

THE magazine for women in the Triangle.

2009 MEDIA KIT

carolina WOMAN®

the magazine for women in the triangle

Loved by **100,000 readers** in Raleigh, Durham, Chapel Hill, Cary and surrounding areas.

Not just a magazine – a **must-have** accessory.

Celebrating more than **16 years** as a
locally owned business.

A **trusted** source of information on health, home, cuisine, finances, fashion, relationships, career, entertainment and more.

On stands for **30 days.**

Mailed to thousands of **prominent women.**

Distributed at dozens of sponsored **events** throughout the year.



Our readers are...



Successful

86% are professionals

Educated

97% attended college

Powerful

90% make all the important purchasing decisions for their households

Loyal

75% frequently purchase products and services from ads seen in Carolina Woman



In their prime

81% are ages 29 to 54

Self-reliant

72% are homeowners

Cultured

79% bought events tickets in the past year

Affluent

82% have a household income over \$75,000 and 43% over \$100,000

Advertisers get response...



A woman in Chapel Hill saw my ad in Carolina Woman and made a special trip to Pittsboro -- that's what brought her in. She **spent over \$1,000** and walked out of the store with boxes **piled over her head**. It was perfect!

-- CATHERINE MILLS, OWNER, NEW HORIZONS

"A lot of people pick up Carolina Woman at my restaurant, and many of my customers tell me they **saw the ad in Carolina Woman**. If not, we wouldn't be advertising!"

– BILL KALYVAS, OWNER, TAVERNA NIKOS

"No other publication has brought in as many **quality patients** as Carolina Woman has. We've had **amazing results**."

– CYNTHIA M. GREGG, MD, FACS, FACIAL PLASTIC SURGEON, CARY

"Advertising with **Carolina Woman brings me a savvy, intelligent customer** with discerning taste. Carolina Woman **readers often tell me that they saw my ad**, sometimes have even torn it out. Thank you Carolina Woman."

– JENNY MCLAURIN, OWNER, BIZU CUSTOM DESIGNED JEWELRY

"Carolina Woman has been our **best source of advertising** with the **best customer service, hands down!** We have advertised in other magazines, but time after time, our clients tell us they saw us in Carolina Woman."

– SHONNESE D. STANBACK, ATTORNEY, SEAGROVES & STANBACK, PLLC

Readers soak up every page...

"I really enjoy the information and the advertising. I **learn something new** in every issue. I share it with friends!"

— NANCY BALLARD

"Great articles, yummy recipes, a **variety of advertisements** — this is a very informative paper for the Triangle."

— ANN MARIE MARCIANO



"It is a **fabulous magazine**."

— FAITH LASSITER

"Carolina Woman provides a **great blend** of articles, quick facts, photos and advertisements."

— GINA S. MESSERE

"I enjoy Carolina Woman from **front to back**."

— STEPHANIE JOHNSON

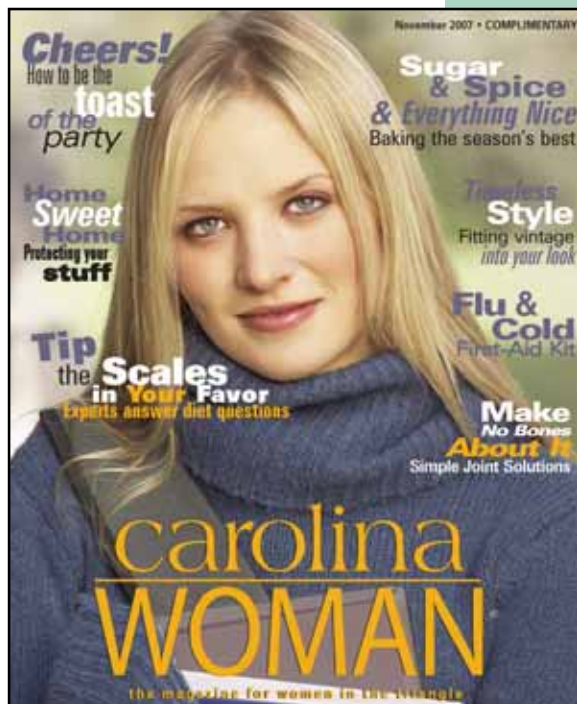
"It's informative, **fun** and enlightening. I'm **excited** each month when it arrives."

— BOBBI STENBACK

"I enjoy the layout of the magazine and all the **helpful information** it provides. It also advertises products and services in a very nice manner."

— TANYA BRYANT

The magazine is...



Delivered to more than **625 high-traffic locations** all over the Triangle.

Well-stocked at places women frequent – restaurants, cafes, bookstores, medical offices, libraries, universities and more.

