

educate. enrich. empower.
www.TheWomensJournal.com

The County Women's Journal

Reach Your Target Audience

The County 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, Kent, and Sussex Counties in DE, and throughout Western Delaware County in PA.

The County Women's Journal seeks to educate and inform women and their families 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, highereducated women of Delaware and the Mainline.

Our Mission:

The mission of the County Women's Journal is to be the objective and educational resource for the women of each county in which we publish. 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 Perrotta, 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

"Thanks for the opportunity to appear in your journal. My response rate was terrific as well as the exact customer base that I desire. Awesome!!!" ~ Marcellus Beasley, B-Fit Enterprises

"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

"I have worked with the Women's Journal for a couple of years now and found it to be a great experience! With every edition, I get more phone calls from people I've never met, who have seen my article and are looking for help. It's a great medium to showcase your business."

~ Michael J. Cronin, ResTech Solutions, LLC

"The Women's Journal has proven time and again to be the most advantageous and well-rounded business builder for the salon compare-none. Each new issue brings a sharp uptick in our referrals sometimes reaching 60 new referrals per article. The editors are fair, customer-service focused, and continuously improving on the paper year-after-year. We will contribute as long as they'll have us." ~ J Christian, J Christian Studio



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



The County Women's Journal

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, DWJ, and WDCWJ have become a primary resource for the women of Delaware & Pennsylvania. Furthermore, based on our syndicated journals, the Women's Journals 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, DWJ, WDCWJ 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, and Chester 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 your 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 County Women's Journal in your area 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 Kent County Women's Journal, & the Western Delaware County Women's Journal is over 100,000. 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. 45 characters or less including spaces.

PHOTO: Send your photos as attachments via e-mail. They must be in JPEG, TIFF, or PDF format 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 prepresswj@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. If you imbed your pictures in your word doc to show set up, please also attach them.

A full page article should be about 700-800 words. A half page article should be about 200-300 words. This is allowing for a headshot and an ad (approx. 1/4 of page) for each additional picture on your page subtract 50-70 words of copy.

TESTIMONIALS: You may also include (2) small testimonials from your clients or patients. 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. Please note that photos extracted from a website are not high quality, and cannot be used.

DEADLINE: All editorials, ads and photos are due by the 1st of the month prior to publication (1/1, 3/1, 5/1, 7/1, 9/1, and 11/1). 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.

The article will be printed as written. We do not change the content but will edit for grammar and formatting, as well as space limitations if necessary. Please call 1-888-550-7200 or email [Pamela Rizzo at countywomen@gmail.com](mailto:PamelaRizzo@countywomen@gmail.com) if you have any questions.



Basic page set up and requirements at a glance...

You will be sent a pdf proof of your page via email for your review between the 12th and the 18th. Please respond with your approval or changes by the 20th. Absolutely no changes can be made after that date.



health&medicine

educate. enrich. empower.

Article Title (45 charac. or less inc. spaces)

Headshot of author or authors. Professional headshot please. 2.5"x3" at 300dpi or larger. Pictures copied from websites are not acceptable for print applications

By (Author/s)
(Business Name)

Article, authors bio, testimonials (if desired) all go within the body of the article, and in that order usually. Article text should be about 700-800 words when an ad is provided that takes up about 1/4 of the page, please adjust the text provided accordingly to a larger or smaller ad. If supplemental pictures are provided for the page, subtract about 50-70 words per picture that you wish to be included. Standards for amount of text are due to advertorial style of this magazine and the desire to have all the pages have the same text size for consistency and congruency as well as basic charm and appeal of the book. Pages can have different looks and set-ups but these size/word count standards remain consistent.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur diam quam, varius vitae dapibus vitae, euismod sed massa. Phasellus blandit libero sit amet metus laoreet vitae euismod diam condimentum. Maecenas nec turpis tellus, laoreet luctus orci. Quisque et risus at tortor pharetra vulputate vel ut eros. Etiam euismod ipsum id mauris lacinia adipiscing tincidunt libero congue. Vivamus non placerat elit. Curabitur dapibus elementum interdum. Nunc eleifend arcu non est sagittis in dignissim massa auctor. In vulputate est non elit faucibus aliquam. Suspendisse accumsan vestibulum est, a dignissim lacus fringilla eu. Donec quam est, suscipit id blandit at, consectetur at elit.

Sed eros elit, bibendum et vulputate id, adipiscing non lectus. Morbi vulputate porta nisl, vitae tincidunt magna bibendum sit amet. Sed augue lorem, dignissim nec adipiscing nec, consequat sed nibh. Nam et libero eros. Suspendisse metus sem, vestibulum a facilisis in, cursus eget dolor. Quisque justo mauris, pellentesque non eleifend eget, vulputat quis leo. Proin vulputate, metus sed pretium feugiat, orci purus eleifend odio, vel tristique enim lectus vel neque. Aliquam aliquam placerat nisi eu iaculis. Suspendisse potenti. In iaculis urna eu leo hendrerit eu scelerisque neque semper. Quisque bibendum nunc quis turpis facilisis eu tincidunt leo pulvinar. Sed posuere tincidunt rhoncus. Sed fringilla interdum ullamcorper. Maecenas ornare augue eu nisl laoreet porttitor feugiat ligula hendrerit. Cras quis est dolor, id fermentum felis. Fusce sodales tortor sit amet lorem tristique vel imperdiet enim varius.

Ut venenatis lectus sed ligula lobortis et facilisis sem vehicula. Aliquam bibendum quam in turpis congue hendrerit. Aenean auctor facilisis metus, id elementum ante feugiat ut. Morbi turpis nisl, tincidunt non gravida sed, congue in nunc. Morbi luctus tincidunt erat, at rutrum massa luctus tristique. Maecenas libero est, vulputate posuere rhoncus aliquet, malesuada in quam. Morbi pellentesque commodo erat vulputate hendrerit. Vestibulum in nisi a odio blandit auctor et eu massa. Duis sit amet felis orci, convallis laoreet lectus. Duis quis justo et ligula vulputat venenatis et quis lacus.

