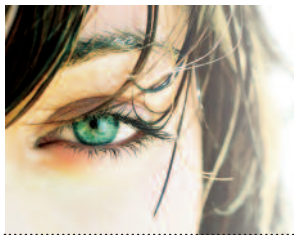
CIRCULATION & DISTRIBUTION

Total Circulation: **60,000** (Bi-Monthly)

- **15,000** copies mailed to Phoenix Metro Area (MSA) homeowners with home values exceeding \$500,000.
- **5,000** copies mailed to female executives and business owners.
- **3,000** copies mailed to women's organizations and associations.
- **7,000** copies mailed to Phoenix Metro Area doctor's offices and hospitals.
- **2,000** copies distributed on newsstands throughout the state and in bookstores, supermarkets, specialty retail stores, Sky Harbor Airport and regional airports.
- **20,000** complimentary copies distributed to area resorts, spas, salons, healthclubs, women's retail stores and luxury retail shopping destinations.
- **8,000** copies distributed at women's functions and special events throughout the Phoenix Metro Area.

60,000 TOTAL CIRCULATION





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CIRCULATION & DISTRIBUTION

Over **60,000** copies. Over **4,600** locations.

DIRECT MAILED

11,012 Addresses

Medical Offices – 1,163
Misc. Businesses – 6,591
Physicians – 2,367
Women Executives – 91
Subscriptions – 800

MISCELLANEOUS OUTLETS

830 Locations

Banks
Coffee Shops
Fitness/Athletic Clubs
Hair Salons
Hospitals
Hotels/Resorts
Massage Spas
Med Spas
Nail Salons
Post Offices
Tanning Salons

PAID-RETAIL OUTLETS

229 Locations

AJ's – 12 locations
Albertsons – 12 locations
Bashas' – 17 locations
Fry's – 96 locations
Walgreens – 55 locations

Wal-mart – 37 locations

PAID-BOOK STORES

98 Locations

Barnes & Noble (69 locations)
Arizona – 17
Alaska – 1
Arkansas – 12
California – 11
Colorado – 5
Florida – 2
Iowa – 1
Illinois – 3
Indiana – 1
Kansas – 3
Massachusetts – 1
Minnesota – 2
Missouri – 1
North Dakota – 2
Nebraska – 1
New Mexico – 2
Nevada – 3
New York – 1
Oklahoma – 1
Oregon – 1
Texas – 5
Vermont – 2
Virginia – 1
Washington – 2

PAID-BOOK STORES (cont.)

Book Star (3 locations)

Arizona – 2

California – 1

Borders (19 locations)

Arizona – 19

Robertson's Book Store

Arizona – 1

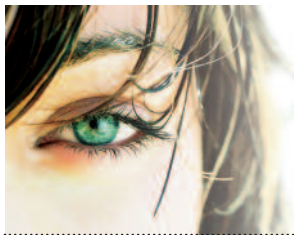
University Book Store

Arizona – 1

Walden Books (5 locations)

Arizona – 4

North Carolina – 1



2009 EDITORIAL CALENDAR

Note: Editorial calendar is subject to change without notice.

Winter Issue Jan/Feb

Career: Women with Heart-Philanthropy

Money/Finance: Tax Savvy

Home/Real Estate: Best Neighborhoods

Health/Fitness: Managing Stress

Fashion/Beauty: Hair Rescue

Food/Dining: Having your Cake and Ice Cream

Travel/Entertainment: Save for Europe:

Vacation Funds

Ad Space Reservations Due: November 24

Completed Ads Due: December 4

Early Spring Issue March/April

Career: Journaling to Advance Your Career

Money/Finance: Essential Gadgets

Home/Real Estate: Interior Design Trends

Health/Fitness: Videogame Workouts

Fashion/Beauty: Spring Makeovers

Food/Dining: Have it Delivered

Travel/Entertainment: Arizona Casinos

Ad Space Reservations Due: January 29

Completed Ads Due: February 5

Spring Issue May/June

Career: Business Coaches

Money/Finance: Are you Adequately Insured?

Home/Real Estate: Resort Style Pools and Patios

Health/Fitness: Latest Skin Cancer Treatments

Fashion/Beauty: Swimsuits for Every Woman

Food/Dining: Fiesta Fare

Travel/Entertainment: Island Paradises

Ad Space Reservations Due: March 26

Completed Ads Due: April 2

Summer Issue July/Aug

Career: Advanced Degrees: What's in it for You?

Money/Finance: Car Buying Tips

Home/Real Estate: Loft Living

Health/Fitness: Hidden Fat Traps

Fashion/Beauty: Summer Skin/Body Wraps

Food/Dining: Girls' Night Out

Travel/Entertainment: Summer Hotel Deals

Ad Space Reservations Due: May 28

Completed Ads Due: June 4

Fall Issue Sept/Oct

Career: Time Management

Money/Finance: Create a Livable Budget

Home/Real Estate: Room Makeovers

Health/Fitness: Breast Cancer Update

Fashion/Beauty: Fall Fashions

Food/Dining: That's Italian!

