

# woman

CELEBRATING 18 YEARS IN PUBLICATION IN PRESCOTT, ARIZONA.

## MEDIA KIT

Prescott Woman Magazine is a full-color, high-quality, high-class, and professional publication with a two-month shelf life. Prescott Woman Magazine includes features about local women succeeding personally and professionally. Prescott Woman is a great source for non-profits, weddings, home, family, hiking, business, education, and health. Our meaningful content adds lasting value.

- Woman owned by a Prescott, AZ native
- Target audience of women ages 30 through 70
- Prescott Woman Magazine publishes 6x per year
- Prescott Woman Magazine is aggressively distributed throughout the Quad-cities
- Growing subscriber base (Over 2,000 direct mailed) - **10% of subscription proceeds benefit Stepping Stones Agencies**
- Design and photography services included
- Editorial opportunities to complement advertising
- Complimentary copies to advertisers

RATES			
Ad Size	PER EDITION	FULL YEAR*	PACKAGES**
1/6 (one sixth)	\$515	\$435	n/a
1/4 (one fourth)	\$625	\$525	n/a
1/3 (one third)	\$705	\$595	n/a
1/2 (one half)	\$1015	\$865	podcast/web
2/3 (two thirds)	\$1335	\$1135	podcast/web
Full page	\$1815	\$1535	podcast/web

### Back Cover = \$2355

- \*Rates are per issue
- \*Save 15% with full year of advertising
- Add 10% for inside covers and preferred placement
- Add 2.75% City Sales Tax

### \*\*Full Year Packages

Available for full page, 2/3 page or 1/2 page ads only. Sign a contract for a full year (6 editions) and receive:  
 Full Page = Podcast ad (60 seconds) and web leaderboard ad  
 2/3 Page = Podcast ad (60 seconds) and web banner ad  
 1/2 Page = Podcast ad (30 seconds) and web square ad

## EDITORIAL CALENDAR

### DEC/JAN

Holiday & Non-Profit

#### DEADLINE

Oct. 8

### FEB/MARCH

Wedding & Travel

#### DEADLINE

Dec. 8

### APRIL/MAY

Home & Family

#### DEADLINE

Feb. 8

### JUNE/JULY

Outdoor & Adventure

#### DEADLINE

April 8

### AUG/SEPT

Education & Business

#### DEADLINE

June 8

### OCT/NOV

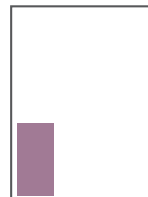
Health & Beauty

#### DEADLINE

Aug. 8

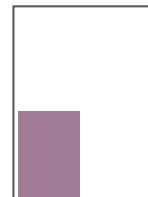
## AD DIMENSIONS

1/6 vertical



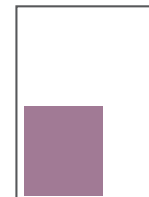
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1/4 vertical



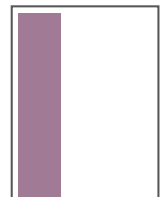
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1/3 square



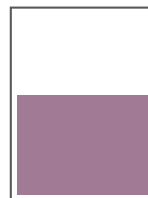
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1/3 vertical



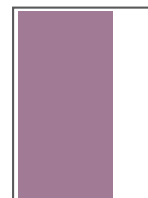
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1/2 horizontal



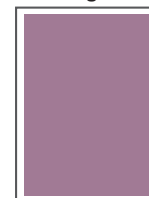
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2/3 vertical



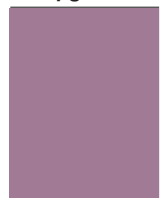
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Full Page



width: 7.5"  
height: 10"

Full pg. Bleed



width: 8.5"  
height: 11"

## SPECIFICATIONS:

- Ads must be provided as a PDF
- Ads must be 300 dpi / CMYK Process Color
- Ad design available at no additional cost

WE HEAVILY PROMOTE WITH PRINT • DIGITAL • SOCIAL MEDIA • WEBSITE • PODCAST

