

# carolina WOMAN<sup>®</sup>

the magazine for women in the triangle

2012 Media Kit

Capture the vigorous **buying power** of upscale **women in the Triangle** by advertising in the **monthly** publication they call **their own!**

## Loved

**100,000 readers** in Raleigh, Durham, Chapel Hill, Cary, Apex, Carrboro, Hillsborough, Garner, Knightdale, Morrisville, Pittsboro, Research Triangle Park and Wake Forest

## Original

Totally **exclusive, locally written** content

## Local

**Owned** and **edited** by **Triangle women** for 19 years

## Established

**Oldest** and **largest** women's monthly in the **Carolinas**

## Colorful

Striking **4-color** design on every page

## Timely

**Up-to-the-minute** at [www.carolinawoman.com](http://www.carolinawoman.com)

## Social

Talk of the town on social media sites, including **Facebook**, **Twitter** and **LinkedIn**

## Reliable

**Trusted source** on fashion, beauty, home, cuisine, money, career, health and entertainment



Advertise!  
Call 919.942.2220  
or e-mail  
[ads@carolinawoman.com](mailto:ads@carolinawoman.com)



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## 2012 Media Kit DEMOGRAPHICS



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Our readers are **powerful.**

### Successful

86% are professionals

### Educated

97% attended college

### Influential

90% make all the important purchasing decisions for their households

### Dynamic

81% are ages 29 to 54

### Loyal

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

### Cultured

79% bought event tickets in the past year

### Self-reliant

72% are homeowners

### Affluent

70% have a household income over \$75,000 and 43% over \$100,000

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## 2012 Media Kit REPUTATION



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## Advertisers **rave!**



"Advertising with Carolina Woman brings me a **savvy, intelligent customer** with discerning taste."

— Jenny McLaurin, Custom-Designed Jewelry, Owner

"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

"I took my first Carolina Woman ad in May 1993. I'm still taking them because I get an overwhelming response. There is **no better way to reach women** in this area."

— James Kennedy, Owner, Kennedy Antiques

"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

"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, Stanback Law Firm, PLLC

"The Cupcake Festival was wildly successful. The last two people to leave were sitting on the sofa looking at a copy of Carolina Woman. They said, '**I saw the ad in Carolina Woman** and thought this would be a fun Girl's Night Out.'"

— Sherril Koroluk, Preservation Society of Chapel Hill

"Carolina Woman has such a **great appeal** to women in the Triangle. I get calls from **new clients** as soon as each issue hits the stands!"

— Paula Fullerton, Owner, Sew Fine II Custom Draperies and Interior Design



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## 2012 Media Kit EXPERTISE



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**Debra Simon**, founder and editor of Carolina Woman, has a **world of experience** and a **local perspective**.

### *Pleasure to Meet You*

In a journalistic career spanning several decades, I've profiled dozens of personalities. But squeezing those years into a few paragraphs is a tricky bit of magic when the years are your own!

I started college when I was 15, and I immediately joined the student newspaper. When I was 18, I won a summer internship as a reporter for The Wall Street Journal. Three of my articles wound up on the front page! Reuters, the international wire service, hired me fresh out of college to cover the commodity futures exchanges in New York.

A few years later, I moved to Connecticut as an editor of the Hartford Courant, the largest newspaper between New York and Boston. Next, I accepted a position as assistant business editor of The Miami Herald.

In those years, my favorite motto was "Never Postpone Your Life for a Man." Then I met my husband, a native of the Triangle, and life took a detour — to Durham.

The News & Observer offered me a job. But I turned it down for two reasons.

First, my other motto, "Question Authority," always plunged me into hot water with corporate types. (My favorite performance review said, "She's without question the best editor with whom I've ever worked, but she's also a pain in the behind.")

Second, the members of my family have always been an entrepreneurial lot — going back to Sam Simon's horse-and-wagon moving company early last century. Now, I decided, was my turn.

*Debra Simon*

Debra Simon, Editor & Publisher

Hartford Courant.

