

# carolina WOMAN

the magazine for women in the triangle

## 2016 Media Kit



**Advertise!**

919.942.2220 or  
[ads@carolinawoman.com](mailto:ads@carolinawoman.com)

## Capture the vigorous **buying power** of upscale **women in the Triangle**

### Original

Every article is written by our team of Triangle women

### Social

Talk of the town on social media, including **Facebook**,  
**Twitter**, **Pinterest**, **Instagram** and **LinkedIn**

### Established

**Longest-running** women's magazine in the **Carolinas**

### Colorful

**Striking** 4-color **design** on every page

### Timely

**Up-to-the-minute** at [www.carolinawoman.com](http://www.carolinawoman.com)

### Reliable

**Trusted source** on fashion, beauty, home, cuisine, money,  
career, health and more must-know topics

### Local

**Owned** and **edited** by **Triangle women** for 23 years

### Loved

**100,000 readers** in Raleigh, Durham, Chapel Hill,  
Cary, Apex, Carrboro, Hillsborough, Garner,  
Knightdale, Morrisville, Pittsboro, Wake Forest  
and Research Triangle Park

# carolina WOMAN

the magazine for women in the triangle

## Demographics



**Advertise!**

919.942.2220 or  
[ads@carolinawoman.com](mailto:ads@carolinawoman.com)

Our readers are **savvy, educated and influential**

### Influential

90% make all the **important purchasing decisions** for their households

### Educated

**97%** attended college

### Successful

86% are **professionals**

### Dynamic

81% are ages **25 to 54**

### Loyal

75% **frequently purchase products and services** from ads seen in Carolina Woman

### Cultured

79% **bought** event tickets in the past year

### Self-reliant

72% are **homeowners**

### Affluent

70% have a household income over **\$85,000** and 43% over **\$110,000**

### Radiant

80% **invest** in services that improve their image

# carolina WOMAN

the magazine for women in the triangle

## Reputation



**Advertise!**

**919.942.2220 or  
ads@carolinawoman.com**

## Advertisers **rave**

“Advertising with Carolina Woman brings me a **savvy, intelligent customer** with discerning taste.”

— *Jenny McLaurin, Custom-Designed Jewelry, Owner*

“No other publication has brought in as many **quality patients** as Carolina Woman has. We’ve had **amazing results.**”

— *Cynthia M. Gregg, MD, FACS, Facial Plastic Surgeon*

“I took my first Carolina Woman ad in May 1993. I’m still taking them because I get an overwhelming response. There is **no better way to reach women** in this area.”

— *James Kennedy, Owner, Kennedy Antiques*

“Carolina Woman has been our **best source of advertising** with the **best customer service, hands down!** We have advertised in other magazines, but time after time, our clients tell us they saw us in Carolina Woman.”

— *Shonnese D. Stanback, attorney, Stanback Law Firm, PLLC*

“Carolina Woman has such a **great appeal** to women in the Triangle. I get calls from **new clients** as soon as each issue hits the stands!”

— *Paula Fullerton, Owner, Sew Fine II Custom Draperies and Interior Design*

“A woman in Chapel Hill saw my ad in Carolina Woman and made a special trip to Pittsboro — that’s what brought her in. She **spent over \$1,000** and walked out of the store with boxes **piled over her head.**”

— *Catherine Mills, Owner, New Horizons*

# carolina WOMAN

the magazine for women in the triangle

## Expertise



Our founder and editor has a **world of experience** and a **local perspective**

### *Pleasure to Meet You*

In a journalistic career spanning several decades, I've profiled dozens of personalities. But squeezing those years into a few paragraphs is a tricky bit of magic when the years are your own.

I started college when I was 15, and I immediately joined the student newspaper. When I was 18, I won a summer internship as a reporter for The Wall Street Journal. Three of my articles wound up on the front page!

Reuters, the international wire service, hired me fresh out of college to cover the commodity futures exchanges in New York.

A few years later, I moved to Connecticut as an editor of the Hartford Courant, the largest newspaper between New York and Boston. Next, I accepted a position as assistant business editor of The Miami Herald.

In those years, my favorite motto was "Never Postpone Your Life for a Man." Then I met my husband, a native of Durham, and life took a detour — to the Triangle.

