

CONNECT AND GROW WITH WOMEN IN OUR COMMUNITY

WOMEN WITH



Media Kit



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About Us

Established in 2008, our growing E-Magazine and Resource Guide continue to be the best source for women business owners and professionals. Because of our dedication and focus to women in business, the articles in the magazine, no fluff and our certified readership survey results contained in this media kit speak for themselves!

Content:

Women With Know How E -Magazine provides in-depth articles on business and personal growth for the women business owners and professionals.

Our On-Line Resource Guide lists Women Owned Business by Industry type with links to their website.

Circulation:

Email blast to over 14,000 every month.

Featured and promoted on all social media sites all month long.

Contact Information

Women With Know How
Mimi Zelman Publisher/President
12213 Longmont Dr.
Charlotte, NC 28277
704-491-1207
mimi@womenwithknowhow.com
www.womenwithknowhow.com

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Circulation and Readership

Who is a Woman with know-how?

Readers of Women with Know-How are savvy, smart, professional business women who are highly educated, have families, own homes and have excellent disposable and business income to spend.

Highlights from our October 2010 marketing research survey conducted by an outside marketing research firm include:

- More than 70% of our readers spend solid time reading our online publication, up to 45 minutes per issue.
- While they read other publications like the Charlotte Observer, Today's Charlotte Woman, Lake Norman Woman and Charlotte Business Journal, less than half our readers look at those. Discover a huge number of influential decision makers at Women with know-how that aren't reading other local publications.
- Our typical reader is self-employed or a business owner in Charlotte, to the tune of 73%, while another 27% are employed full time outside the home.

Influential

- Our readers have money to spend and invest. Nearly 50% are in the \$50K to \$150K annual household income brackets.
- Our readers truly have know-how. More than 47% have Bachelor's degrees and an additional 23% have Master's degrees. More than 77% of our readers are ages 45 – 64, meaning they are in major decision-making roles within their families and businesses. And a sizeable number, 18%, are in that elusive-to-reach 35 – 44 age groups.
- More than half our readers (55%) are married, 27.2% are separated or divorced.

An incredible 86% of our readers own their own homes.

MAGAZINE SPECS

WWKH is an online publication. Image area of bleed ad should allow 3/8" from trim to live copy. Trim size is 8-1/2" by 11" (8.5" by 11").

DIGITAL FILES

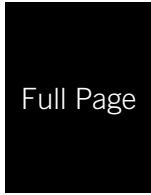
- Format - All ads must be submitted in digital format. Film is not accepted. Files must be CMYK and Macintosh compatible. Submit all ads at a resolution of at least 225 DPI or better. Please confirm that the ad is publication ready and conforms to the requirements below. Those ads that are not ready will not be accepted or will incur additional charges to prepare for publication.
 - PDF file and all embedded graphics are at least 225 DPI.
 - All colors are CMYK with no spot colors. Spot colors must be converted to CMYK.
 - All fonts must be embedded.
 - For full-page bleed ads, be sure to extend graphics at least 1/8" beyond the trim marks on all four sides. Ensure that live copy is at least 3/8" from trim. Trim size is 8.5" x 11".

- Alternate Formats - Adobe Illustrator and Photoshop (TIF, EPS, or JPEG) files are acceptable, but not preferred. All fonts must be converted to outlines and saved as final publication ready, CMYK, placeable file.


- Media - Files may be submitted via email.

E-MAIL - Digital files may be submitted electronically by email


Ad Sizes
ad sizes listed as width x height




Full Page
7.5x10 no bleed
8.5x11 plus .125 bleed on each side




Double Truck Spread
16x10 no bleed
17x11 plus .125 bleed on each side




Half Page Horiz.
6.75x5




One Third Page
4.5x4.5



One Fourth Page
3.25x5



Two Thirds Page
4.45x9



One Eighth Page
3.25x2

to the following address: mimi@womenwithknowhow.com. Put "WWKH-(advertiser name)" in the subject line of the email. Contact 704-491-1207 for more details.