Ut tempus fermentum massa in sagittis. Sed elit sapien, rutrum nec aliquam id, consequat non felis. Fusce sollicitudin orci nec sem pulvinar nec tempor urna vestibulum. Mauris accumsan elementum sem, vel porta ligula ullamcorper sed. Nam viverra, nisl nec suscipit consectetur, purus mi blandit augue, eu cursus diam augue ac nibh. Vivamus ut justo eget augue consequat placerat eleifend quis turpis. Duis feugiat justo at velit eleifend tristique in quis leo. Mauris sit amet purus massa. Vestibulum id erat non nisi

aliquet adipiscing et imperdiet elit. Curabitur pharetra facilisis nulla, a mollis mi scelerisque id. Vivamus at metus purus, id aliquet quam. Nam id erat eros, fringilla congue ante. Donec sodales elementum tristique.

Nam eu condimentum ante. Ut posuere blandit dui eu vulputat. Suspendisse vel mi eget ipsum hendrerit blandit quis et metus. Sed venenatis turpis ac lorem venenatis egestas. Maecenas urna mi, consectetur eget feugiat eget, vehicula quis quam. Fusce quis nisi ipsum, a consectetur nisl. Cras magna neque, viverra eget dictum non, tempor quis sem. Integer at dui a dolor sollicitudin molestie hendrerit vitae neque. In dolor nisl, cursus vitae consectetur sit amet, pretium id mauris. Vestibulum facilisis dignissim sem, at aliquet nulla posuere nec.

Morbi nec purus nulla, vel egestas augue. Quisque sed risus in ipsum rutrum viverra sed ac urna. Mauris quis nisi ut orci pretium porttitor a non quam. Aenean pellentesque nunc a erat

Optional additional picture/s can be provided. Please be sure they are print and not web quality. Amount of text provided needs to be adjusted accordingly. See first paragraph of article text on this page

mollis ut adipiscing orci posuere. Maecenas ante magna, commodo sit amet pretium ut, vulputat in arcu. Aliquam quam enim, fringilla eu iaculis in, consequat eu lectus. Duis id consequat urna. Phasellus mollis malesuada rutrum. Ut varius nisl porta tortor tempor eget tempus nulla pellentesque. Praesent elementum, odio quis tristique iaculis, magna sapien porttitor mauris.

If you would like more information about the article you just read please feel free to contact (the author) at ... or email at ... Visit us on the web at ... general contact information, address... can go here

Ad for business goes here should be a press quality pdf or picture file of desired size at 300dpi or larger. Ads copied from websites are not acceptable for print applications

Women's Journal

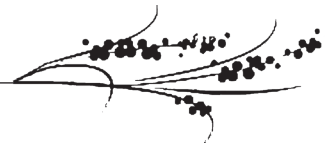
The County



Advertising Specifications

The Women's Journal is a bi-monthly magazine that is a primary educational resource publication for the women of DE & PA.

Reserve your space today!



Our page sizes and bleeds in case you are submitting your own ad:

bleed 11.375x13.75

trim 10.875x13.25

live area 10.375x12.75 (with no header and footer on page)*

live area 10.375x11.75

**text and pics must be an additional .25 up from bottom of live area (or .5 from bottom of page and .75 down from live area on top or 1" down from top of page to allow for our header and footer*

Non-bleed pdf drop-in 10.375x11.75 @300dpi

half page 10.375x5.5@300dpi

quarter 5x5.5@300dpi

all should be press quality pdf's or cmyk jpg's or tif's



Full Page
Exclusive

Half Page
Non-Exclusive

Quarter Page
Non-Exclusive



To reserve your ad space, Call toll-free 1-888-550-7200
Or email Pamela Rizzo at countywomen@gmail.com, Website: www.TheWomensJournal.com

Web Options

Get the most out of your advertising dollars with a comprehensive package that includes our state-of-the-art website!

All contributing articles will be automatically posted to thewomensjournal.com, but there are many other opportunities to intensify your exposure to our ideal female decision-maker audience.

The screenshot shows the homepage of Women's Journal. At the top is a navigation bar with links for HOME, BRIDAL, BUSINESS & FINANCE, EVENTS, FASHION & BEAUTY, HEALTH & MEDICINE, and HOME & GARDEN. Below the navigation is a large 'People in Profile' photo of several individuals. To the right is a 'Featured' section with three article thumbnails. Below that is a 'Current Issues' section with a 'Publisher's Note' for New Castle, W. Delaware, Kent. Further down are two article teasers: 'Menopausal Hormones Revisited' under 'health & medicine' and 'Mascara Vs. Lash Extensions' under 'health & beauty'. At the bottom right is a 'Block Ad' for Kaya Wellness & Yoga, featuring a logo and contact information for Rehoboth Beach, DE. A 'Subscribe eNewsletter' button is also visible.

Current Issues Cover Shot: The 'People in Profile' that are on the current issue's cover are pictured here, with a link to the People in Profile page.

Spotlight: All of our articles have their own page on our website. They searchable by date, advertiser or category. Article title, headshot, ad and supplemental pics are included. Ads, website addresses and emails are all hot-linked. All past issue's articles can be accessed too.

Feature: The three advertisers that are represented on the cover are also featured here.

The flip-thru edition! Browse each magazine online

Block Ad: Rotating ads that appear on every page allow you optimal viewership. Clickable to your website.

For a full list of options, contact our sales office.