

Women's Journal

The County

Kent • Sussex • New Castle

Reach Your Target Audience

The New Castle County Women's Journal & the Dover Women's Journal publications are part of a nationally syndicated publication that has been rated the #1 Educational Newspaper for Women in the United States, according to a survey by U.S. World and Review. We are published bi-monthly and distributed free of charge throughout New Castle and Kent Counties.

The County Women's Journal seeks to educate and inform women and their families, of New Castle and Kent Counties in meaningful ways. We challenge our contributors to demonstrate their expertise, insight, and enthusiasm for their professions and businesses by writing objective and educational articles.

Our contributors become known as "experts" in their field, while providing the readership with valued information about products, services and resources available to them – a huge benefit from a free publication!

Our publication format allows readers to gain an understanding of "who" the contributor is prior to making the first phone call. This is paramount to businesses that rely on the "personal touch." In addition to our readers being able to make educated and informed choices,

our contributors benefit by having access to a savvy and discerning readership – the affluent, higher-educated women of New Castle and Kent Counties!

Our Mission:

The mission of the County Women's Journal is to be the objective and educational resource for the women of New Castle County and Kent County. Our focus is on high-quality articles that are of interest to women of all ages, background, and ethnicity.

A publication dedicated to educating women



For information on advertising in the County Women's Journal contact us at 1-888-550-7200.

Editorials are more effective than placement ads. Not only do people give more credibility to editorial; but they also are far more likely to catch the reader's eye than a placement ad.

"The test coverage on editorials is worth something above and beyond regular advertising."

P.J. Boatwright, V.P. Custom Projects for Fortune Group



Why should YOU advertise your business in The County Women's Journal?

This is what our advertisers say about the County Women's Journals:

"Without question, an outstanding way to educate patients."
Vincent Perrottta, M.D. Peninsula Plastic Surgery

"We have built our business on the readership of the Women's Journal: I cannot believe the amount of business we receive from our articles." Fred Winward, President, Resort Landscaping

"The Women's Journal is the most successful advertising we have ever done." Focal Point Opticians

"A priceless educational vehicle to allow patients quality, objective information about our various procedures." Andreus V. Strauss, M.D. Director of Oncology Beebe Medical Center

"The Women's Journal is the best advertising I have ever done, I can't believe I waited so long to try them. They are the only advertising I am doing now." Carmella, Permanent Cosmetics

"Magnificent response to our advertising." Dave Crowley, President, Bethany Bay Resorts

"A review of your restaurant in the Women's Journal can mean a 30% increase in your business." Robert Cirelli, Owner, La Rosa Negra

"Your Woman's publications effectively target the market we are after." Tara Kee, Director of Marketing, University of Delaware

"We receive 10 times the amount of new business and exposure from the Women's Newspapers than any other advertising." Richard Horgan, President, Richard Horgan Insurance



Women's Buying Power

- 94% Home Furnishings
- 93% OTC Pharmaceuticals
- 93% Food
- 92% Vacations
- 91% of New Homes
- 89% Bank Accounts
- 85% Auto Purchases
- 81% Riding Lawn Mowers
- 80% Healthcare
- 66% PCs

Women account for 85% of all consumer purchases.

- Women carry 76 million credit cards, 8 million more than men.
- In 2001, U.S. women's purchasing power constituted the number 3 market in the world; the collective buying power exceeded the entire economy of Japan.
- By 2010, women are expected to control \$1 trillion, or 60% of the country's wealth, according to research conducted by Business Week and Gallup.

(Sources: The Business and Professional Women's Foundation, Trendsight, Business Women's)



Women's Journal[™] The County

Kent Sussex New Castle

Questions?

Contact Pamela Rizzo at 1-888-550-7200

Or email countywomen@gmail.com

Website: www.thewomensjournal.com

As a contributing writer, you benefit from several unique features in our publication, including a target audience, exclusivity, testimonials, and widespread distribution of our free paper in key locations.

TARGET AUDIENCE

The NCCWJ and DWJ have become a primary resource for the women of New Castle and Kent Counties. Furthermore, based on our syndicated journals, the NCCWJ and DWJ will find our readership to be 3.46 per copy with an average lifespan of 8 weeks. This above-average readership is due to current information being referred to friends and family who directly benefit from our contributing articles and editorials.

EXCLUSIVITY*

How would you like to eliminate your competition by being the only professional with your specialty anywhere in our publication? Here's your chance to distinguish yourself as the authority in your field by taking the information you discuss with each client and making it available to more than 40,000 readers in waiting rooms, hospitals, libraries, and the comfort of their homes.

*(Based on a 6-issue commitment.)

WEB EXPOSURE

All articles will be featured on TheWomensJournal.com with a link to your website. With a virtual paper and the latest technologies, you will get optimal exposure with our well-rounded media package.

REFERENCES

Inside each issue you will see readership responses and professional testimonials from our contributing writers and advertisers. Establish yourself as the primary source of information in your specialty in the County Women's Journal.

DISTRIBUTION

The NCCWJ and DWJ distribution is extensive with numerous direct drops (and growing). Free papers are provided at different locations where women will be in their everyday lives, as well as through targeted home delivery.

