

carolina WOMAN

the magazine for women in the triangle

2015 Media Kit



Advertise!

**919.942.2220 or
ads@carolinawoman.com**

Capture the vigorous **buying power** of upscale **women in the Triangle**

Original

Every article is written by our team of Triangle women

Social

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

Established

Longest-running women's monthly in the **Carolinas**

Colorful

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

Timely

Up-to-the-minute at **www.carolinawoman.com**

Reliable

Trusted source on fashion, beauty, home, cuisine, money,
career, health and more must-know topics

Local

Owned and **edited** by **Triangle women** for 22 years

Loved

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

carolina WOMAN

the magazine for women in the triangle

Demographics

Our readers are **savvy, educated and influential**

Influential

90% make all the **important purchasing decisions** for their households

Educated

97% attended college

Successful

86% are **professionals**

Dynamic

81% are ages **29 to 59**

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**

Radiant

80% **invest** in services that improve their image



Advertise!

**919.942.2220 or
ads@carolinawoman.com**

carolina WOMAN

the magazine for women in the triangle

Reputation



Advertise!

919.942.2220 or
ads@carolinawoman.com

Advertisers **rave**

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

— Jenny McLaurin, Custom-Designed Jewelry, Owner

“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

“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

“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

“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

“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

carolina WOMAN

the magazine for women in the triangle

Expertise



Advertise!

919.942.2220 or
ads@carolinawoman.com

Our founder and editor 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 Durham, and life took a detour — to the Triangle.

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.

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, Editor & Publisher

Hartford Courant.



REUTERS

The Miami Herald



BusinessWeek

THE WALL STREET JOURNAL

seventeen

FINANCIAL
TIMES

carolina WOMAN

the magazine for women in the triangle

Calendar



Advertise!

919.942.2220 or
ads@carolinawoman.com

Twelve months of **fabulous**

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

January

Resolutions

Writing Contest Advertised

Artsplasure's First Night Raleigh

February

Romance

Women in Business

Writing Contest Advertised

N.C. Roadrunners' Run for the Roses

March

Spring Fashion

Ready to Wear

Compass Center for Women and Families: Through Women's Eyes, By Women's Hands Annual Art Exhibition and Sale

Ronald McDonald House Gala

*Tammy Lynn Center's
A Toast to the Triangle*

April

Go Green!

Writing Contest Winners

SPCA K9-3K Dog Walk

Walk MS: Triangle

May

Pets

*Animal Protection Society of
Durham's Walk for the Animals
Artsplasure*

June

Staycations

Healthcare Resources Guide

American Dance Festival

*Komen NC Triangle to the Coast's
Race for the Cure*

July

Back to School

Photo Contest Advertised

American Dance Festival

August

Remodeling

Photo Contest Advertised

*Animal Protection Society of
Durham's Dog Wash and
Find A New Friend*

September

Fall Fashion

Ready to Wear

Bike MS

*Gail Parkins Ovarian Cancer
Walk/Run*

October

Home

Photo Contest Winners

*Amazing APS Race for the Animals
Foundation of Hope's Walk for Hope
Grab My Wheel's le Tour de Femme
Leukemia & Lymphoma Society's
Light the Night*

November

Food

*Activate Good's Couture for a Cause
Animal Protection Society of
Durham's Tails at Twilight
March of Dimes' Triangle
Signature Chefs Auction*

December

Relaxation

Holiday Gifts & Good Wishes

*Orange County Rape Crisis Center
Holiday Auction*

Italics = Magazines are distributed at these Carolina Woman-sponsored events

carolina WOMAN

the magazine for women in the triangle

Circulation



Advertise!

919.942.2220 or
ads@carolinawoman.com

40,000 copies are
distributed every month
everywhere in the Triangle

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**

Handed out

at dozens of **celebrated events** annually

Kept

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



carolina WOMAN

the magazine for women in the triangle

Purchasing Power

Our readers enjoy high disposable incomes

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



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

Advertise!

919.942.2220 or
ads@carolinawoman.com

carolina WOMAN

the magazine for women in the triangle

Reach

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



Advertise!

