



phoenixWoman

“FOCUSED, FUN AND FIERCELY LOCAL.”

Through straightforward and authoritative editorial, **Phoenix Woman** delivers 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.

phoenixWoman.com
480.443.7750



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2010 Advertising Information

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 Businesses – 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.

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

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



2010 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: \$172,000+
- 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)



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2010 Advertising Information

TOP TEN REASONS TO ADVERTISE

- 10. Targeted Audience:** Women have emerged as a 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. Over 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 on **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 work together to produce the most targeted and cost-effective results for our advertisers.



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2009 Sponsorship Information

From August to December 2009, Phoenix Woman distributes and/or sponsors the following Events:

- 100 Magazines** - Central Phoenix Women Luncheon (PW Sponsor) - **Wed. Aug 13, 2009**
- 300 Magazines & FREE e-Subscription Cards** - NAWBO - **Wed. Aug 12, 2009**
- 100 Magazines** - Inspire, Scottsdale Chamber of Commerce - **Wed. Aug 19, 2009**
- 300 Magazines & FREE e-Subscription Cards** - NAWBO - **Wed. Sept 9, 2009**
- 100 Magazines** - Inspire, Scottsdale Chamber of Commerce - **Wed. Sept 16, 2009**
- 200 Magazines** - 4th Annual Power Women in Business/Surprise Chamber - **Thurs. Sept 24, 2009**
- 500 Magazines** - 2008 Rocky Mountain Emmy Awards - **Sat. Oct 4, 2009**
- 400 Magazines** - Race for the Cure-Susan G. Komen - **Sun. Oct 11, 2009**
- 300 Magazines & FREE e-Subscription Cards** - NAWBO - **Wed. Oct 14, 2009**
- 200 Magazines** - Women of Scottsdale 11th Anniversary (PW Sponsor) - **Fri. Oct 16, 2009**
- 800 Magazines** - Arizona's Ultimate Women's Expo - **Sat. Oct 17 - Sun Oct 18, 2009**
- 100 Magazines** - Inspire, Scottsdale Chamber of Commerce - **Wed. Oct 21, 2009**
- 200 Magazines** - Phoenix Woman Magazine's Woman of Excellence Awards - **Wed. Nov 11, 2009**
- 300 Magazines & FREE e-Subscription Cards** - NAWBO - **Wed. Nov 11, 2009**
- 100 Magazines** - Inspire, Scottsdale Chamber of Commerce - **Wed. Nov 18, 2009**
- 250 Magazines** - CHAIRity 2008/Phoenix Art Museum - **Wed. Nov 19, 2009**
- 200 Magazines** - 4th Annual Power Women in Business/Surprise Chamber - **Thurs. Dec 10, 2009**
- 100 Magazines** - West Valley Women-Holiday (PW Sponsor) - **Tues. Dec 1, 2009**
- 300 Magazines & FREE e-Subscription Cards** - NAWBO - **Wed. Dec 9, 2009**
- 100 Magazines** - Inspire, Scottsdale Chamber of Commerce - **Wed. Dec 16, 2009**

HOW ARE YOU REACHING PHOENIX WOMEN?

Take advantage of our **2009 FULL PAGE AD SPECIAL** and get in front of over **100,000 women at more than 70 events** in 2010!

Call 480.443.7750 or email: PW@lpimultimedia.com



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Circulation & Distribution Information

PRINT CIRCULATION: **40,000** (published bi-monthly in print)

- **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.
- **15,000** 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.
- **10,000** digital magazine recipients are opt-in subscribers.





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Circulation & Distribution Information

OVER **40,000** 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

Additional:

DIGITAL MAGAZINE

10,000+ Opt-in Subscribers



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2010 Advertising Information

FACTS & FIGURES

Copies

- 40,000 per issue

Readership

- 160,000 per issue
- 960,000 per year

Cost Per Thousand

- \$99.00 per month *(full page ad)*

Cost Per Copy

- .10¢ per copy *(full page ad)*

Cost Per Reader

- 2.5¢ per reader *(full page ad)*



- Average of over 12,000 additional views of digital magazine
- Average of over 3,000 unique visitors per month
- Average of over 100 unique visitors per day
- 72.27% of traffic is from search engines
- 17.71% of traffic is from direct traffic
- Social Media
Twitter, Facebook, YouTube





2010 Editorial Calendar

Winter Issue Jan/Feb 2010

SPECIAL SUPPLEMENT: Explore Southern Arizona
Career: Women with Heart-Philanthropy
Money/Finance: Tax Savvy
Home/Real Estate: Home Buying Options
Health/Fitness: Managing Stress
Fashion/Beauty: Divine Lingerie
Food/Dining: Table for Two
Travel/Entertainment: Experience Downtown Phoenix
Charity Focus: American Heart Association - Go Red
 Ad Space Reservations Due: November 24
 Completed Ads Due: December 3

Early Spring Issue March/April 2010

SPECIAL SUPPLEMENT: Wedding Guide
SPECIAL SUPPLEMENT: Body Bliss
Career: Mastering Social Media
Money/Finance: Building Wealth
Home/Real Estate: His and Hers: Blending Styles
Health/Fitness: Get Out & Get Fit
Fashion/Beauty: Spring Makeovers
Food/Dining: Rise and Shine
Travel/Entertainment: Best Arizona Casinos
Charity Focus: Scottsdale Healthcare
 Ad Space Reservations Due: January 28
 Completed Ads Due: February 4

Spring Issue May/June 2010

SPECIAL SUPPLEMENT: Women Attorneys Guide
SPECIAL SUPPLEMENT: Summer Vacation Planner
Career: The Valley's Growing Minority Businesses
Money/Finance: Insurance Checkup
Home/Real Estate: Outdoor Décor
Health/Fitness: Skin Cancer Update
Fashion/Beauty: Resort Wear
Food/Dining: Al Fresco Fare
Travel/Entertainment: Escape to Sedona
Charity Focus: Purple Ribbon Council
 Ad Space Reservations Due: March 26
 Completed Ads Due: April 1

(Note: Editorial calendar is subject to change without notice.)