Mailed directly to female doctors, lawyers, chiropractors, dentists, CPAs and architects.

Handed out at dozens of popular events sponsored by Carolina Woman.

Kept by 50% of readers for a month or more.

Shared among friends, with
2.5 readers per copy.

Tucked inside our signature-blue **racks and newspaper boxes**, which are the most beautiful and best-maintained in the area.

**But don't
take our
word for it!**

The national **Certification Verification Council**, a trusted and impartial publication-auditing firm, monitors our printing, distribution, circulation and readership to give us... and you... this accurate picture of our market penetration.





Our 2009 issues are...

JANUARY

Fresh Starts
Launching the new year

FEBRUARY

The Love Issue
Isn't it romantic?

Interactive Reader: Writing Contest advertised
Advertorial Guide: Women in Business

MARCH

Green in the Triangle
Eco made easy

Interactive Reader: Writing Contest advertised

APRIL

Spring Fashion
Totally divalicious

Advertorial Guide: Ready to Wear

MAY

Hit the Road

Vacations in the Carolinas Interactive Reader: Writing Contest results

JUNE

Posh Pets
Woof, purr, tweet!

Advertorial Guide: Healthcare Resources

JULY

That's Entertainment
Look into the local limelight

Interactive Reader: Photography Contest advertised

AUGUST

Back to School
Ahead of the learning curve

Interactive Reader: Photography Contest advertised

SEPTEMBER

Fall Fashion
The runways your way

Advertorial Guide: Ready to Wear

OCTOBER

Dwell Swell
The wow factor

Interactive Reader: Photography Contest results

NOVEMBER

Shop 'Til You Drop
Boutique savvy

DECEMBER

Home for the Holidays
Making the season bright

Advertorial Guide: Holiday Gifts & Good Wishes

Your ad is seen...

...by thousands of women at dozens of popular, prestigious events sponsored by Carolina Woman, including ...

MARCH

The Women's Center Art Show and Sale – March 6, 2009
 A Toast to the Triangle – March 8, 2009
 Women's Empowerment Expo – March 14, 2009
 NCSU Women's Center SAFE Walk / Run – March 21, 2009

APRIL

SPCA K9-3K Walk – April 16, 2009
 Southern Women's Show – April 24-26, 2009
 Walk MS – April 25, 2009

MAY

AIDS Walk & Ride – May 2, 2009
 APS Walk for the Animals – May 16, 2009
 Artsplasure – May 16-17, 2009

JUNE

American Dance Festival
 Komen NC Triangle Race for the Cure – June 13, 2009

JULY

American Dance Festival

SEPTEMBER

Bike MS - September 12-13
 Pretty in Pink Foundation - Hike for Hope - September 19
 Southern Ideal Home Show - September 25-27
 Gail Parkins Ovarian Cancer Walk - September 26
 N.C. Road Runners / Interact Women's Distance Festival - September 26



OCTOBER

Susan G. Komen - PinkFest - October 4
 La Tour de Femme - October 10
 N.C. State University Women's Center Chocolate Festival - October 14
 Junior League of Raleigh's Shopping Spree - October 21-25

NOVEMBER

Works of Heart - November 7
 Orange County Rape Crisis Center Holiday Auction - November 8
 Women Against MS Luncheon - November 14

DECEMBER

Chapel Hill Service League - Southern Village Holiday 5K - December 13
 First Night Raleigh - December 31

You also earn...

FEBRUARY

Women in Business

APRIL

Spring Fashion

JUNE

Healthcare Resources

SEPTEMBER

Fall Fashion

DECEMBER

Holiday Gifts & Good Wishes



...free space! Several times a year, as a contracted advertiser, you could receive valuable real estate in which to describe yourself, your business or the products and services you offer — in your own words.



BIZU

downtown pittsboro
18 e. salisbury st., ste. b
www.bizujewel.com
fri 12-5, sat 11-4 | 919.545.9255

Jenny Garrett McLaurin, custom jewelry designer and proprietor of BIZU, remains passionate about creating one-of-a-kind, original jewelry. Honing her skills over the years, her jewelry is a beautiful and honest interpretation of wearable art. Jenny works with high karat golds and platinum. Please visit on Fridays and Saturdays, or make an appointment for a private consultation.

Sample from the
Women in Business Guide
(actual size)





Carolina Woman's ad sizes are...

9.5 W x 11.75 H

**Full
Page**

9.5 W x 5.812 H

**1/2
Page**

Horizontal

4.675 W x 11.75 H

**1/2
Page**

Vertical

7.08 W x 5.812 H

**3/8
Page**

Horizontal

4.675 W x 8.78 H

**3/8
Page**

Vertical

4.675 W x 5.812 H

**1/4
Page**

Regular

9.5 W x 2.85 H

**1/4
Page**

Horizontal

2.25 W x 11.75 H

**1/4
Page**

Vertical

4.675 W x 2.85 H

**1/8
Page**

Horizontal

2.25 W x 5.812 H

**1/8
Page**

Vertical

All dimensions in inches. Go to www.carolinawoman.com/PDFs/Digital_Submission.pdf for electronic design specifications.