919.942.2220 or
ads@carolinawoman.com

- | | | |
|---|---|--|
| Activate Good | Family Violence & Rape Crisis Services | N.C. Nurses Association |
| American Business Women's Association | Family Violence Prevention Center | N.C. Victim Assistance Network |
| American Legion Auxiliary | General Federation of Women's Clubs | Nursing Mothers of Raleigh |
| Alliance of AIDS Services-Carolina | Grab My Wheel | Oranzge County Rape Crisis Center |
| American Association of University Women | Healthcare Businesswomen's Association | Ovarian Awareness Walk |
| American Cancer Society | Holistic Moms Network | Planned Parenthood |
| American Heart Association | Inter-Faith Council for Social Service | Pretty in Pink Foundation |
| Alopecia Community of the Triangle | Interact | Raleigh Professional Women's Forum |
| American Dance Festival | International Women's Conversation Group | Ronald McDonald House |
| Animal Protection Society of Durham | Junior League of Durham & Orange Counties | Soroptimist International of Raleigh |
| Artspllosure | Junior League of Raleigh | SPCA |
| Assistance League of Raleigh | Junior Woman's Club | S.W.O.O.P. - Strong Women Organizing Outrageous Projects |
| Autism Society of North Carolina | Komen N.C. Triangle to the Coast | Summit House |
| Business & Professional Women's Clubs of N.C. | Leukemia & Lymphoma Society | Susan G. Komen for the Cure N.C. Triangle |
| Carolina Harmony Chorus | League of Women Voters | Tammy Lynn Center |
| Carolina Women's Center | March of Dimes | Teer House |
| Cary Newcomers Club | Models for Charity | University Woman's Club |
| Chapel Hill/Carrboro Mothers Club | Moms Club | UNIFEM |
| Chapel Hill Service League | Mothers Against Drunk Driving | Women Business Owners Network |
| Child Care Services Association | MS Society | Women's Giving Network |
| Chix in Business | National Association of Women in Construction | Wakefield Women's Club |
| Cornucopia House Cancer Center | National Organizaiton for Women | Women Against MS |
| Dress for Success Triangle N.C. | N.C. Roadrunners | Woman's Club, The |
| Duke Breast Cancer Support Group | N.C.S.U. Women's Center | Women President's Organization |
| Duke University Women's Center | N.C. Association of Women Attorneys | Women Veterans Support Services |
| Durham Crisis Response Center | N.C. Center for Women in Public Service | Women's Business Center |
| Durham Mothers Club | N.C. Coalition Against Domestic Violence | Women's Center of Chapel Hill |
| EncorePlus Program, YWCA of Wake County | N.C. Coalition Against Sexual Assault | Women's Center of Wake County |
| Executive Women's Golf Association | N.C. Council for Women | Women's International League |
| | | Women's Power Networking |
| | | Women's Voices Chorus |

carolina WOMAN

the magazine for women in the triangle

Advertorial Sections



Advertise!

919.942.2220 or
ads@carolinawoman.com

Advertisers get added **value**

Earn free space to write about
your company



FEBRUARY
Women in Business



MARCH
Ready to Wear



SEPTEMBER
Ready to Wear



JUNE
Healthcare
Resources



DECEMBER
Holiday Gifts
& Good Wishes

Website

Your **eye-catching** ad
on **carolinawoman.com**
is a powerful link
to Triangle women



Exclusive Box 295 x 150 pixels

X-Large Box 300 x 300 pixels

Large Box 300 x 200 pixels

Medium Box 300 x 150 pixels

Unit	Location	Dimensions
Exclusive Box	Home page	295 x 150 pixels
Extra Large Box	Interior pages, right side	300 x 300 pixels
Large Box	Interior pages, right side	300 x 200 pixels
Medium Box	Interior pages, right side	300 x 150 pixels

Must advertise concurrently in magazine.

Exclusive box runs on home page. Placement of other ads is randomly generated.
E-mail your ad (in .gif or .jpg format) to ads@carolinawoman.com with target URL.

Advertise!

