

career cl-magazine.com + lifestyle

Robin Wilson

Taking the Personal
Home Textile Industry
by Storm!

2022
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 will give **life** to your message by utilizing:

- Digital editions
- E-blasts and newsletters
- Local, regional and national events
- Outdoor campaigns
- Print campaigns
- Radio campaigns
- Social media campaigns
- Special promotions & specialty items
- Strategic community and organizational partnerships
- Television campaigns

Demographic Profile



6,396+ are married
5,423+ have children
6,827+ have degrees
7,245+ own homes
7,397+ are employed

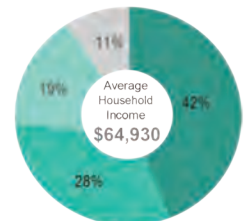
CIRCULATION 23,400

80% Women - 18,720

20% Men - 4,680

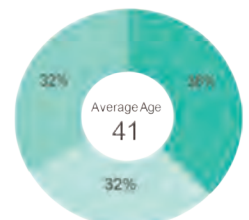
AVG. HOUSEHOLD
INCOME **\$64,930**

- \$60,000+
- \$75,000+
- \$100,000+
- \$150,000+



AVERAGE
AGE **41**

- Age 18-25
- Age 25-49
- Age 49-64



2022 - Rate Card & Editorial Calendar

Rate Card		1x	2x	4x	
4-Color	2-Page spread	\$10,000	\$8,000	\$6,000	SPECS: Trim Size 8.5" x 11" Bleed Positioned .125" from trim Trim Crop Marks Positioned outside bleed area by .125" Binding Saddle stitch
	Full page	5,000	4,000	3,000	
	2/3 page	3,300	2,640	1,980	
	1/2 page	2,500	2,000	1,500	
	1/3 page	1,750	1,360	1,020	
B&W	Full page	\$3,000	\$2,000	\$1,000	
	2/3 page	1,980	1,320	660	
	1/2 page	1,500	1,000	500	
	1/3 page	1,020	680	340	
4-Color	Cover 2 inside front	\$6,500	\$5,500	\$4,500	
	Cover 3 inside back	\$6,500	\$5,500	\$4,500	
	Cover 4 back cover	\$7,500	\$6,500	\$5,500	

Issue Date	Features	Ad Close	In Publication
Winter / Spring	<ul style="list-style-type: none"> What's New for You in 2022? Tips for Finding Your Next Career! 	3/17	3/31
Spring / Summer	<ul style="list-style-type: none"> Home-based Businesses: The New Business Model Cybersecurity and Fraud 	6/16	6/30
Summer / Fall	<ul style="list-style-type: none"> Living a Grateful Life: Renewing Your Faith Women of Color Foundation: Celebrating 20 Years! 	9/16	9/30
Special Edition	<ul style="list-style-type: none"> Surviving 2022: Thriving in 2023! Holidays Do's and Don'ts Year End Giving: What's Your Plan? 	12/17	12/31

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OUR EDITORIAL
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INDUSTRY experts

IN OUR REGION, ACROSS
THE COUNTRY, AND
AROUND 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. The age, race, and social economic status of our contributors 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!

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