REUTERS

BusinessWeek

The Miami Herald

FT  
FINANCIAL  
TIMES

THE WALL STREET JOURNAL.

seventeen

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## 2012 Media Kit CALENDAR



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## Twelve months of **fabulous!**

**Fresh topics** blend with **interactive** content on **vibrant pages** each month.

### January Resolutions

Writing Contest Advertised  
*Artsposure's First Night Raleigh*

### February Romance!

Women in Business Guide  
Writing Contest Advertised  
*N.C. Road Runners' Run for the Roses*

### March Spring Fashion

Ready to Wear Guide  
*APS of Durham's Tails at Twilight*  
*Ronald McDonald House of Chapel Hill's*  
*Girls Just Wanna Have Fun*  
*Tammy Lynn Center's*  
*A Toast to the Triangle*  
*Women's Center Art Show*

### April Going Green

Writing Contest Winners  
*Bark Around the Park*  
*Chapel Hill Spring Garden Tour*  
*Girls on the Run 5k*  
*SPCA K9-3k*  
*Triangle Walk MS*

### May Our Neighborhoods

*American Heart Association's*  
*Go Red for Women Luncheon*  
*Alliance of AIDS Services' AIDS Walk & Ride*  
*APS of Durham's Walk for the Animals*  
*Artsposure*

### June Remodel!

Healthcare Resources Guide  
*American Dance Festival*  
*Komen N.C. Triangle's Race for the Cure*

### July Back to School

Photo Contest Advertised  
*American Dance Festival*

### August Fall Arts Preview

Photo Contest Advertised  
*APS of Durham's Dog Wash*

### September Fall Fashion

Ready to Wear  
*Bike MS*  
*Gail Parkins Ovarian Cancer Walk/Run*  
*March of Dimes 5K Run for Healthier Babies*

### October Pets

Photo Contest Winners  
*Alliance of AIDS Services' Works of Heart*  
*Big Bad Ball for Hospice of Wake County*  
*Komen N.C. Triangle's PinkFest*  
*Leukemia & Lymphoma Society's Light the Night*  
*UNC's Turn the Town Pink*

### November Food

*Junior League of Durham & Orange Counties*  
*Holiday Market*  
*Junior League of Raleigh's A Shopping Spree*  
*March of Dimes' Triangle Signature Chefs Auction*  
*Women Against MS' Luncheon*  
*YWCA Academy of Women*

### December Spring 2013 Arts Preview

Holiday Gifts & Good Wishes Guide  
*Orange County Rape Crisis Center Auction*

### Year-round Partnerships

*APS - Pets*  
*Susan Komen - Breast Cancer*  
*March of Dimes - Infantile Health*

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## 2012 Media Kit CIRCULATION



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[ads@carolinawoman.com](mailto:ads@carolinawoman.com)



Hot off the presses, **40,000 copies** are distributed every month **everywhere** from conferences to coffee shops.

Shared among friends, with **2.5 readers per copy**, resulting in **100,000 avid readers** each month

**Well-stocked** at places women frequent — restaurants, shops, medical offices, libraries, gyms, universities and more

Delivered by private carrier to 900 **high-traffic locations** all over the Triangle

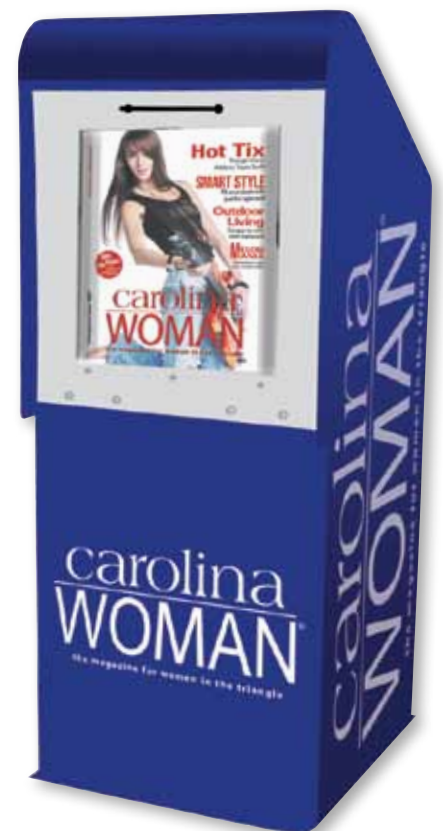
Tucked inside our signature-blue **newspaper boxes and racks**