The News & Observer offered me a job. But I turned it down for two reasons.

First, my other motto, "Question Authority," always plunged me into hot water with corporate types.

Second, the members of my family have always been an entrepreneurial lot — going back to Sam Simon's horse-and-wagon moving company early last century. Now, I decided, was my turn.

Debra Simon, Editor & Publisher

**Advertise!**  
919.942.2220 or  
ads@carolinawoman.com

Hartford  Courant.



 REUTERS

THE WALL STREET JOURNAL.

The Miami Herald

*seventeen*



# carolina WOMAN

the magazine for women in the triangle

## Calendar



## "A year" of fabulous

Fresh topics blend with interactive content on vibrant pages

### January

#### Resolutions

#### Writing Contest Advertised

*First Night Raleigh*

### February

#### Romance

#### Women in Business

#### Writing Contest Advertised

*N.C. Roadrunners' Run for the Roses*

### March

#### Spring Fashion

#### Ready to Wear

*Ronald McDonald House Gala*

*Tammy Lynn Center's  
A Toast to the Triangle*

*Through Women's Eyes Art Show*

### April

#### Green!

#### Writing Contest Winners

*SPCA K9-3K Dog Walk*

*Walk MS: Triangle*

### May

#### Pets

#### Photo Contest Advertised

*Animal Protection Society of  
Durham's Walk for the Animals*

*Artsposure*

*Triangle Walk to Cure Arthritis*

### Summer

#### Travel

#### Photo Contest Advertised

*American Dance Festival*

*Komen NC Triangle to the Coast's  
Race for the Cure*

### September

#### Fall Fashion

#### Ready to Wear

*Centerfest*

*Gail Parkins Ovarian Cancer  
Walk/Run*

### October

#### Home

#### Photo Contest Winners

*Foundation of Hope's Walk for Hope*

*Grab My Wheel's le Tour de Femme*

*Leukemia & Lymphoma Society's  
Light the Night*

### November

#### Food

*Activate Good's Couture for a Cause*

*Animal Protection Society of  
Durham's Tails at Twilight*

### December

#### Relaxation

#### Holiday Gifts & Good Wishes

*Jingle Bell Run/Walk for Arthritis*

## Advertise!

919.942.2220 or

ads@carolinawoman.com

Magazines are distributed at all of these Carolina Woman-sponsored events

# carolina WOMAN

the magazine for women in the triangle

## Circulation

**25,000 copies** are distributed **everywhere** in the Triangle

### Shared

among friends, resulting in **100,000** avid **readers** each issue

### Well-stocked

at **places women frequent** — restaurants, shops, medical offices, libraries, gyms, universities and more

### Delivered

by private carrier to 500 **high-traffic locations** all over the Triangle

### Tucked

inside our signature-blue **newspaper boxes and racks**

### Handed out

at dozens of **celebrated events** annually

### Kept

by **50%** of readers for a month or more



**Advertise!**

919.942.2220 or  
[ads@carolinawoman.com](mailto:ads@carolinawoman.com)



# carolina WOMAN

the magazine for women in the triangle

## Purchasing Power



## Our readers enjoy high disposable incomes

An independent auditor used the most thorough methodology to know how many readers plan to **purchase** the following products and services during the **next 12 months**

<b>21,000</b> antiques / auctions	<b>53,000</b> health club / exercise class
<b>47,000</b> art & craft supplies	<b>17,000</b> home computers
<b>52,000</b> athletic & sports equipment	<b>27,000</b> home heating / air conditioning
<b>11,000</b> attorney	<b>51,000</b> home improvements / supplies
<b>54,000</b> automobile accessories	<b>19,000</b> jewelry
<b>65,000</b> children's apparel	<b>77,000</b> lawn & garden
<b>18,000</b> chiropractor	<b>19,000</b> carpet / flooring
<b>50,000</b> cleaning service	<b>41,000</b> childcare
<b>81,000</b> dining & entertainment	<b>51,000</b> lawn-care service
<b>64,000</b> pharmacist / prescription service	<b>70,000</b> men's apparel
<b>59,000</b> education / classes	<b>33,000</b> television / electronics
<b>89,000</b> financial planner / tax adviser	<b>49,000</b> vacation / travel
<b>60,000</b> florist / gift shops	<b>20,000</b> veterinarian
<b>66,000</b> furniture / home furnishings	<b>10,000</b> weight loss
	<b>99,000</b> women's apparel

