

W Forsyth Woman

Celebrating the lives of women!

Our mission is to *celebrate the lives of women!*

This means providing information on relevant health issues and other points of interest to local women; highlighting women who have a positive impact in our area; and inspiring women to fulfill their potential in every area of life. *“Whether it is an article on breast cancer, parenting skills or professionalism in the office, we want women to be affected in a positive manner, so that the women of Forsyth County can be the most they could be,”* says publisher Keela Johnson. Thank you for considering us for your advertising needs!

Distribution Sites: 1,200+ in and around Forsyth County
including WSFC Schools

Circulation: 16,000

Estimated Readership: 50,000

Debut issue: September 2005

Best Advertising Value Around!

- Earn editorial based upon contract length
- Pricing includes free ad design*
- Website Link

** maximum design/redesign 2 per contract period.*



Celebrating the lives of Women

FYI

Our printer strives to keep its operations green, as well as providing green alternatives for their customers. In addition to using soy-based inks, most of their stocks are at least 25% recycled. Our printer recycles all paper and ink waste



Did you know....

Women, who comprise 51.4 percent of the US population, buy or influence the purchase of 85% of everything in the average American home.

Forsyth Women Readers are....

SUCCESSFUL – 86% are professionals

EDUCATED – 94% attend or have some college education

SELF-RELIANT – 85% own their homes

IN THEIR PRIME – 91% are between the ages of 25 – 64

AFFLUENT – 76% have incomes over \$50,000

All information taken from reader survey responses provided on the Forsyth Woman Websites at www.forsythwoman.com

Celebrating the lives of Women

As a small business owner, I have a limited advertising and marketing budget. I have tried a number of marketing media formats and have found that Forsyth Woman continues to provide me with the best return for my money. When asked, first time customers often identify FW as the source that led them to my shop. FW's expansive distribution allows me to cover a large market area. In addition, the magazine periodically dedicates a special feature to fashion or holiday themes. By including advertisers' products and commentary in these features, FW advertisers receive additional exposure. I have been so pleased, that I have recently decided to upgrade my ad to a larger space.

Gina Player, Owner / Accessorize This / Lewisville, NC

While this is my slow time of the year, I still get probably 10 or more people a week who tell me they learned of Mostly Local Market from the ad that I run with your magazines. We feel that it is a great success. My background is in advertising, and I often thought that small businesses should not advertise as that they could not afford to make a real difference. Your magazine has proven me wrong. Thank you.

Tom Raif / Mostly Local Market

"I believe that the success of Forsyth Woman is due largely to the fact that it promotes all the goodness and glories of what it means to be a woman living and thriving in Winston-Salem. The editorial spotlights what women in this area do best—live authentic, inspired lives. Finally, a local magazine that does not enviously emulate or promote lifestyles of the "perfectly posh" in some other trendy major metropolitan city. The women who grace your magazine's covers are truly comfortable in their own skin. Their stories are our stories of success and hard work. Showers of kudos to FW Magazine for shining a light on the strong, beautiful women in Winston-Salem who are the very heartbeat of this diverse city."

**Marketing Director and Media Buyer for Twin City Stage
(The Little Theatre of Winston-Salem)**

"The Sara Lee Center for Women's Health of Forsyth Medical Center is pleased to partner with Forsyth Woman in bringing health messages to women. We are the premier regional women's center offering inpatient and outpatient health services and education to women at all life stages. Forsyth Woman provides us the opportunity to take important and timely health and wellness messages to women throughout the region. We have heard from many patients and attendees of our free monthly seminars and other classes that they learned of our services through Forsyth Woman. Their distribution is remarkable."

**Karen Bartoletti, Executive Director
Sara Lee Center for Women's Health at Forsyth Medical Center**

"Allegacy has been very pleased with the response we have received from our advertising in Forsyth Woman. The magazine's readers have responded positively to our information about our Wealth Management and Investment Group, and we're proud to be a part of such an important Forsyth-area publication."

Cheryl Swaim, Allegacy Federal Credit Union

2010 Advertising Rates

FULL color is INCLUDED in all prices!

10% premium for ad placement

5% discount for full contract amount paid in advance

Deadlines:

7th of Prior Month For ads that Forsyth Woman Magazine's graphic department will design

10th of Prior Month For ads that are camera ready

RATES ARE BASED ON MONTHLY INSERTION

FULL
7.5 x 10
no bleed
8.25 x 10.75
with .5" bleed*
(see below)

GLOSS PAGE ADS

FULL
or
1/2 - H

1/2 - H
7.5 x 4.95

1/2 - V
3.676 x 10

1/3 - H
7.5 x 3.25

1/3 - V
2.416 x 10

1/4 - H
7.5 x 2.444

1/4 - V
3.676 x 4.95

1/8 - H
3.676 x 2.444

1/8 - V
1.785 x 4.95

FRONT INSIDE COVER
7.5 x 10
no bleed
8.25 x 10.75
with .25 bleed*

BACK INSIDE COVER
7.5 x 10
no bleed
8.25 x 10.75
with .25 bleed*

Ad Submission Guidelines:

Four-color process only (CMYK) or grayscale. No spot colors, no RGB. Please create ad on a page that's the same dimensions as the ad.

No crop marks, color bars, etc.

Do not build black type - make 100% black. No true type fonts.

Type files accepted are:

QuarkXpress - include all type 1 fonts and graphics (collect for output).

InDesign - include all type 1 fonts and graphics (collect for output)

TIFF 300 dpi @ 100%, CMYK or grayscale.

EPS All fonts to outline, CMYK or grayscale.

PDF All fonts embedded/outlined, CMYK or grayscale, press ready (300 dpi for all halftone images, 1200 dpi for bitmapped images @ 100%).

JPEG 300 dpi @100%, CMYK or grayscale.

CALENDAR OF EVENTS:

2.416" x 4.95"

(1/2 column)

2.416" x 10"

(full column)

***FULL PAGE**

Black - Actual page size

8.25 x 10.75

Pink - 1/2 inch bleed

9.25 x 11.75

Blue - 1/4 inch margin for text boundaries. Keep any text on page 1/4 inch from the edge to prevent trimming issues.