

carolina WOMAN

the magazine for women in the triangle

MEDIA KIT



Advertise!

**919.423.3383 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 magazine in the **Carolinas**

Colorful

Striking design on every page

Timely

Up-to-the-minute on social media and **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** since 1993

Loved

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

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DEMOGRAPHICS



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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 **25 to 54**

Loyal

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

Cultured

79% **bought** event tickets in the past year

Self-reliant

72% are **homeowners**

Affluent

70% have a household income over **\$90,000**
and 43% over **\$120,000**

Radiant

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

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REPUTATION



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Advertisers RAVE

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

— Jenny Garrett McLaurin, Owner, JG McLaurin, Goldsmith

“I’ve been advertising in Carolina Woman for decades. I’m still advertising because it is the very best way to reach women in the Triangle. **I get a tremendous response every time I place an ad.**”

— Jackie Moore, Owner, Jackie Moore Salons

“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

“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.**”

— Catherine Mills, Owner, New Horizons

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EXPERTISE



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Our founder and editor has a WORLD of experience and a LOCAL perspective

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

Debra Simon, Editor & Publisher

Hartford Courant.



REUTERS

The Miami Herald

BusinessWeek

THE WALL STREET JOURNAL.

seventeen

FT
FINANCIAL
TIMES

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CALENDAR



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FRESH, FABULOUS TOPICS blend with interactive content on vibrant pages

January

TOPIC: **A FRESH START**

July

TOPIC: **SUMMER SIZZLE**

American Dance Festival

February

TOPIC: **ROMANCE**

August

TOPIC: **PETS**

March

TOPIC: **SPRING FASHION**

September

TOPIC: **FALL FASHION**

Centerfest

April

TOPIC: **FOOD**

Carolina Love Gala

October

TOPIC: **GETAWAYS**

*A Tasteful Affair
Le Tour de Femme
Walk for Hope*

May

TOPIC: **WRITING CONTEST**

*Artsplosure
Race for the Cure
Walk for the Animals*

November

TOPIC: **PHOTO CONTEST**

Tails at Twilight

June

TOPIC: **TRAVEL**

American Dance Festival

December

TOPIC: **HOLIDAY**

*First Night Raleigh
Jingle Bell Run/Walk*

Carolina Woman-sponsored events

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PURCHASING POWER



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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 year**

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

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REACH



Advertise!

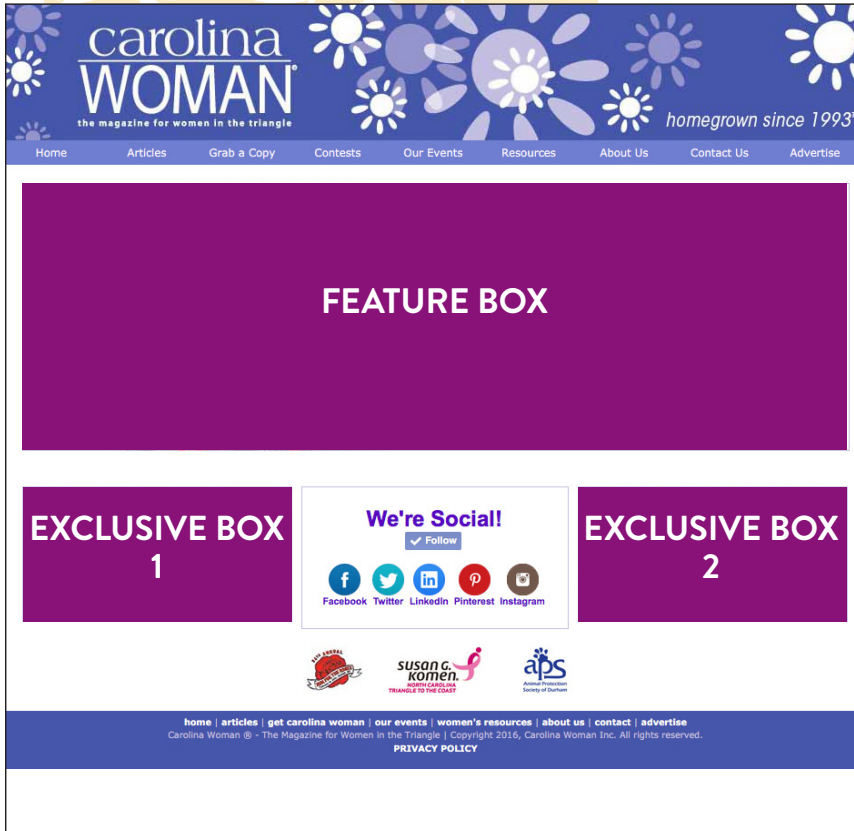
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Our COMMUNITY partners in supporting WOMEN of the TRIANGLE

- | | | |
|---|---|--|
| 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 | Orange 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 |
| Artsplosure | 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 | Leukemia & Lymphoma Society | Summit House |
| Business & Professional Women's Clubs of N.C. | League of Women Voters | Susan G. Komen for the Cure N.C. Triangle |
| Carolina Harmony Chorus | March of Dimes | Tammy Lynn Center |
| Carolina Women's Center | Models for Charity | Teer House |
| Cary Newcomers Club | Moms Club | University Woman's Club |
| Chapel Hill/Carrboro Mothers Club | Mothers Against Drunk Driving | UNIFEM |
| Chapel Hill Service League | MS Society | Women Business Owners Network |
| Child Care Services Association | National Association of Women in Construction | Women's Giving Network |
| Chix in Business | National Organization for Women | Wakefield Women's Club |
| Cornucopia House Cancer Center | N.C. Roadrunners | Women Against MS |
| Dress for Success Triangle N.C. | N.C.S.U. Women's Center | Woman's Club, The |
| Duke Breast Cancer Support Group | N.C. Association of Women Attorneys | Women President's Organization |
| Duke University Women's Center | N.C. Center for Women in Public Service | Women Veterans Support Services |
| Durham Crisis Response Center | N.C. Coalition Against Domestic Violence | Women's Business Center |
| Durham Mothers Club | N.C. Coalition Against Sexual Assault | Women's Center of Chapel Hill |
| Executive Women's Golf Association | N.C. Council for Women | Women's Center of Wake County |
| | | Women's International League |
| | | Women's Power Networking |
| | | Women's Voices Chorus |



Your EYE-CATCHING AD on carolinawoman.com is a POWERFUL LINK to Triangle women



Ad Name	Dimensions
Feature Box	910 x 295 pixels
Exclusive Box	295 x 150 pixels
Extra Large Box	300 x 300 pixels
Large Box	300 x 200 pixels
Medium Box	300 x 150 pixels
Logo Box	140 x 75 pixels

Feature and Exclusive boxes run on home page.
Frequency of other ads is randomly generated.
E-mail your ad (in .gif or .jpg format) to
ads@carolinawoman.com with target URL.