

carolina WOMAN

the magazine for women in the triangle

2019 MEDIA KIT



ADVERTISE!

919.960.5050 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 Garrett McLaurin, Owner, JG McLaurin, Goldsmith

“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

“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, Editor & Publisher

Hartford Courant



REUTERS

The Miami Herald



BusinessWeek

THE WALL STREET JOURNAL

seventeen

FINANCIAL
TIMES

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CALENDAR



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A year of FRESH, FABULOUS TOPICS blend with interactive content on vibrant pages

Magazines are distributed at these Carolina Woman-sponsored events.

TOPIC: **A FRESH START**

- Writing Contest Advertised

TOPIC: **SPRING FASHION**

- Carolina Love Gala*
- A Toast to the Triangle*

TOPIC: **TRAVEL**

- Writing Contest Winners
- American Dance Festival*
- Walk for the Animals*
- Artsposure*
- Race for the Cure*

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CIRCULATION



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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 **celebrated events**

Kept

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



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PUCHASING 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



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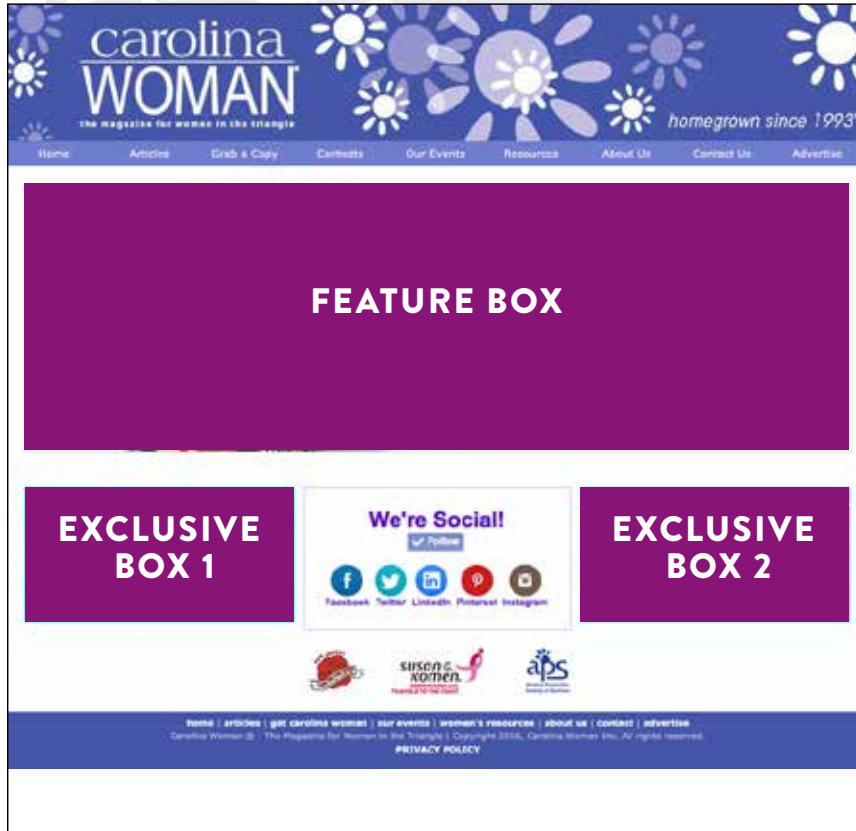
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Our **COMMUNITY** partners in supporting **WOMEN** of the **TRIANGLE**

- 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
- Artsposure
- 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
- 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
- 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



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.

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PRINT AD SPECS

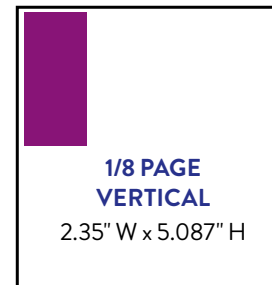
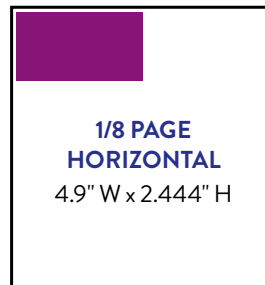
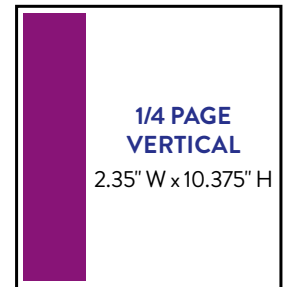
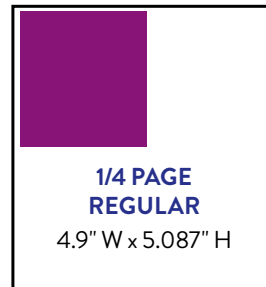
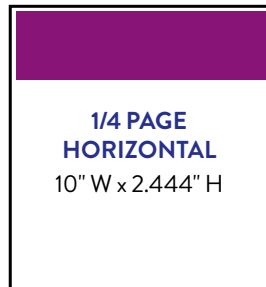
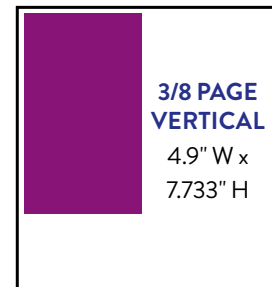
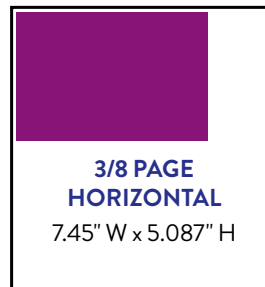
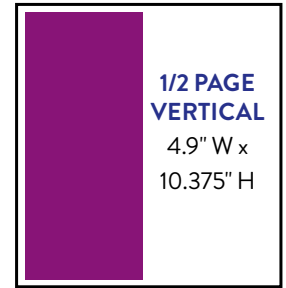
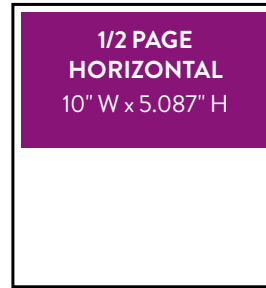


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Print Ad Dimensions



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 must be 300 DPI at the size they will be reproduced.
- 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.

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

