

Dear Interested Advertiser

Powerful Women Magazine is a glossy pocket-book magazine, published once a quarter, featuring informative and inspirational articles by business and professional women for business and professional women.

With a circulation of 3,000 print copies, this free magazine is distributed to your target market at numerous business locations, stores and networking events in Cambridge, Kitchener, Waterloo, Guelph and surrounding towns.

Powerful Women Magazine is available to a global audience 24/7, 365 days of the year as a Flash Flip Book or hi-res PDF, as well as in print anywhere in Canada by mailed subscription.

With a wide variety of advertising options, promoting your business in Powerful Women Magazine is an opportunity not to be missed. Read the list of benefits on the next page to see why.

Not only will you enjoy several money saving advertising options, including special offers in each issue, you will also reap the benefits of advertising in a magazine that specifically targets your market in a region that is home to a huge number of business women, female entrepreneurs and career women; your target audience.

Should you choose to take advantage of this fantastic opportunity to advertise your business in Powerful Women Magazine, I need your commitment in writing, with ad copy, one month prior to publication date (see page 3 for dates).

For your convenience, you will find an order form on the last page of this media kit which you can fill out and fax back with your booking requirements. If you have any questions, please do not hesitate to contact me at the number below.

In the meantime, please enjoy reading the current issue and past issues of Powerful Women Magazine online at www.powerfulwomen.ca.

Yours powerfully,

Karen

Karen Coleman
Kaz Design Works
Publisher: Powerful Women Magazine

Tel: 519.267.5050
advertising@powerfulwomen.ca



2012 Issue Themes

Spring

Working from Home: Working moms, working with your spouse

Summer

Youth vs Experience, pros and cons when starting a business

Fall

Life's Transitions: Challenges and coping mechanisms

Winter

Role Models: Who inspires/motivates you? Who do you inspire?

BENEFITS OF ADVERTISING

- Primary target audience is business and professional women, female entrepreneurs, career women as well as women considering or about to pursue a new career or start their own company
- Articles will also interest other busy women as well as students and even men
- 3000 print copies are distributed throughout Cambridge, Kitchener, Waterloo, Guelph and surrounding towns to business locations, stores and networking events attended or visited primarily and frequently by women
- The magazine is pocket-book sized to fit easily in a purse/handbag and take with you wherever you go
- Published online and available to a global audience 24/7 365 days for an indefinite period
- Both print and online versions of the magazine are free to read, and subscriptions for print copy also available for readers out of main distribution area
- With a three-month distribution cycle, longevity is much greater than newspaper, flyers and other media (e.g. TV)
- Advertising in Powerful Women Magazine is less expensive than flyers, newspaper inserts and other media
- Unlike TV and radio ads, the magazine can be read at leisure without distractions
- All advertisers can list their business for free in the online business directory with link to their website
- All business features will also be included in our online Success Stories or Featured Businesses sections
- Reduced rates for repeat insertions with quarterly payment option to spread the cost

Spring Advertising Specials

Full page ad in all four 2012 issues*

PLUS

One 2-page business feature
in one issue of your choice in 2012**

Special Price: \$1860

Regular price \$2610

Price per issue: \$465

Upgrade to back page \$2160***

Price per issue: \$540 (Save \$810)

SAVE
\$750

FREE featured ad on website for six
months with 4 market place double ads*
(1 in each 2012 issue)

Price: \$320

Summer Advertising Specials

Three full page ads (Summer/Fall/Winter 2012)*

PLUS

One 1-page business feature
in one issue of your choice during cycle**

Special Price: \$1410

Regular price \$1815

Price per issue: \$470

Upgrade to back page \$1665***

Price per issue: \$555 (Save \$810)

SAVE
\$405

FREE featured ad on website for a full
year with 2 IFC or IBC ads*

(in Summer issue plus one other issue during cycle)

Price: \$1040

Fall Advertising Specials

Book four half page ads*

AND

Upgrade fourth ad to full page

Special Price: \$1140

Regular price \$1285

Price per issue: \$285

Upgrade to 2 full page ads:

Special Price: \$1280

Price per issue: \$320 (Save \$220)

