

carolina WOMAN

the magazine for women in the triangle

2016 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 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

100,000 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 in 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 McLaurin, Custom-Designed Jewelry, Owner*

“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*

“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



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, Editor & Publisher

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Hartford  Courant.



 REUTERS

THE WALL STREET JOURNAL.

The Miami Herald

seventeen



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Calendar



A year of **fabulous**

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

January/February

A Fresh Start

Writing Contest Advertised

First Night Raleigh

N.C. Roadrunners' Run for the Roses

July/August

Pets

Photo Contest Advertised

American Dance Festival

March/April

Spring Fashion

Ronald McDonald House Gala

Tammy Lynn Center's

A Toast to the Triangle

Through Women's Eyes Art Show

SPCA K9-3K Dog Walk

Walk MS: Triangle

September/October

Fall Fashion

Centerfest

Gail Parkins Ovarian Cancer Walk/Run

Foundation of Hope's Walk for Hope

Grab My Wheel's le Tour de Femme

Leukemia & Lymphoma Society's Light the Night

May/June

Travel

Writing Contest Winners

American Dance Festival

Animal Protection Society of

Durham's Walk for the Animals

Artsposure

Race for the Cure

November/December

Holiday

Photo Contest Winners

Activate Good's Couture for a Cause

Animal Protection Society of

Durham's Tails at Twilight

Jingle Bell Run/Walk for Arthritis

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Magazines are distributed at all of these Carolina Woman-sponsored events.

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Circulation

25,000 copies are distributed **everywhere** in the Triangle

Shared

among friends, resulting in **100,000** avid **readers** each issue

Well-stocked

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

Delivered

by private carrier to 500 **high-traffic locations** all over the Triangle

Tucked

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

Handed out

at 20 **celebrated events** annually

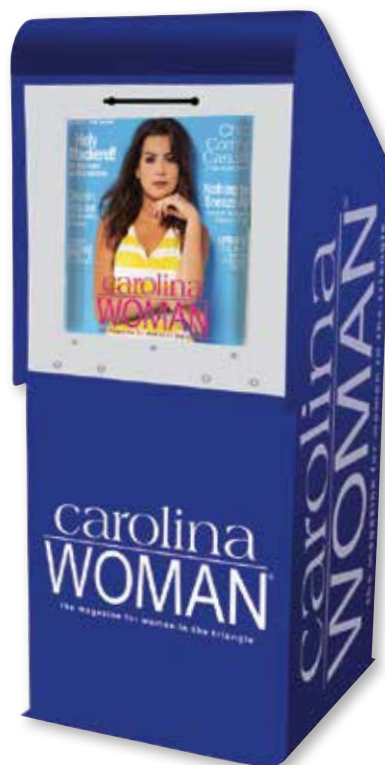
Kept

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



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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

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



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

Advertise!

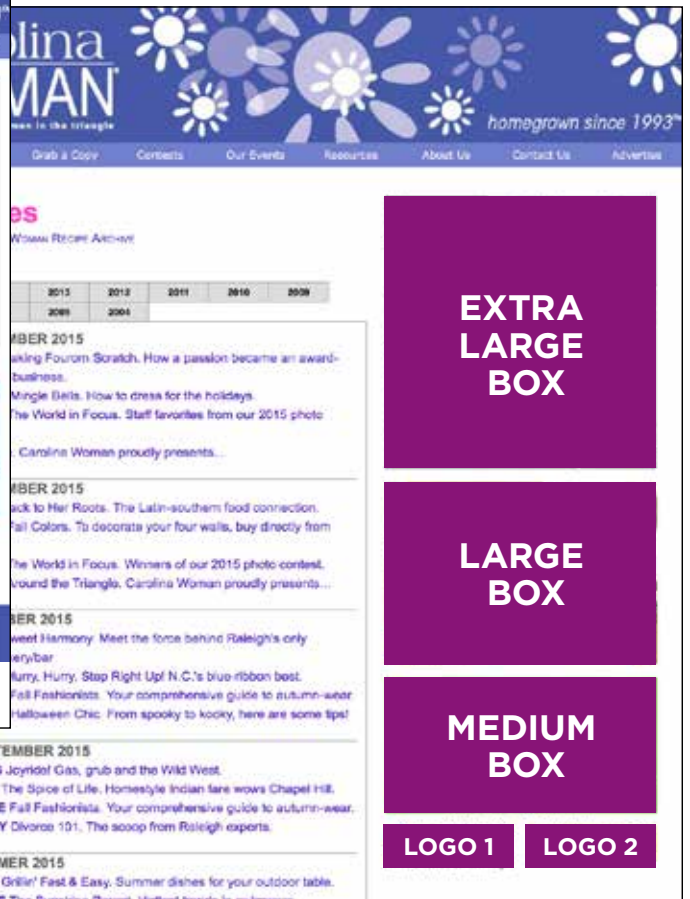
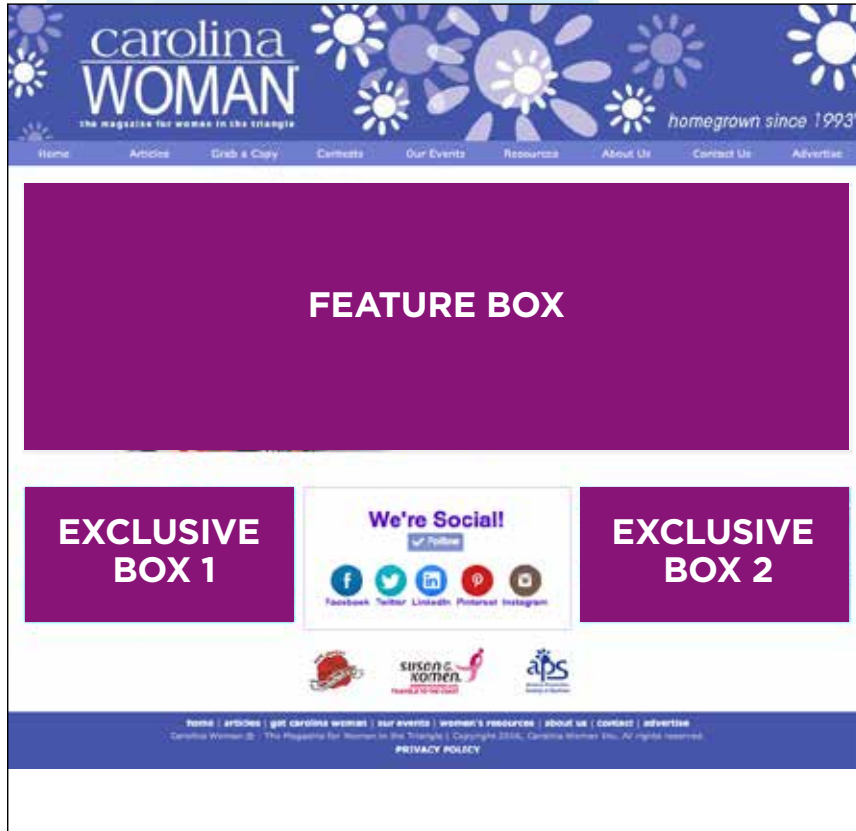
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Website