Summer Issue July/Aug 2010

SPECIAL SUPPLEMENT: Continuing Education Guide
SPECIAL SUPPLEMENT: Home Décor
Career: Workplace Diversity
Money/Finance: Your Net Worth
Home/Real Estate: Real Estate Trends
Health/Fitness: State-of-the-Art Weight Loss
Fashion/Beauty: Trends in Surgical Enhancement
Food/Dining: Burger Bonanza
Travel/Entertainment: East Coast Escape
Charity Focus: Valley of the Sun United Way
 Ad Space Reservations Due: May 28
 Completed Ads Due: June 3

Fall Issue Sept/Oct 2010

SPECIAL SUPPLEMENT: Guide to Valley Women Doctors
SPECIAL SUPPLEMENT: Fashion Extra
Career: Arizona Employment Trends
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!
Travel/Entertainment: Island Paradises
Charity Focus: Susan G. Komen Foundation
 Ad Space Reservations Due: July 23
 Completed Ads Due: July 29

Early Winter Issue Nov/Dec 2010

SPECIAL SUPPLEMENT: Holiday Gift Guide
SPECIAL SUPPLEMENT: Happy, Healthy Kids
Career: Working from Home
Money/Finance: Business Survival 2011
Home/Real Estate: Living Space for One
Health/Fitness: Busy Woman Workouts
Fashion: Styles for the Season
Food/Dining: Holiday Catering
Travel/Entertainment: Winter Getaways
 Ad Space Reservations Due: September 24
 Completed Ads Due: September 30



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2010 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

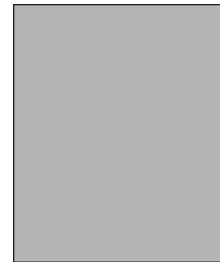
Please label all CDs, proofs and any other material with the company name, contact, phone number, issue and date.

*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.

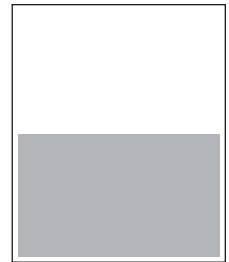
Submitting Your Materials

Via email, contact: production@lpimultimedia.com

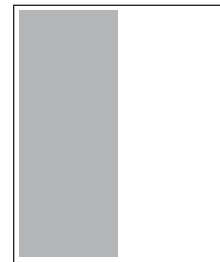
Via ftp, visit: lpimultimedia.com/ftpaccess.php (and follow the prompts)



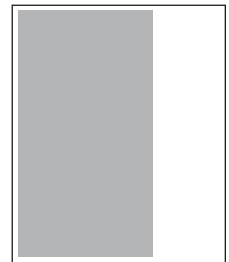
full page ad



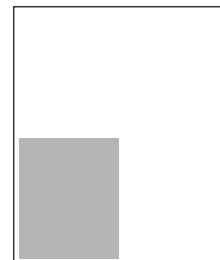
1/2 page horizontal ad



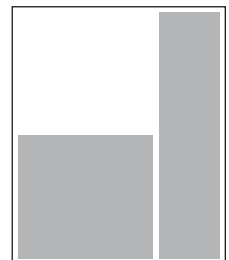
1/2 page vertical ad



2/3 page ad



1/4 page ad



1/3 page ad choices



5 x 7 vertical BRC



6 x 4 horizontal BRC



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2010 Advertising Rates

Display Ads	Best Value!		
	Four Color	6 Issues (12 months)	3 Issues (6 months)
Full Page	\$3,980 (\$1,990/mo)	\$4,780 (\$2,390/mo)	\$5,500 (\$2,750/mo)
2/3	\$3,600 (\$1,800/mo)	\$4,320 (\$2,160/mo)	\$4,970 (\$2,485/mo)
1/2	\$2,590 (\$1,295/mo)	\$3,110 (\$1,555/mo)	\$3,580 (\$1,790/mo)
1/3	\$1,600 (\$800/mo)	\$1,920 (\$960/mo)	\$2,210 (\$1,105/mo)
2-page spread	\$6,890 (\$3,445/mo)	\$8,270 (\$4,135/mo)	\$9,510 (\$4,755/mo)

Premium Positions

Four Color	6 Issues (12 months)
IFC/IBC	\$8,800 (\$4,400/mo)
Back Cover	\$10,400 (\$5,200/mo)
2-page spread (IFC or IBC)	\$13,200 (\$6,600/mo)
Guaranteed positions*	Earned rate +15%

* Includes Masthead and Publisher's Letter

General Information

Production charges: \$300 one-time charge for new ads. Modifications to existing ads: \$75 minimum.

Specialty items: Postcards, inserts and specialty items available upon request.

Invoicing: First month insertion payable in advance. All other insertions: net 30.

Agency note: All rates are net and invoiced monthly.