**Given out** at 50 celebrated events annually

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



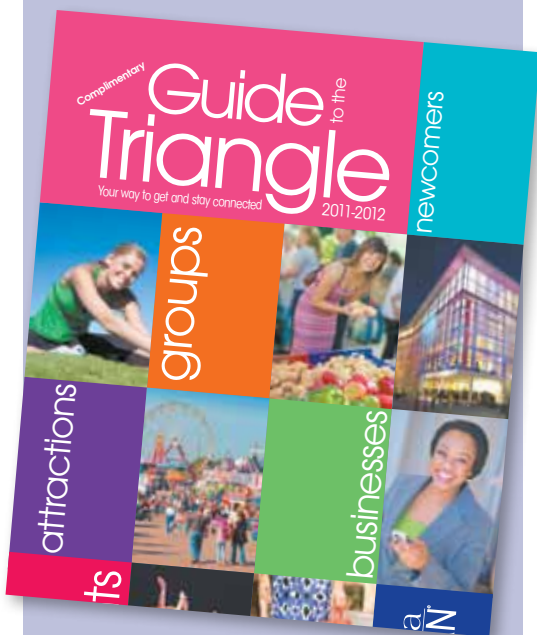
But don't take our word for it! The Certification Verification Council, the nation's premier and impartial auditing firm, monitors our printing, distribution, circulation and readership to give us ... and you ... this accurate picture of our market penetration.



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## 2012 Media Kit PURCHASING POWER



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## Our readers enjoy **high** disposable incomes.

An independent auditor uses the most thorough methodology to know how many readers plan to **purchase** the following products and services during the **next 12 months**

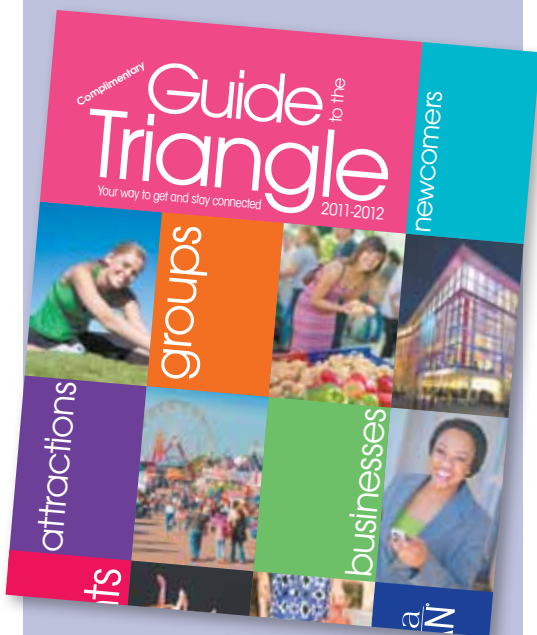
<b>21,000</b> antiques / auctions	<b>53,000</b> health club / exercise class
<b>47,000</b> art & craft supplies	<b>17,000</b> home computers
<b>52,000</b> athletic & sports equipment	<b>27,000</b> home heating / air conditioning
<b>11,000</b> attorney	<b>51,000</b> home improvements / supplies
<b>54,000</b> automobile accessories	<b>19,000</b> jewelry
<b>19,000</b> carpet / flooring	<b>77,000</b> lawn & garden
<b>41,000</b> childcare	<b>51,000</b> lawn care service
<b>65,000</b> children's apparel	<b>70,000</b> men's apparel
<b>18,000</b> chiropractor	<b>64,000</b> pharmacist / prescription service
<b>50,000</b> cleaning service	<b>33,000</b> television / electronics
<b>81,000</b> dining & entertainment	<b>49,000</b> vacation / travel
<b>59,000</b> education / classes	<b>20,000</b> veterinarian
<b>89,000</b> financial planner / tax adviser	<b>10,000</b> weight loss
<b>60,000</b> florist / gift shops	<b>99,000</b> women's apparel
<b>66,000</b> furniture / home furnishings	