ADS PRODUCED IN HOUSE
Women With Know How Magazine will gladly produce and ad requested. We will need the following: Original art work (Photographs), original logos and original copy (hard copy or disk) as well as a rough layout idea or concept. Items which need to be recreated to properly reproduce will be billed at an hourly rate. Established advertising deadlines must be adhered to in order to maintain accuracy and integrity. Ad proof will be sent via e-mail in PDF format unless otherwise specified.

QUESTIONS
If you have any questions at all, please don't hesitate to call us. Advertising / Production - If you have any advertising sales related questions please call: 704-491-1207.

2011 ADVERTISING RATES			
Size	3x	6x	9-12x
Double truck	\$1,295	\$1,195	\$1,095
Full page	695	595	500
Two third page	595	495	450
Half page	495	450	400
One third page	450	400	375
One fourth page	395	350	300
One eighth page	250	200	150

Video ads
30 second add \$150
60 second add \$250

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Online Directory

Digital Ad Submission

All advertisements must conform to the following specifications:

Full page

Trim Size: 5.375w x 8.375h

Bleed Size: 5.625w x 8.625h

Live Area: 4.75w x 7.75h

Half Page Horizontal

5.375w x 4.1875h

Half Page Vertical

2.687w x 8.375h

Quarter Page

2.6875w x 4.1875h

One Third Page

5.375w x 2.75h

The following media is accepted for all media material: Macintosh or PC Quark Express, EPS file or Adobe PDF file. All images must be at least 300 DPI resolution. All images must be CMYK.

Rate Card

Premium Listing	\$295
Basic Listing	\$125
Business Card	\$395
1/4 page	\$525
1/3 page	\$695
1/2 page horiz. or vert.	\$895
Full page	\$1,025
Add \$100 to above rates for video	

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Testimonials

I like reading about business and women in it. I get the rest of my info elsewhere...I get the articles about women in business, and some of them are technical types, like me. Totally off the subject, but the local paper's idea about what are women's issues really misses the mark. I need info about how to be a better business woman and advance myself - not what colors are in this fall.

N.M. South Carolina

I like the ease of reading on line. I love turning those pages.

S.B. Charlotte

I like that you save a tree but still get valuable information.

M.R. Charlotte

The magazine reflects a vibrant community of women entrepreneurs who are caring, supportive of other women, and successful, not only in terms of their businesses, but also their personal lives.

C.C. Charlotte

I like that it puts emphasis on the individual... especially on the featured professional. I can find what this person does and what they value... I also like that the articles that feature business leaders don't read like an advertisement. The purpose is to get to know the person better.

L.C. Charlotte

I like that it comes to me on-line with interesting news for women.

S.T. Charlotte

It's well written, local and full of timely topics and interests...I read it every month!

J.C. South Carolina

Great content and it looks good.

M.B. South Carolina

Survey Results Courtesy of Sandbox Solutions

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On-Line	PRINT
Infinite Shelf Life: Will always exist on the web	Unknown Shelf Life: Reader may toss after looking at it, may end up in reception area, will be thrown out at some point.
Infinite Pass Along Rate. Link can be forwarded through social media sources like Facebook, Twitter, LinkedIn, Advertisers web sites, E-mail blasts to WWKH readership and advertiser databases.	Pass along determined on how many people you hand the publication off to. Limited to those you see or may mail the publication to.
Results can be tracked: On-line ads allow a reader to click through to your site which can be tracked.	Difficult to determine who saw your advertisement.
On-line is interactive: the reader can click through to your web site, can watch a video, can scan smart codes with their phone to obtain advertiser information, the reader can even turn the pages.	The reader can turn the pages.
Low cost and limitless distribution.	Additional distribution = additional print costs.
Direct link to web site and social media pages.	URL can be displayed, social media nicknames can be displayed, but the reader has to make the effort to key in the URL or social media code.