SAVE
\$115

FREE featured ad on website for nine
months with 4 quarter page ads*

Price: \$580

Winter Advertising Specials

Share full page ad with another business
in four issues****

GET

One 1-page business feature EACH
in issue of your choice during cycle**

Special Price: \$1860

Regular price \$2610

Price per issue: \$465

Upgrade to back page \$2160***

Price per issue: \$540 (Save \$810)

SAVE
\$750

FREE featured ad on website for nine
months with 4 1/8 page ads*

Price: \$500

*Ad must be the same in each issue. Design extra. Ad changes will be charged at \$60 per hour. **Payment must be received for all ads prior to business feature insertion. *** Subject to availability. ****Choose to share ad space in all four issues during cycle or advertise in 2 issues each. Each business must pay for their share of advertising space prior to business feature insertion.

Display Advertising	1 X	2 X	3 X	4 X
1/8 page ad	\$140	\$135	\$130	\$125
1/4 page ad	\$175	\$165	\$155	\$145
Business Card	\$245	\$235	\$225	\$215
1/2 page ad	\$295	\$280	\$265	\$250
Full page ad	\$490	\$470	\$450	\$430
Inside Front Cover (IFC)	\$565	\$540	\$515	\$490
Inside Back Cover (IFBC)	\$565	\$540	\$515	\$490
Outside Back Cover	\$615	\$590	\$565	\$540

Business Feature	1 X	2 X	3 X	4 X
2 pages	\$890	\$1740	\$2350	\$2900
1 page	\$465	\$890	\$1265	\$1590

Market Place	1 X	2 X	3 X	4 X
Market Place Single	\$60	\$55	\$50	\$45
Market Place Double	\$110	\$100	\$90	\$80
Business Listing:	\$28	\$27	\$26	\$25

(Business Listing will be placed under the category of your choice and can include business name, business address, web address, e-mail address and phone number.) Add business description at 15¢ per word, minimum 20 words. All business listings can appear in our online business directory.)

GRAPHIC DESIGN

Market Place Single	\$30
Market Place Double	\$45
1/8 page ad	\$40
1/4 page ad	\$60
1/2 page ad	\$90
Full page ad	\$120

ASK THE EXPERTS

Showcase your knowledge and expertise under the category of your field of expertise four times per year. Only 1 Expert per category. Includes question and answer, your name and photo, company logo, phone number plus web address or physical address.

Quarter Page	\$95 ea
Half Page	\$180 ea
Full Page	\$320 ea

COMPARE & SAVE ON REGULAR BUSINESS FEATURE

Promote your business with an ad and an accompanying advertorial at the same size. Compare the special business feature rates for combined ad and advertorial, with the regular rate for the equivalent sized ad(s). **Savings off the regular rate range from \$25 (1 page in 1 issue) to \$540 (2 pages in 4 issues)**

Publication Dates:

Powerful Women Magazine will be published the first week of March, June, September and December.

Ad Copy / Article deadline:

1st day of the month preceding publication month.

Payment Terms

Payment is by cash, cheque, money order, or e-mail transfer payable to Kaz Design Works. Payment can also be made by PayPal on non-discounted ads only. Payment must be made in full & cleared by the 8th of the month preceding publication month to guarantee insertion unless alternative payment arrangements have been agreed to by the publisher. Bulk advertising may be paid monthly in advance for subsequent issues. A 2% (24% per annum) interest charge may be applied to outstanding balances for late payments.

Terms & Conditions

All rates for display ads are priced per ad, unless otherwise indicated, and exclude applicable taxes. Special offers are based on four insertions and exclude applicable taxes. Unless otherwise indicated, rates exclude ad design. Prices valid from January 3rd, 2012 and may be subject to change at any time. The rate of all pre-booked ads charged at time of booking will be honoured. Rates for repeat ads are based on the client booking prior to the first insertion. In order to receive discounted rate for repeat ads, the ad must be the same in each issue and payment must be received one month prior to each publication. Charges will be incurred for changes/revisions to repeat ads which have been supplied ready-made or where ad design was included as part of a special package or introductory price. Repeat ads may be cancelled prior to ad copy deadline date. However, the pro-rata price will be charged for all ads already published, e.g. if an ad is cancelled after only 1 insertion it will be charged at the 1 Issue rate regardless of how many insertions were booked and the client re-billed for the difference.