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## 2012 Media Kit REACH



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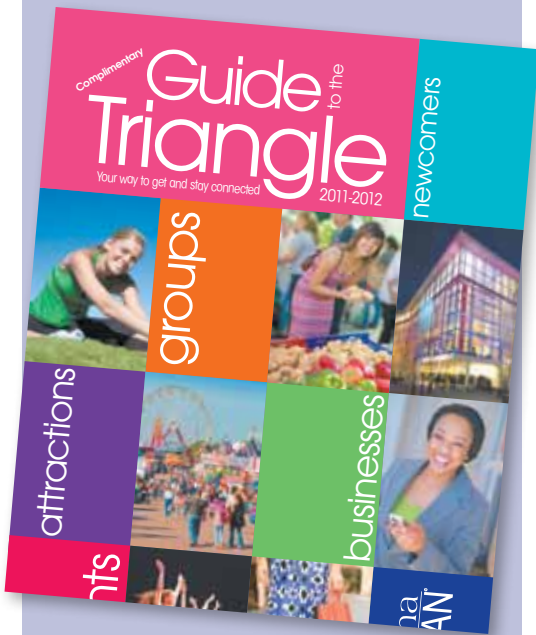
## Our **community** partners in supporting **women** of the **Triangle**

- |   |   |  |
|---|---|--|
| 1 in 8 Foundation                             | Family Violence & Rape Crisis Services        | N.C. Victim Assistance Network                           |
| Activate Good                                 | Family Violence Prevention Center             | Nursing Mothers of Raleigh                               |
| American Business Women's Association         | Food Bank of Central & Eastern North Carolina | Orange County Commission for Women                       |
| American Legion Auxiliary                     | Garner Women's Club                           | Orange County Rape Crisis Center                         |
| Alliance of AIDS Services-Carolina            | General Federation of Women's Clubs           | Planned Parenthood                                       |
| American Association of University Women      | Good Samaritan Inn                            | Pretty in Pink Foundation                                |
| American Cancer Society                       | Healthcare Businesswomen's Association        | Raleigh Professional Women's Forum                       |
| American Heart Association                    | Holistic Moms Network                         | Raleigh Rescue Mission                                   |
| Alopecia Community of the Triangle            | Inter-Faith Council for Social Service        | S.A.F.E Child  |
| Assistance League of Raleigh                  | Interact                                      | Soroptimist International of Raleigh                     |
| Autism Society of North Carolina              | International Women's Conversation Group      | S.W.O.O.P. - Strong Women Organizing Outrageous Projects |
| Breast and Cervical Cancer Control Program    | Junior League of Durham & Orange Counties     | Summit House   |
| Business & Professional Women's Clubs of N.C. | Junior League of Raleigh                      | Susan G. Komen for the Cure N.C. Triangle                |
| Carolina Harmony Chorus                       | Junior Woman's Club                           | Teer House   |
| Carolina Women's Center                       | League of Women Voters                        | University Woman's Club                                  |
| Cary Newcomers Club                           | Models for Charity                            | UNIFEM   |
| Chapel Hill/Carrboro Mothers Club             | Moms Club                                     | Women Business Owners Network                            |
| Chapel Hill Service League                    | Mothers Against Drunk Driving                 | Women's Giving Network                                   |
| Child Care Services Association               | Mothers Unlimited Business Alliance           | Wakefield Women's Club                                   |
| Chix in Business                              | National Association of Women in Construction | Woman's Club, The  |
| Cornucopia House Cancer Center                | National Multiple Sclerosis Society           | Women President's Organization                           |
| Dress for Success Triangle N.C.               | National Organization for Women               | Women Veterans Support Services                          |
| Duke Breast Cancer Support Group              | NCSU Women's Center                           | Women's Business Center                                  |
| Duke University Women's Center                | N.C. Association of Women Attorneys           | Women's Center of Chapel Hill                            |
| Durham Crisis Response Center                 | N.C. Center for Women in Public Service       | Women's Center of Wake County                            |
| Durham Mothers Club                           | N.C. Coalition Against Domestic Violence      | Women's International League                             |
| Durham Rescue Mission                         | N.C. Coalition Against Sexual Assault         | Women's Inquiry Group                                    |
| EncorePlus Program, YWCA of Wake County       | N.C. Council for Women                        | Women's Power Networking                                 |
| Executive Women's Golf Association            | N.C. Nurses Association                       | Women's Voices Chorus                                    |
|   |   | YWCA   |