WHAT WE ARE NOT

We do not print anything political or controversial. We do not cover local news or events.

The County Women's Journal is your direct link to the target market of women in New Castle County & Kent County. It has been proven nationally to increase your advertising power and get your message through.

Join the family of over 20,000 other professionals nationally and educate the women of New Castle County and Kent County. This successful combination of education and advertising creates community awareness for your business and offers tremendous growth potential.

To explore the advertising and editorial opportunities offered by the New Castle County Women's Journal and The Dover Women's Journal (Kent) call us today at

1-888-550-7200

Visit us on online! www.TheWomensJournal.com

Watch your business grow

The readership of the New Castle County Women's Journal & The Dover Women's Journal is over 88,000 and distribution is targeted to areas where women shop, exercise, work, and live. The County Women's Journal distribution is extensive and county wide with thousands of locations throughout each county.

The County Women's Journal is distributed at select locations including: Medical Buildings, Health Clubs, Specialty Grocery Stores, Private Learning Centers, Office Buildings, Bank Lobbies, Doctor's Offices, Libraries, Pharmacies, Retail Stores, Restaurants/Cafes, Coffee Shoppes, Fitness Studios, Automotive Centers, Lawyer's Offices, Hospitals, Dance Studios, Community Centers, Hair and Nail Salons, Spas, Business Parks, Rehabilitation Centers, Information Centers, AND MANY MORE!

Submission Guidelines

Please keep in mind that your editorial is to be written in an unbiased, educational, and informative format. This means the information could be taken to any professional in your particular field for use. You might want to consider answering different questions that are asked of your facility or doctor each time you schedule a new client. We have found that when you educate and inform perspective clients on different areas of your particular type of business, it will result in the best return on your advertising dollar. The Women's Journal editorial is a proven format that has worked well for our contributors for over 33 years.

- **TITLE:** Please let us know how you want to title your article. It should include words that grab the reader's attention.
- **PHOTO:** Send your photos as attachments via e-mail. They must be in JPEG, TIFF, or PDF form and at least 300 dpi. Identify who is in each photo.
- **AUTHOR:** Indicate whether the editorial is written by you (if you wrote it yourself) or presented by you (if supplied by your association). Be sure to include credentials (MD, PhD, etc).
- **EDITORIAL:** Articles need to be e-mailed to countywomen@gmail.com as soon as possible so they can be edited for grammar. Please use Microsoft Word, and send as an attachment. Please do not use bullets; as they make formatting very difficult. Please do not put articles in columns.

Must be sent as an ATTACHMENT.

A full page article should be about 250-900 words.

A half page article should be about 150-250 words.

- **TESTIMONIALS:** You may also include (2) small testimonials from your clients or patients.

All information must be sent as ATTACHMENTS via e-mail (NOT embedded in the body of the email). Though optional, testimonials have been proven to be a very effective marketing tool. The testimonials are included in your total word count.

- **BI-LINE:** Here is your chance to provide your personal credentials, phone number and information about you and your business. Also, include your website so that it may be linked from TheWomensJournal.com. Include a brief biographical sketch of the author and/or company at the end of the article. This is included in your total word count.
- **DISPLAY AD:** Send your camera-ready advertisements to us as attachments via e-mail in PDF. They must be at least 300 dpi, and if you purchased color, please submit in CMYK, otherwise your black and white should be all K. Please note that photos extracted from a website are not high quality, and will not reproduce well. You can convert your ads to PDF for free at www.pdfonline.com. For full page, display ad will be determined by the amount of editorial provided. For half page, display ad may range from 2" x 2" to 3" x 4".
- **DEADLINE:** All editorials, ads and photos are due by the 10th of the month prior to publication (2/10, 4/10, 6/10, 8/10, 10/10, and 12/10). If for any reason you can't make this deadline, you need to notify your account representative immediately. If we do not receive all information by deadline or if you have not made arrangements for extra time, a previous article will be used or we will reprint a copy of your business card.

The article will be printed as written. We do not change the content but will edit for grammar and formatting. Please call 1-888-550-7200 or email Pamela Rizzo at countywomen@gmail.com if you have any questions.

Women's JournalTM The County

Kent Sussex New Castle



Advertising Specifications

The Women's Journal is a bi-monthly magazine that is a primary educational resource publication for the women of New Castle County & Kent County.

Reserve your space today!

Full Page
Exclusive

Special
Exclusive

One-Half
Non-Exclusive

One Quarter
Non-Exclusive

Full Page Exclusive

10"W X 13"L

250 - 900 words

Includes photo, biography, testimonials, and display ad.

Special Exclusive

6"W X 8"L (3/4 page representation)

250-600 words

Includes photo, testimonials, and display ad.

One-Half Page Non-Exclusive

10"W X 5.75"L

150-250 words

Includes testimonials, and display ad.

One-Quarter Page Non-Exclusive

4.5"w x 5.75"L

50-150 words, testimonials, and display ad.



To reserve your ad space, Call toll-free 1-888-550-7200

Or email Pamela Rizzo at countywomen@gmail.com, Website: www.TheWomensJournal.com