



career + lifestyle

magazine

Celebrating 10 Years of Publication



**2024
Media Kit**

editorial content + graphic design

In a clean, modern design, our quarterly publication is packed with useful current information and trends.

Editorial Sections

Arts & Entertainment
Career
Entrepreneurism
Family
Health & Wellness
Lifestyle Trends

Editorial Features

Beauty Tips & Trends
Career Board
Community & Employee Engagement
Community Calendar
Education
Estate Planning
Family/Work Balance
Fashion Tips & Trends
Financial Planning
Philanthropy
Professional Development

Recipes & Healthy Cooking
Relationships
Small Business Development
Spiritual Health
Tech Trends
To Your Health
Travel/Vacation Destinations
Try This at Home
Women Trailblazers
Workout Guide & Exercise Tips
Diversity & Inclusion
Women in Politics

CUSTOM MARKET SOLUTIONS

We give **life** to your message by utilizing:

- Digital Publication for faster, broader reach
- E-blasts and Newsletters *(see page 5 for details)*
- Local, Regional, and National Events
- Social Media
- Strategic Community and Organizational Partnerships
- Our extensive database of nearly 30,000+ emails of individuals across the globe



2024 Rate Card and Editorial Calendar

RATES		1 Issue	2 Issues (cost is per ad)	4 Issues (cost is per ad)
Full Color	2-Page Spread	\$ 10,000	\$ 8,000	\$ 6,000
	Full Page	5,000	4,000	3,000
	1/2 Page	2,500	2,000	1,500
	Back Cover	7,500	6,500	5,500
	Inside Front Cover	6,500	5,500	4,500
	Inside Back Cover	6,500	5,500	4,500

SPECS

Ad Size:

Full Page

1/2 Page (horiz)

1/2 Page (vert)

Trim Size:

8.5" tall x 11" wide

5.25" tall x 8.25" wide

10.75" tall x 4.25" wide

Bleeds:

.125" all sides

No Bleeds

No Bleeds

Issue	Features	Ads Close	In Publication
Winter / Spring	<ul style="list-style-type: none"> • Adoption & Foster Care • Finding Post Retirement Careers • My Personal & Career Road Map • Estate Planning: Do it Now! • Understanding Artificial Intelligence • Women & Philanthropy: What's Their "Giving" Strategy? 	March 17	March 31
Spring / Summer	<ul style="list-style-type: none"> • Organ Donation/Transplants Success Stories • Taking Care of Your Health • Caribbean Vacation Spots • Caregiving: Do's and Don'ts • "Sister Love": The Art of Women Supporting Other Women 	June 16	June 30
Summer / Fall	<ul style="list-style-type: none"> • Outdoor Grilling & Cooking • Must Attend Women's Conferences • Starting Your Own Non-Profit • Real Estate Development • Selecting Long-Term Care Facilities • Eating Healthy 	September 16	September 30
Special Edition	<ul style="list-style-type: none"> • Cleveland's Regional Renaissance • America's New Political Landscape • So You Want to be a Professional Speaker: Here's How to do it! • Millennials to Watch • Foundations That Support Women's Initiatives & Programming 	December 10	December 31

**All features are subject to reschedule or change at the publisher's or editor's discretion.*



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our editorial contributors are **industry experts** in our region, across the country, and across the globe!

Our diverse mix of feature writers, columnists and guest writers offers something for everyone. Irrespective of background or status of the readers, they will always find something that will relate to where they are in their lives, careers, and families, whether they are college students or retirees now looking for the entrepreneurial opportunity of their dreams. Columnists are educators, entrepreneurs, executives, and students from across the globe. Their range of age, race, and social economic status is reflective of the landscape of our target audience/potential readers.

Our readers will get information about careers, business and life strategies from people who look, talk, work, and live like them!

MEET THE TEAM

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Senior Strategist, Subscriber & Community Development

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Database and Information Coordinator

Cheretta Moore





2024 Email Blast Request

The Women of Color Foundation owns, manages and updates on a daily basis, an extensive email database – **nearly 30,000 email addresses** – on 91 separate lists to help target your message. And, we **never** sell our lists nor individual names/email addresses to anyone, ever.

On hundreds of occasions over the past several years, we have sent out “eBlast” event notices and fliers for: job fairs, town hall and other community meetings, job vacancy announcements, health fairs, various community organization events, fundraisers and small business events.

If you’re looking to safely and securely market your upcoming events, we can definitely help you!