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## 2012 Media Kit ADVERTORIAL GUIDES



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Call 919.942.2220  
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## Advertisers get added **value!**

Sign a contract and earn free, valuable space in which to run a logo and photo plus describe yourself, your business and the products and services you offer — in your own words.



**FEBRUARY**  
Women in Business



**JUNE**  
Healthcare  
Resources



**MARCH**  
Spring Fashion



**SEPTEMBER**  
Fall Fashion



**DECEMBER**  
Holiday Gifts &  
Good Wishes

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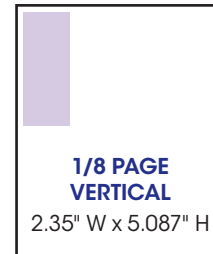
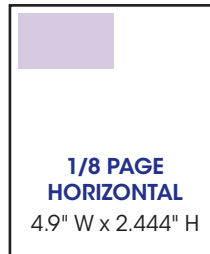
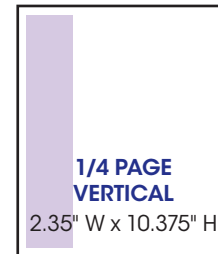
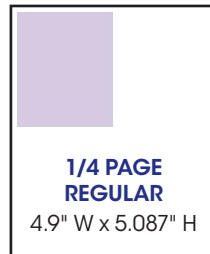
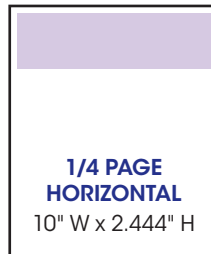
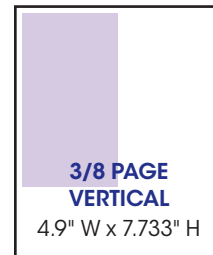
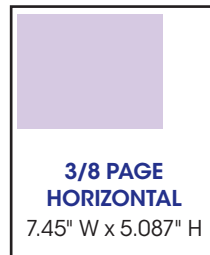
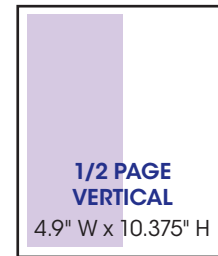
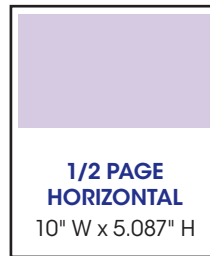
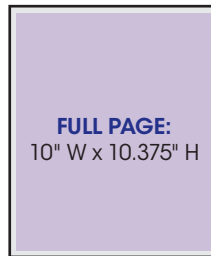
## PRINT AD SPECIFICATIONS



Advertise!  
Call 919.942.2220  
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ads@carolinawoman.com



## Dimensions



## Camera-Ready Requirements

All ads must be submitted through e-mail or FTP in PDF format Acrobat version 4.0 or higher.

Please call for FTP information.

Before converting to PDF format make sure:

- ALL IMAGES are 300 DPI
- Color images are CMYK or Grayscale
- All fonts are embedded, subset below 100%
- Go to [www.carolinawoman.com/media\\_kit.php](http://www.carolinawoman.com/media_kit.php) for details

PDF pre-press requirements:

- **No built black** (All black **MUST** be 0% C, 0% M, 0% Y, 100% K)
- **No RGB color**
- Color borders over 4 pt.
- Knockout or color type no smaller than 14 pt. (*San-serif fonts register better than serif*)
- No small 4-color logos or 4-color images under 1-inch wide
- Minimum 1 pt. border
- No crop or registration marks

Camera-ready ads must be designed in the latest graphics software, such as InDesign, Illustrator or Photoshop.