Food/Dining: Spa Destinations

Ad Space Reservations Due: July 23

Completed Ads Due: July 30

Early Winter Issue Nov/Dec

Career: Working from Home

Money/Finance: Your Net Worth

Home/Real Estate: Lighting Sets the Mood

Health/Fitness: Heart Health

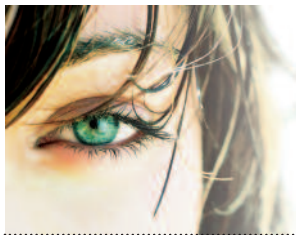
Fashion/Beauty: Holiday Style

Food/Dining: Holiday Catering

Travel/Entertainment: Winter Getaways

Ad Space Reservations Due: September 24

Completed Ads Due: October 1



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ADVERTISING INFORMATION

Facts & Figures

Copies

- 60,000 per issue

Readership

- 210,000 per issue
- 1.26 million per year

Cost Per Thousand

- \$66.33 per month *(full page ad)*

Cost Per Copy

- .066¢ per copy

Cost Per Reader

- .019¢ per reader *(or per impression)*

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- Average of over 1,000 unique visitors per month
- Average of over 30 unique visitors per day
- 72.27% of traffic is from search engines
- 17.71% of traffic is from direct traffic
- .09% of traffic is from other



ADVERTISING DESIGN SPECS

Full Page Ad

- Trim Size: 8.375 x 10.875
- Bleed Size: 8.625 x 11.125
- Live Area: 7.375 x 9.875

1/2 Page Ad

- Horizontal: 7.25 x 4.75
- Vertical: 3.75 x 9.875

2/3 Page Ad

- Vertical: 4.75 x 9.875

1/4 Page Ad

- Vertical: 3.5 x 4.75

1/3 Page Ad

- Horizontal: 4.75 x 4.75
- Vertical: 2.5 x 9.875

2 Page Spread

 (If text crosses the pages, allow 1/2" from center for gutter)

- Trim Size: 16.75 x 10.875
- Bleed Size: 17 x 11.125

Business Reply Card (BRC)

 (If design bleeds, add 1/8" beyond trim size)

- Vertical Trim Size: 5 x 7
- Horizontal Trim Size: 6 x 4

Accepted File Formats

- Print-ready PDF
- QuarkXPress
- Adobe InDesign

Image Formats

CMYK TIFF images at 300+ dpi (RGB & JPEG images will be converted.)*

Colors

All documents and art should be Process Color. (Pantone and spot colors must be converted to process.)*

Fonts

All ads must be supplied with active mac fonts, embedded fonts or converted to outlines.

Supplied Materials

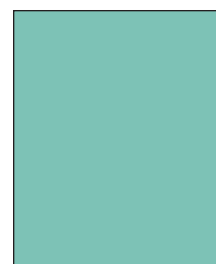
Please label all CDs, proofs and any other material with the company name, contact, phone number, issue and date.

*LPI is not responsible for color inaccuracies if no color proof is provided. Advertiser assumes all liability with respect to the integrity and compatibility of supplied digital files and proofs. Publisher will not be responsible for ad reproduction if advertiser-supplied materials do not match LPI specifications.

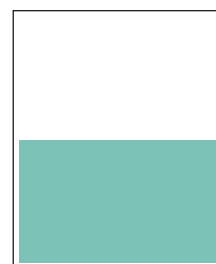
Submitting Your Materials

Via email, contact: production@lpimultimedia.com

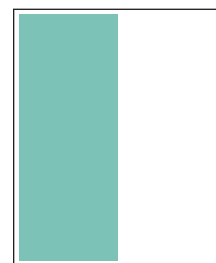
Via ftp, visit: lpimultimedia.com/ftpaccess.php (and follow the prompts)



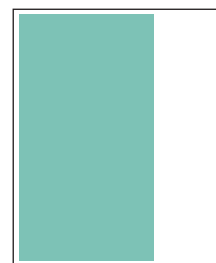
full page ad



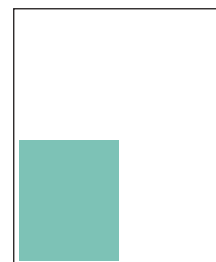
1/2 page horizontal ad



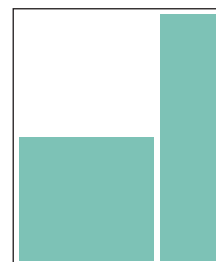
1/2 page vertical ad



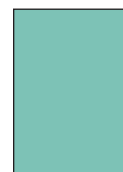
2/3 page ad



1/4 page ad



1/3 page ad choices



5 x 7 vertical BRC



6 x 4 horizontal BRC