**Advertise!**

**919.942.2220 or  
ads@carolinawoman.com**

# carolina WOMAN

the magazine for women in the triangle

## Reach

## Our **community** partners in **supporting** **women** of the **Triangle**



- Activate Good
- American Business Women's Association
- American Legion Auxiliary
- Alliance of AIDS Services-Carolina
- American Association of University Women
- American Cancer Society
- American Heart Association
- Alopecia Community of the Triangle
- American Dance Festival
- Animal Protection Society of Durham
- Artsposure
- Assistance League of Raleigh
- Autism Society of North Carolina
- Business & Professional Women's Clubs of N.C.
- Carolina Harmony Chorus
- Carolina Women's Center
- Cary Newcomers Club
- Chapel Hill/Carrboro Mothers Club
- Chapel Hill Service League
- Child Care Services Association
- Chix in Business
- Cornucopia House Cancer Center
- Dress for Success Triangle N.C.
- Duke Breast Cancer Support Group
- Duke University Women's Center
- Durham Crisis Response Center
- Durham Mothers Club
- EncorePlus Program, YWCA of Wake County
- Executive Women's Golf Association
- Family Violence & Rape Crisis Services
- Family Violence Prevention Center
- General Federation of Women's Clubs
- Grab My Wheel
- Healthcare Businesswomen's Association
- Holistic Moms Network
- Inter-Faith Council for Social Service
- Interact
- International Women's Conversation Group
- Junior League of Durham & Orange Counties
- Junior League of Raleigh
- Junior Woman's Club
- Komen N.C. Triangle to the Coast
- Leukemia & Lymphoma Society
- League of Women Voters
- March of Dimes
- Models for Charity
- Moms Club
- Mothers Against Drunk Driving
- MS Society
- National Association of Women in Construction
- National Organization for Women
- N.C. Roadrunners
- N.C.S.U. Women's Center
- N.C. Association of Women Attorneys
- N.C. Center for Women in Public Service
- N.C. Coalition Against Domestic Violence
- N.C. Coalition Against Sexual Assault
- N.C. Council for Women
- N.C. Nurses Association
- N.C. Victim Assistance Network
- Nursing Mothers of Raleigh
- Oranage County Rape Crisis Center
- Ovarian Awareness Walk
- Planned Parenthood
- Pretty in Pink Foundation
- Raleigh Professional Women's Forum
- Ronald McDonald House
- Soroptimist International of Raleigh
- SPCA
- S.W.O.O.P. - Strong Women Organizing Outrageous Projects
- Summit House
- Susan G. Komen for the Cure N.C. Triangle
- Tammy Lynn Center
- Teer House
- University Woman's Club
- UNIFEM
- Women Business Owners Network
- Women's Giving Network
- Wakefield Women's Club
- Women Against MS
- Woman's Club, The
- Women President's Organization
- Women Veterans Support Services
- Women's Business Center
- Women's Center of Chapel Hill
- Women's Center of Wake County
- Women's International League
- Women's Power Networking
- Women's Voices Chorus

## Advertise!

919.942.2220 or  
ads@carolinawoman.com



# carolina WOMAN

the magazine for women in the triangle

## Advertorial Sections



## Advertisers get added **value**

Earn free space to write about  
your company



**FEBRUARY**  
Women in Business



**MARCH**  
Spring Fashion



**SEPTEMBER**  
Fall Fashion



**JUNE**  
Healthcare  
Resources



**DECEMBER**  
Holiday Gifts  
& Good Wishes

**Advertise!**

919.942.2220 or  
[ads@carolinawoman.com](mailto:ads@carolinawoman.com)

# carolina WOMAN

the magazine for women in the triangle

## Website

Your **eye-catching** ad on **carolinawoman.com** is a powerful link to Triangle women

Ad Name	Dimensions
Exclusive Box	295 x 150 pixels
Extra Large Box	300 x 300 pixels
Large Box	300 x 200 pixels
Medium Box	300 x 150 pixels
Logo Box	140 x 75 pixels

**Advertise!**  
919.942.2220 or  
ads@carolinawoman.com

Exclusive box runs on home page. Frequency of other ads is randomly generated. E-mail your ad (in .gif or .jpg format) to ads@carolinawoman.com with target URL.