**Ads designed in Microsoft Word, Works, Publisher, Word Perfect, PowerPoint or PageMaker are not acceptable.**

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## GUIDE TO THE TRIANGLE



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ads@carolinawoman.com



## Our **new readers** are your **new customers!**

Geared toward **new** Triangle residents

**Packed with info** on local events, attractions and organizations

Comprehensive, including listings for women-owned and women-friendly **Triangle businesses**


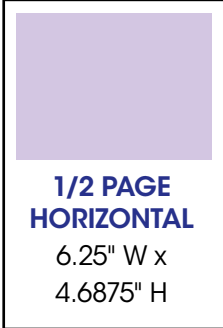
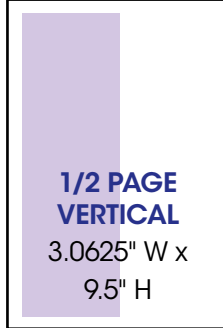
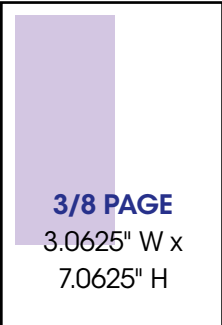
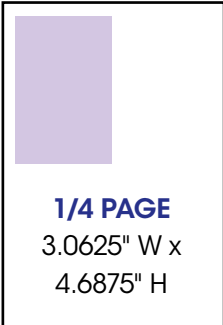

Saved the whole year by women who **see your ad** every time they use it

Available **all year**

Distributed at **events and other hot spots** for newcomers

*Contracted advertisers enjoy special rates — ask your account executive*

### Guide to the Triangle Dimensions

 <p><b>FULL PAGE</b> 6.25" W x 9.5" H</p>	 <p><b>1/2 PAGE HORIZONTAL</b> 6.25" W x 4.6875" H</p>	 <p><b>1/2 PAGE VERTICAL</b> 3.0625" W x 9.5" H</p>
 <p><b>3/8 PAGE</b> 3.0625" W x 7.0625" H</p>	 <p><b>1/4 PAGE</b> 3.0625" W x 4.6875" H</p>	 <p><b>1/8 PAGE</b> 3.0625" W x 2.3125" H</p>

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## 2012 Media Kit WEBSITE

Your **eye-catching, full-color** ad on **carolinawoman.com** links powerful, upscale women **directly** to your website.



**Banner**  
460 x 60 pixels

**Tower**  
120 x 700 pixels

**X-Large Box**  
300 x 300 pixels

**Large Box**  
300 x 200 pixels

**Medium Box**  
300 x 150 pixels



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Unit	Location	Dimensions in pixels	Rate per month
Tower	Home page, right side	120 x 700	\$499
Extra Large Box	Interior pages, right side	300 x 300	\$129
Large Box	Interior pages, right side	300 x 200	\$109
Medium Box	Interior pages, right side	300 x 150	\$89
Banner	All pages, above masthead	460 x 60	\$79

Must advertise concurrently in magazine.

Placement of banner and box ads is randomly generated per page load.

E-mail your ad (in .gif or .jpg format) to ads@carolinawoman.com with target URL.

