



mediaKIT | 2016

REAL STORIES OF WOMEN: MULTIPLE PLATFORMS



digital



print



online



mobile

Contact: WHOAwomen | 877-927-WHOA (9462) | info@whoawomen.com | whoawomen.com



PRINT ~ DIGITAL ~ WEB ~ MOBILE ~ TV

NOTE FROM THE PUBLISHER, LAINE LAWSON CRAFT

We are glad you have connected with us at WHOAwomen. We are a community that shares hope and encouragement. Everyone has a story and at WHOAwomen we share our own intimate stories of life's challenges and trials and then we share sound spiritual solutions that help us have victory! WHOAwomen invites you to be one of us by signing up for our weekly WHOANotes, checking out our blog, reading our nationally circulated magazine, WHOAwomen Magazine, signing up for our online studies, or being a part of any of our social media! I am Laine Lawson Craft, the founder and publisher of WHOAwomen, I know there are no coincidences in life and I believe you have connected with WHOAwomen for a reason! Let us know if we can help you for any reason. We are here for you. YOU are the reason that we have a WHOAwomen community - stay connected with us! We Love you!



TARGET AUDIENCE

WHOAwomen Magazine is a general interest publication focused on the women's everyday lifestyle. We highlight articles from real women with real stories that offer readers hope and inspiration, and help enrich a woman's spiritual journey. In addition to great stories, WHOAwomen Magazine features delicious recipes, home ideas, the latest in fashion, style, beauty, health, travel, and more, brought to you by an unbelievable staff of women editors and writers. We are women reaching women.

DEMOGRAPHICS

- ♥ 98%- Females Ages 25- 55 years old (Median age 36 years old)
- ♥ 85%- Attended or graduated college +
- ♥ 58%- Married
- ♥ 66%- Children in household
- ♥ 80%- Employed
- ♥ 85%- Household Income \$100K+
- ♥ 90%- Primary Purchaser

DISTRIBUTION MODEL

- ❖ Available by iPhone and iPad
- ❖ Available Online
- ❖ Available by Subscription
- ❖ Available on Newsstands in these larger retail outlets
 - ♥ ALL Family Christian Bookstores
 - ♥ Barnes and Noble
 - ♥ Hastings
 - ♥ Waldenbooks
 - ♥ Target
 - ♥ Super Target
 - ♥ Many independent Bookstores
 - ♥ Many Church Bookstores

PRINT ADVERTISING RATES

Available on iPhone, iPad, online and available in newsstands distributed by Ingram Distribution that serves Barnes and Noble, Hasting, Family Christian Bookstores, and many more retail outlets.

Ad Size	Width	Depth	Price
Full Page (no bleed)	7"	9 5/8" (9.625)	\$2,400
Full Page	8"	10 7/8 (10.875)	\$2,400
Full Page Advertorial (no bleed)	7"	9 5/8" (9.625)	\$2,800
Full Page Advertorial (add .125 bleed)	8"	10 7/8 (10.875)	\$2,800
2/3 Page (Vertical)	4 6/10" (4.611)	9 5/8" (9.625)	\$2,000
1/2 Page (Vertical)	4 6/10" (4.611)	7 1/2" (7.179)	\$1,500
1/2 Page Advertorial (Vertical)	4 6/10" (4.611)	7 1/2" (7.179)	\$1,900
1/2 Page (Horizontal)	7"	4 7/10" (4.728)	\$1,500
1/2 Page Advertorial (Horizontal)	7"	4 7/10" (4.728)	\$1,900
1/3 Page (Vertical)	2 1/5" (2.222)	9 5/8" (9.625)	\$1,000
1/3 Page (Block)	4 6/10" (4.611)	4 7/10" (4.728)	\$1,000
1/4 Page (Vertical)	3 2/5" (3.431)	4 7/10" (4.728)	\$1,000
1/4 Page (Horizontal)	7"	2 3/10" (2.279)	\$1,000
1/6 Page (Vertical)	2 1/5" (2.222)	4 7/10" (4.728)	\$500
1/6 Page (Horizontal)	4 6/10" (4.611)	2 3/10" (2.279)	\$500



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ARTWORK SPECIFICATIONS:

TRIM SIZE: 8"x 10 7/8" (10.875)

LIVE IMAGE AREA: 7"x 9 5/8" (9.625)

BLEEDS Full-page bleed ads must extend on any printed material at least 1/8" beyond trim size on all four sides. All copy must be located 1/4" within live image area.

CAMERA-READY AD REQUIREMENTS: We accept high-resolution PDFs or JPEGs that must be at least 300 dpi CMYK or better.

WINTER 2016/Cover: To Be Announced

Topic: New Beginnings, A new year, a new you. New beginnings can start at anytime. How to become your best you. Starting the year with the best you, you can be.

Contributor Submission Deadline:	October 12, 2015
Advertising Space Reservation:	October 16, 2015
Advertising Copy/Payment Deadline:	November 30, 2015
Publication Date:	January 2016

SPRING 2016/Cover: To Be Announced

Topic: Healthy Sex, The sanctity of marriage and the biblical approach to sex. The roles of men and women in sex. What is God's idea of sex – procreation or pleasure? What do we do when sex goes wrong? (Note: This may change based on cover to a Mother's Day issue.)

Contributor Submission Deadline:	January 11, 2016
Advertising Space Reservation:	January 15, 2016
Advertising Copy/Payment Deadline:	February 29, 2016
Publication Date:	April 2016

SUMMER 2016/Cover: To Be Announced

Topic: Summer Escapes, All things fun. How to have fun. Affordable fun; stay-cation ideas. Good, clean vacation fun with marriage, kids and friends. We want to show that Christians DO have fun!

Contributor Submission Deadline:	April 11, 2016
Advertising Space Reservation:	April 15, 2016
Advertising Copy/Payment Deadline:	May 27, 2016
Publication Date:	July 2016

FALL 2016/Cover: To Be Announced

Topic: Family Traditions and the Holidays, How to build better relationships. How to overcome difficult relationships (through the holidays). How do you celebrate the holidays? Help for those who have recently lost someone. New mom or grandmother – guidance on relating to your children/grandchildren during the holidays.

Contributor Submission Deadline:	July 11, 2016
Advertising Space Reservation:	July 15, 2016
Advertising Copy/Payment Deadline:	August 26, 2016
Publication Date:	October 2016