# carolina WOMAN

the magazine for women in the triangle

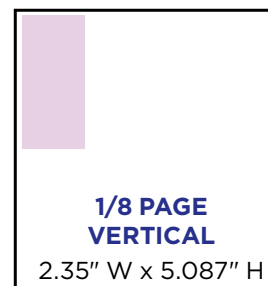
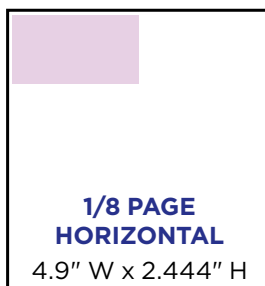
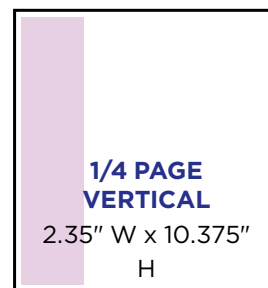
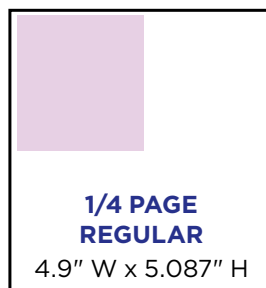
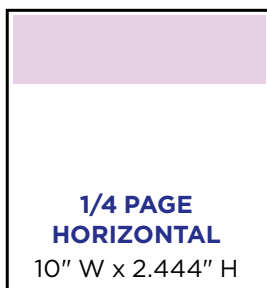
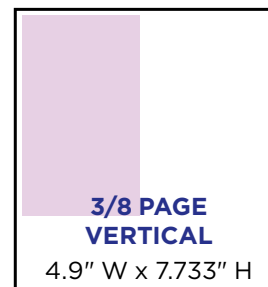
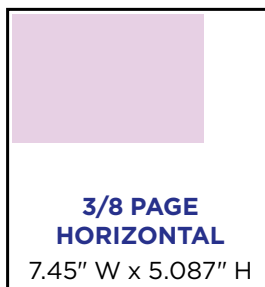
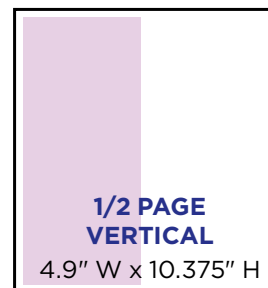
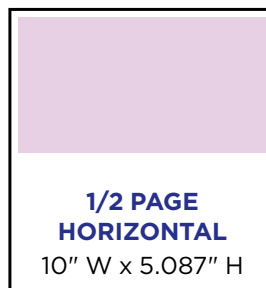
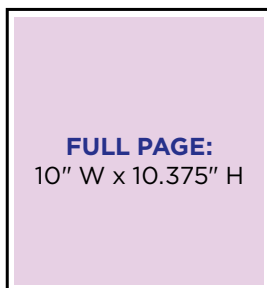
## Print Ad Specifications



**Advertise!**

**919.942.2220 or  
ads@carolinawoman.com**

## Ad Dimensions



## Camera-ready Requirements

All ads must be submitted through e-mail in PDF format Acrobat version 4.0 or higher.

Before converting to PDF format make sure:

- ALL IMAGES are 300 DPI
- Color images are CMYK or Grayscale, **NO SPOT COLOR**
- All fonts are embedded, subset below 100%
- Go to [www.carolinawoman.com/media\\_kit.php](http://www.carolinawoman.com/media_kit.php) for details

PDF pre-press requirements:

- **No built black** (All black **MUST** be 0% C, 0% M, 0% Y, **100% K.**)
- **No RGB color** and **no Spot color**
- Minimum size for knockout or color type is 14 pt. (*San-serif fonts register better than serif.*)
- No images less than 1-inch wide
- Minimum 1 pt. border
- Color borders must be more than 4 pt.
- No crop or registration marks

Camera-ready ads must be designed in the latest graphics software, such as InDesign, Illustrator or Photoshop.

Ads designed in Microsoft Word, Works, Publisher, Word Perfect, PowerPoint or PageMaker are not accepted.