919.942.2220 or
ads@carolinawoman.com

carolina WOMAN

the magazine for women in the triangle

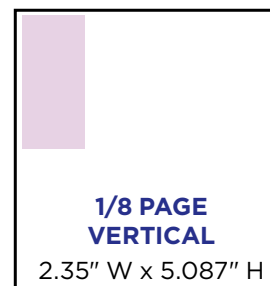
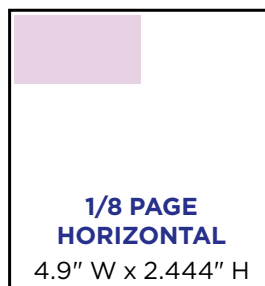
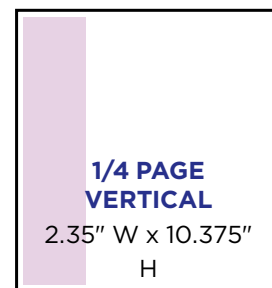
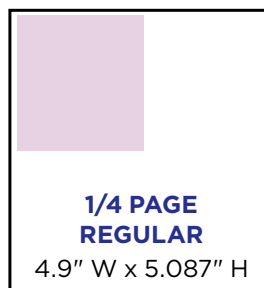
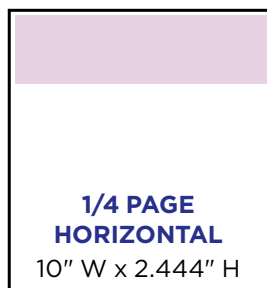
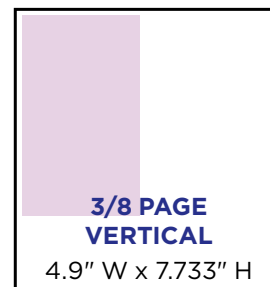
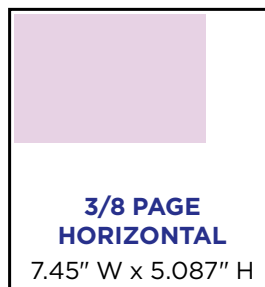
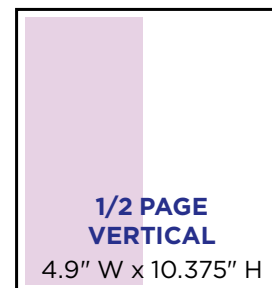
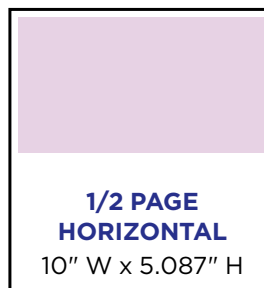
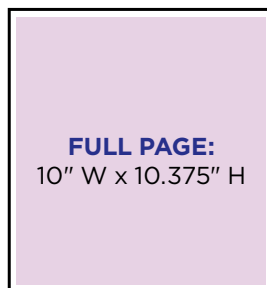
Print Ad Specifications



Advertise!

919.942.2220 or
ads@carolinawoman.com

Ad Dimensions



Camera-ready Requirements

All ads must be submitted through e-mail in PDF format Acrobat version 4.0 or higher. Before converting to PDF format make sure:

- ALL IMAGES are 300 DPI
- Color images are CMYK or Grayscale, **NO SPOT COLOR**
- All fonts are embedded, subset below 100%
- **Go to 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** and **no Spot color**
- Minimum size for knockout or color type is 14 pt. (*San-serif fonts register better than serif.*)
- No images less than 1-inch wide
- Minimum 1 pt. border
- Color borders must be more than 4 pt.
- 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 accepted.

carolina WOMAN

the magazine for women in the triangle

Wellness Focus



Advertise!

**919.942.2220 or
ads@carolinawoman.com**

Featured **health** articles

January

Wellness Boost

February

Happy Heart

March

Colon Care

April

Mature Choices

May

Smile Bright

June

Summer Skin

July

Eye See You

August

Women and Addiction

September

Strong Bones

October

Breast Cancer Awareness

November

Holiday Peace

December

The Gift of Wellness

READER SURVEY RESULTS

- **Body** section is the **most popular**
- Healthcare Resource Guide **used by 75% of readers**
- Healthcare ads **most interesting**