The Resource & Business Directory is...

A **phone book** by and for **women**, including numbers, addresses and Web sites.

Comprehensive, with alphabetized listings for women-owned and women-friendly **Triangle businesses**.

Saved the whole year by women who **see your ad** every time they use it.

Featuring **sections** on local events, attractions and organizations.

On stands for **12 months** and distributed at dozens of sponsored events throughout the year.



The Resource & Business Directory dimensions are...

6 W x 8.75 H

**Full
Page**

6 W x 4.25 H

**1/2
Page**

Horizontal

2.875 W x 8.75 H

**1/2
Page**

Vertical

2.875 W x 6.5 H

**3/8
Page**

Vertical

2.875 W x 4.25 H

**1/4
Page**

Regular

2.875 W x 2 H

**1/8
Page**

Horizontal

The link to your market is...

carolinawoman.com

— “the Web site women in the Triangle call their own”

Your eye-catching, full-color ad links powerful, upscale women directly to your Web site.



Features online-only **bonus information** for our most popular topics, **complete** list of **local women's organizations**, hundreds of **recipes**, **Triangle news** and **events**, plus more **can't-miss** info!

Tower:

Location: Right side column

Size: 120x700 pixels

Home Page Rate: \$499 per month

Banner:

Location: Above our masthead

Size: 460x60 pixels

Home Page Rate: \$279 per month

Rate: \$179 per month

Extra-Large Box:

Location: Right side

Size: 300x300 pixels

Rate: \$129 per month

Large Box:

Location: Right side

Size: 300x200 pixels

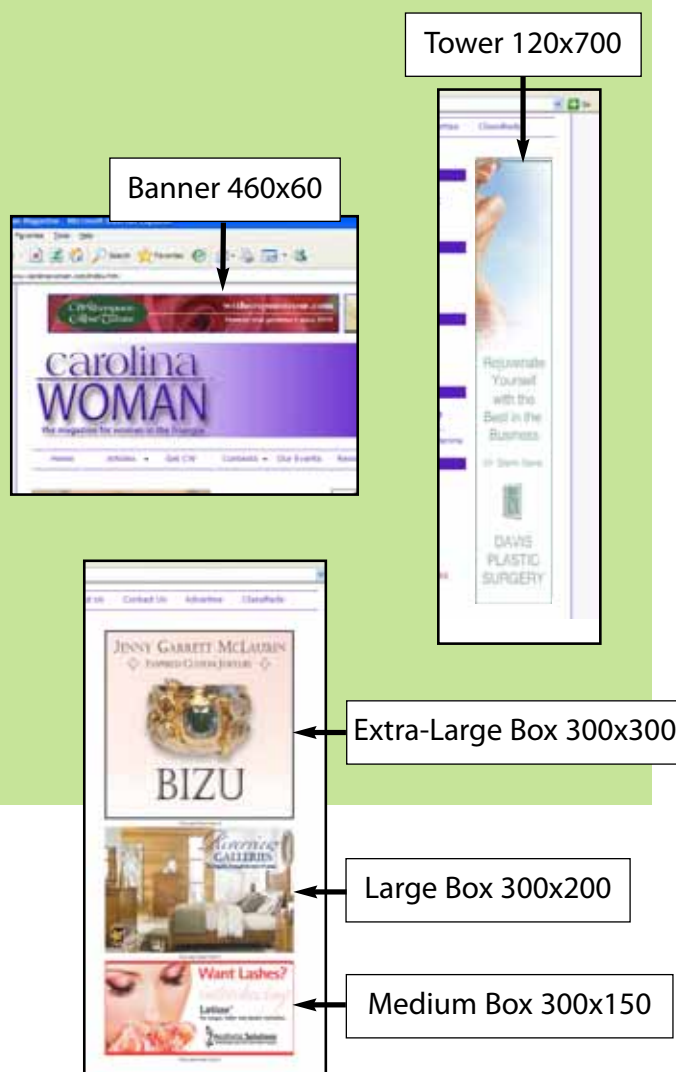
Rate: \$109 per month

Medium Box:

Location: Right side

Size: 300x150 pixels

Rate: \$89 per month



Must advertise concurrently in magazine. Placement of banner and box ads (with exception of home page) is randomly generated per page load. Formats: GIF, JPG (72 dpi, RGB). Must have target URL.