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## 2012 Media Kit RATES

Rate Card No. 19 effective Jan. 2012

	1 issue	4 issues*	6 issues	12 issues
<b>Full Page</b>	\$2,239	\$1,796	\$1,508	\$1,319
<b>1/2 Page</b>	1,308	1,086	911	794
<b>3/8 Page</b>	1,092	931	762	634
<b>1/4 Page</b>	714	597	506	436
<b>1/8 Page</b>	408	332	304	257

All rates are monthly, net

\*consecutively

## Invest in your **success!**

VIP Package (in addition to 12 issue price)	<i>includes</i> Bonus web ad	Bonus Guide ad
\$360	Tower	Full pg
130	XLarge Box	1/2 pg
107	Large Box	3/8 pg
80	Medium Box	1/4 pg
60	Banner	1/8 pg

All rates are monthly, net

## Grab more attention!

**Dynamic 4-Color:** + \$400

**Premium Positions:** Back Cover: + 25%

Pg 2, 3 & Center Spread: + 20%

Pg 4, 5 & Inside Back Cover: + 15%

### Reservation & materials deadline: 10th of month for next month's issue

Contracts must be accompanied by a complete ad schedule.

Carolina Woman doesn't short rate. Carolina Woman can't guarantee the reproduction quality of photos, artwork or color ads. We provide basic typesetting and layout plus one proof for a nominal fee of \$45.

Carolina Woman uses fonts and borders requested by advertisers when possible, but can't guarantee their use.

Carolina Woman Inc. requires prepayment of first-time, one-time, out-of-area, transient and political ads. Bills are due upon receipt and are considered accurate unless written notification is received no later than fifteen (15) days following the date of the invoice. Finance charges of 1.5% a month (18% APR) are added to balances not paid within 25 days of the date of initial billing. The advertiser and its agency agree to pay all expenses including, but not limited to, court costs and reasonable attorney's fees incurred by Carolina Woman in the collection of any sum from advertiser or its agency resulting from any Advertising Agreement entered into between advertiser, its agency and Carolina Woman. Publisher reserves the right to revise rates at any time on at least 30 days' written notice. Any advertising tax imposed on the Publisher will be added to the rates shown. Advertising is accepted on a "run of magazine" basis only. No positions can be guaranteed or promised. The Publisher reserves the right to revise, edit or reject any or all copy. Advertising is accepted with the understanding that the merchandise or services offered are accurately described and willingly sold to customers at the advertised price. Deceptive or misleading advertising is never knowingly accepted. Publisher may act on the written or verbal instructions of advertiser or agency as to any advertisement. Publisher reserves the right to repeat the last standing ad or charge for space reserved if acceptable copy is not received by deadline. Proofs are furnished only for the correction of typographical errors, not deviation from original copy. If the advertiser changes original copy or layout, or adds additional or different copy or illustrations, there will be a charge for extra production work. Proofs will be provided to the advertiser only if copy is received in the magazine office prior to the materials deadline. Unless advertising copy is received in time to furnish a proof in accordance with the deadline schedule printed on this rate card, the Publisher shall not be responsible for typographical or other errors. The Advertiser agrees to indemnify and save harmless the Publisher against any and all loss, damage, cost and expense which the Publisher may incur or become liable for by reason of any and all claims or actions for libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with advertising matter published, including without limitation the expense and cost of defending any and all such claims and actions. In the event of any error, regardless of origin or circumstances, the liability of the Publisher shall not exceed the cost of the advertisement in which the error or errors occur. The Publisher's obligation to adjust the charge for an error due to the fault of the magazine shall be limited to the cost of one incorrect insertion unless and until the Publisher receives written notification of the error prior to repetition of the insertion. Agencies and advertisers forwarding orders that contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted and charged at the regular schedule of rates then in force and in accordance with the regulations in this rate card. Carolina Woman Inc. does not accept insertion orders from advertising agencies which bear disclaimer clauses to the effect that the agency is acting as an agent and may not be held financially responsible for payment of advertising ordered. Carolina Woman Inc. holds the advertiser and the agency placing the advertising jointly and severally financially liable, notwithstanding any disclaimer which might be included in the insertion order. The Publisher shall have no liability whatsoever in the event of any act of God, the public enemy or governmental authority, labor dispute, war (whether or not declared), civil disobedience, riot, or other occurrences beyond its control shall in any way restrict or prevent the distribution of the magazine.

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## 2012 Media Kit VIP PACKAGE



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Crucial Family Decisions

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### August

Integrative Medicine

### September

The Skinny on Dieting

### October

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### November

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### December

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- **Body** section is the **most popular**
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