Pay for all ad insertions at time of booking and receive a 2% discount!

Ad Sizes

Market Place ad: 2.168" W x 1.0625" H
Double Market Place ad: 2.168" W x 2.25" H
1/8 page ad: 2.168" W x 1.75" H
1/4 page ad (H): 4.5" W x 1.75" H
1/4 page ad (V): 2.168" W x 3.6655" H
1/2 page ad (H): 4.5" W x 3.6655" H
1/2 page ad (V): 2.168" W x 7.5" H
Full page ad (no bleed): 4.5" W x 7.5" H
Full page ad (with bleed):
Bleed Size: 6" W x 9" H
Trim Size: 5.5" W x 8.5" H
Image area: 5" W x 8" H
(no text or important elements outside this area)

Accepted File Formats for Print Ads

Ready-made ads may be supplied in one of the following file formats:

- Adobe Acrobat PDF using Print or Press Settings with Acrobat 4.0 (PDF 1.3) compatibility, fonts and images embedded, unlicensed fonts converted to curves/outlines, Transparency Flattener set to High Resolution.
- InDesign CS5 or older (packaged with fonts and links)
- Quark 8 or older (collected for print)
- Illustrator AI or EPS: with text converted to outlines or PC compatible fonts supplied.

Ads created in Corel or Freehand must be saved as a PDF with the above specifications.

Ads created in MS Word, Publisher, Frontpage or PowerPoint will not be accepted as ready-made and the client will be charged for ad creation accordingly.

Colour Profiles: All colours used in ready-made ads must be CMYK or Pantone Process Colours. No RGB colours or PMS spot colours will be accepted.

Images: All images used in ready-made ads must be converted to CMYK and saved at the correct size or larger in the following file formats:

Photos: Hi Res Tiff (300 dpi)

Closed Cropped images: Hi Res PSD or EPS (300 dpi) with embedded clipping path

Vector Art/Clip Art: Illustrator AI or EPS

Editorial and Ad Copy (text)

Text for ads created in-house and editorials is accepted in the following file formats:

- MS Word 2007 or older
- Formatted in the body of your e-mail
- MS Publisher
- InDesign CS5 or older
- Quark 8 or older
- MS Excel (Tables and Charts only)

Please format text (headings, bolding, bullets) or provide separate layout instructions indicating formatting required.

Images may be included in your document for layout purposes only. Images and other items must be sent separately in their original format.

Accepted File Formats for Supplied Images

We accept images for both ad creation and editorial submissions in the following file formats:

Photos: Hi Res Tiff (300 dpi), CMYK.

Closed Cropped images: PSD or EPS with embedded clipping path

Vector Art/Clip Art: Illustrator AI or EPS

High quality, original digital camera photos and hi-res scans in JPG format may also be accepted.

An additional charge may be incurred for close-cropping and other photo manipulations.

NOTE: Gif files will NOT be accepted under any circumstances. Poor quality or low res images will also not be used. Please do not up-size images in order to meet specs.

Questions or Advice

If you are unsure please call Karen at 519-267-5050 or email advertising@powerfulwomen.ca for advice.

Dear Publisher

I would like to advertise my business in the next issue of Powerful Women Magazine, and subsequent issues as indicated below.

Contact Information

Contact Name: _____

Contact's Title: _____

Phone Number: _____

E-mail Address: _____

Billing Information

Company Name: _____

Street Name & #: _____

City: _____

Province: _____ Post code: _____

Advertisement Requirements:

Please check the box corresponding to the ad size required and issue in which you would like it to appear.

	Spring Issue	Summer Issue	Fall Issue	Winter Issue
Business Listing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market Place ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Double Market Place ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/8 page ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/4 page ad (H)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/4 page ad (V)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 page ad (H)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 page ad (V)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full page ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full page ad (IFC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full page ad (IBC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full page ad (OBC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-page business feature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-page business feature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Method of payment: Cash Cheque Money Order e-mail transfer PayPal*

Frequency: All up front Per issue Monthly *Please note: PayPal is only available on non-discounted ads

I agree to the terms and conditions. I am also interested in writing an article for the magazine.

Authorized Signature: _____ Date: _____