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



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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.

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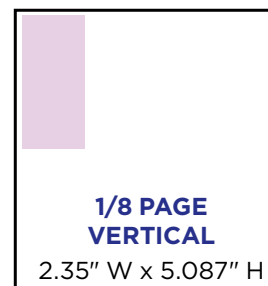
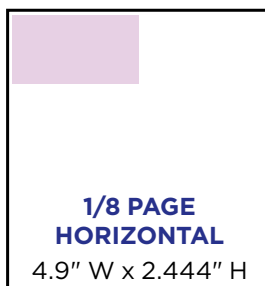
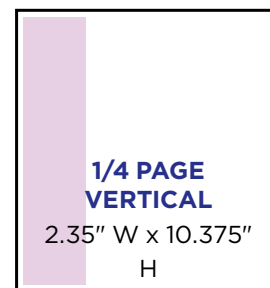
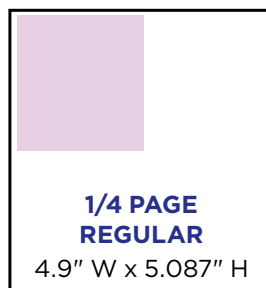
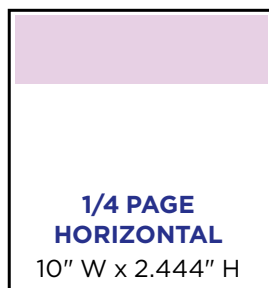
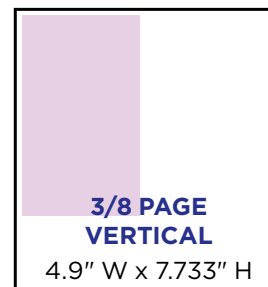
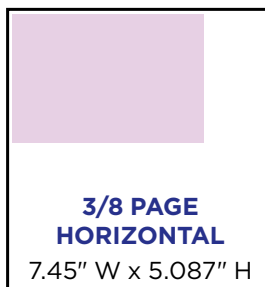
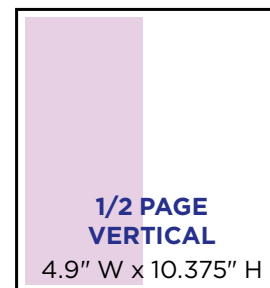
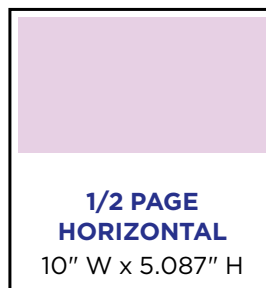
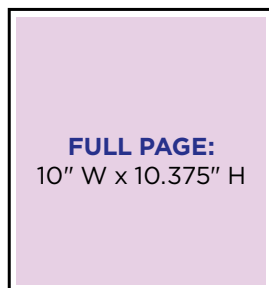
Print Ad Specifications



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Print Ad Dimensions



Camera-ready Requirements

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

PDF pre-press requirements:

- ALL IMAGES are 300 DPI
- Color images are CMYK or Grayscale, **no RGB color or spot color**
- No built black (All black **MUST** be 0% C, 0% M, 0% Y, **100% K.**)
- All fonts are embedded, subset below 100%
- 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
- **Go to carolinawoman.com/media_kit.php for details**

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

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Wellness Focus



Featured **health** articles

January/February

Wellness

March/April

Mind/Body

May/June

Teeth

July/August

Skin

September/October

Breast cancer

November/December

Relaxation

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READER SURVEY RESULTS

- **Body** section is the **most popular**
- Healthcare ads **most interesting**