

The County *Women's Journal*

REACH YOUR TARGET AUDIENCE



educate. enrich. empower.

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 quarterly and distributed free of charge throughout New Castle and Kent Counties in Delaware.

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, higher educated women of Delaware.

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.





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:

"I have been writing with The Women's Journal for over 5 years now and each and every year I have found the response continues to increase with each article. The Journal is placed in locations where women clearly frequent. I find that when new patients call, they mention that they have been following my articles. They are patients who are serious about coming into my office which makes my job much easier. I would recommend taking the time to build a reputation with The Women's Journal as it is widely known in our area, and read by women of all ages. The time commitment to write the articles is well worth the effort over time. Most importantly, the financial return on investment has been significant. Don't hesitate. Teach others about what you are proud to share in your vocation, with topics that meet their needs."

- Cynthia Crosser, D.C., F.I.A.M.A.

"Thank you for your wonderful publication, it has been the single best advertising I have ever done in my 25 years in business. Effective, cost efficient, and a return on advertising investment, everything a business woman could ask for." - **Carmella Gibellino-Schultz, Permanent Cosmetics**

"Having practiced ophthalmology in Delaware for over 20 years, I have seen my practice evolve in a deliberate and constant way, keeping up with the latest medical and surgical advances. The Women's Journal has been a wonderful platform from which to disseminate new, important and hopefully interesting medical information to the public. As a direct result, the patients are better educated about their options and at the same time about my practice focus and experience. Well informed patients regularly comment on the content of my articles, and I am frequently sought out by patients in need of my particular areas of specialization."

- Jeff Minkovitz, MD, Eye Physicians and Surgeons Laser Vision Delaware

"The Women's Journal has always been my go-to publication. It is filled with great information and useful articles. It is the only magazine I have always been sure to pick up. Since the inception of my agency and professional affiliation with the publication, it has always been a pleasure working with Pam and The Women's Journal staff. They take great pride in producing a quality product! It is obvious why The Women's Journal is so successful."

- Kristin Stetler Donovan, Owner, Age Advantage



WOMEN'S BUYING POWER

- 91% of New Homes
- 66% PCs
- 92% Vacations
- 80% Healthcare
- 65% New Cars
- 89% Bank Accounts
- 93% Food
- 93 % OTC Pharmaceuticals
- 58% of Total Online Spending

- Greenfield Online for Arnold's Women's Insight Team

FACTS

- Market estimates women's total purchasing prowess varies, ranging anywhere from \$5 trillion to \$15 trillion annually. - **nielsen.com**
- Women drive 70-80% of all consumer purchasing, through a combination of their buying power and influence. - **forbes.com**
- The global incomes of women are predicted to reach a staggering \$18 trillion by 2018 - **forbes.com**



QUESTIONS?
CONTACT PAMELA RIZZO AT
302-236-1435
OR EMAIL
COUNTYWOMEN@GMAIL.COM



The County Women's Journal

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 The KCWJ have become a primary resource for the women of Delaware. Furthermore, based on our syndicated journals, The Women's Journals will find our readership to be 4.6 per copy with an average lifespan of 3 months. 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 four-issue (one-year) commitment.*

WEB & SOCIAL EXPOSURE

Articles will be featured on TheWomensJournal.com with a link to your website. Tagged postings to Facebook, Instagram and LinkedIn are also included with each issue. There is also virtual flip-through version of each paper. 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 KCWJ distribution is extensive with numerous direct drops (and growing). Free papers are provided at different locations where women will be in their everyday lives.

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 and 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 your county. This successful combination of education and advertising creates community awareness for your business and offers tremendous growth potential. Explore the advertising and editorial opportunities offered by The County Women's Journal in your area today.

Follow &
Like !!!



@countywomensjournal



@countywomensjournal



@pamela-rizzo-67b37519

Watch your business grow

The readership of The New Castle County Women's Journal and The Kent 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 35 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 email. 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 emailed 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. If you imbed your pictures in your word doc to show set up, please also attach them.

A full page article should be about 650-700 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.

CREDENTIALS: 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 email 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, two months prior to publication (11/1, 2/1, 5/1 and 8/1). 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 302-236-1435 or email [Pamela Rizzo at countywomen@gmail.com](mailto:Pamela.Rizzo@countywomen@gmail.com) if you have any questions.



RESERVE YOUR SPACE TODAY!



Women's Journal

The County

ADVERTISING
SPECIFICATIONS

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

bleed 10.5 x 13.75

trim 10 x 13.25

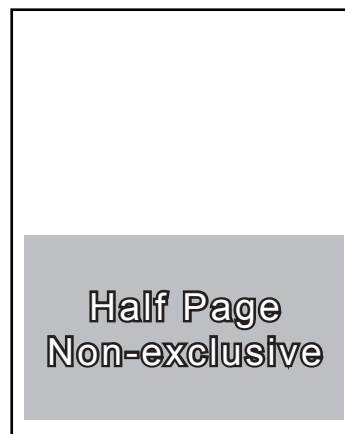
live area 9.25 x 11.35

*(text and pics must be an additional .375 up from bottom of live area
and .81 down from live area on top to allow for our header and footer)*

Non-bleed pdf drop-in 9.25 x 11.31 @300dpi

half page 9.25 x 5.5 @300dpi

all should be press quality PDFs or CMYK JPGs or TIFs



To become a contributing advertiser, call toll-free 302-236-1435
Or email Pamela Rizzo at countywomen@gmail.com

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 1st and the 10th of the month prior to the issue date. Please respond with your approval or changes by the 12th. Absolutely no changes can be made after that date.



pagecategory

educate. enrich. empower.

45 Chars Or Less. Title Case. Avenir Lt 33/41

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. Feathered. 125" any supplemental pics also feather .125"

By Avenir med obl 10/12

Article text Avenir book font size 10.5. leading 13, tracking 10. approx 700 words. If adding photos, charts, the article will have to be shorter by how large you want the pics. all words are included in this count: author bio, about the biz, testimonials. Accent color should be whatever you brand color is.

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Bio (optional)

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Testimonials (optional)

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~ Name, From

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Ad for business goes here. Takes up roughly 1/4 of the page. Should be a press quality pdf or picture file of desired size at 300dpi or larger. Can be any size ratio. Ads copied from websites are not acceptable for print applications

bleed .25"

margin .375"

educate. enrich. **empower.**

header area .83"

pagecategory



margin .375"

live area- all important portions of pics and
all text must be inside here to allow for
header & footer on the page
9.25"x11.35"

full page display ad should be full bleed

10.5"x13.75" full bleed: backgrounds- color or
images should go to these edges. understand
.25 all around will be trimmed after the
magazine is printed

half page = 9.25"x 5.5"

(all measurements are given as width x height)

margin .375"

bleed .25"

bleed .25"

Website & Social Media



We really get your content out there! Each article you submit will not only go in our print magazine, but also be featured on the digital flip-though version. Your own post will go on our website as well, featuring all content on your page, all contact information provided and it is linked to your website. New articles will be posted to Instagram, Facebook and LinkedIn (content-appropriate) with tags to your social media and a link to continue reading your article on our website. All author contributed articles submitted to The Women's Journal will be available via our local search functions. The Women's Journal provides all of the tools necessary to get your name and brand out to the public. Reach a broader audience, reach your targeted audience, and maximize your exposure.