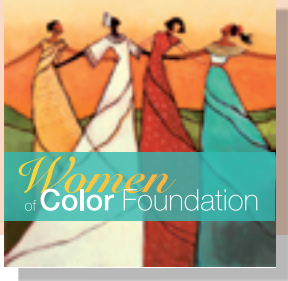
MEMBERSHIPS

(we reserve the right to determine the appropriate membership category)

MEMBERS	CATEGORY	CORPORATE	SMALL BUSINESS	NON-PROFIT/ FOUNDATION
		<i>2-Year Membership</i>	<i>1-Year membership, minority and women-owned businesses</i>	<i>1-Year membership, 501c3 tax-exempt status required</i>
	# OF EBLASTS	up to 24	up to 3	up to 4
	COST	\$2,500	\$600	\$500

PARTNER MEMBERS <i>(Up to 20% discount for organizations that support WOCF events/ programs during the current program year)</i>	CATEGORY	CORPORATE	SMALL BUSINESS	NON-PROFIT/ FOUNDATION
		<i>1-Year Membership</i>	<i>1-Year membership, minority and women-owned businesses</i>	<i>1-Year membership, 501c3 tax-exempt status required</i>
	# OF EBLASTS	up to 10	up to 4	up to 5
	COST	\$1,500	\$600	\$400

ONE-TIME	CATEGORY	CORPORATE	SMALL BUSINESS	NON-PROFIT/ FOUNDATION
				<i>minority and women-owned businesses</i>
	COST	\$500/eBlast	\$300/eBlast	\$200/eBlast



2024 Email Blast Specs & Request Form

NOTES:

- All artwork and payments must be submitted **one week prior** to the requested eBlast date. *(Requests received less than one week prior to requested date will incur a \$100 rush charge.)*
- Artwork must be submitted as a **PNG file (preferred) or JPEG.**
- Artwork submitted as a **PDF will incur an additional \$50 conversion fee**, per eBlast.
- Artwork that needs to be revised or corrected will incur an additional \$75 fee per eBlast.
- Artwork that needs to be designed/created will incur a graphic design fee per eBlast. *(The Women of Color Foundation will provide a quote depending upon the scope of the request.)*

Payments must be made via credit card or PayPal at the time the request/order form is submitted.

No eBlasts will be completed without payment in advance.

Once payment and artwork have been received, a “test” eBlast will be created and sent to the Member for review and final approval. Members must proofread all materials. Once approved, the WOCF will be held harmless for any errors or omissions. Upon final Member approval, the eBlast will be added to the scheduling queue.

No more than one eBlast per Member will be scheduled per day or per week.

All eBlasts will be scheduled in the order in which final Member approval is received.

WE ACCEPT:



Please send all completed eBlast request forms and artwork to:

pnewman@womenofcolorfoundation.com

Questions? Please call: (216) 391-4300 x308

INFORMATION *(please fill out completely)*

Company/Organization _____

Contact Person (if Business) _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Credit Card # *(if using)* _____

Exp. Date _____ CVV 3-digit code _____ Signature _____

Pay Via PayPal: aboone@womenofcolorfoundation.com



5366 St Clair Ave, 2nd FL • Cleveland, Ohio 44103

Toll free phone: 866 962-WOCF (3411)

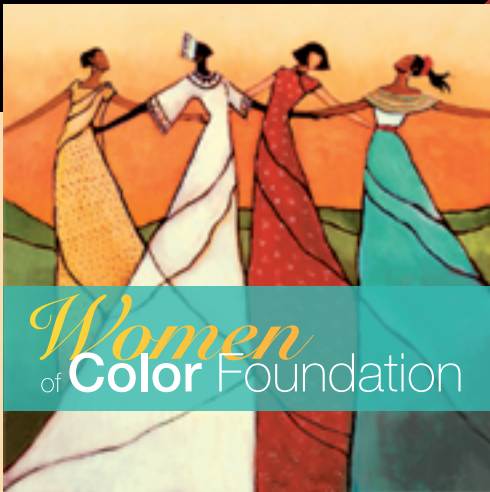
216-391-4300, ext. 307 • 440-815-2389 Fax

womenofcolorfoundation.com

The Women of Color Foundation is an IRS 501(c)3 tax-exempt organization.

Save the Date!

**STEP
FORWARD...
THEN
PAY IT
FORWARD!**



3rd Annual National Executive Women's Leadership Summit

November 10-13, 2024

*Be the first to know about
event updates
and announcements!*

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