



A Bi-Monthly Educational Resource for Women & Their Families

The County Woman

The County Woman seeks to educate and inform women and their families in meaningful ways. We are published bi-monthly and distributed free of charge throughout the county. We challenge our contributors to demonstrate their expertise, insight, and enthusiasm for their professions and businesses by writing objective and educational articles.

Our contributors become known as “experts” in their field, while providing the readership with valued information about products, services and resources available to them – a huge benefit from a free publication!

Our publication format allows readers to gain an understanding of “who” the contributor is prior to making the first phone call. This is paramount to businesses that rely on the “personal touch.” In addition to our readers being able to make educated and informed choices, our contributors benefit by having access to a savvy and discerning readership.

Our Mission:

The mission of The County Woman Publications to be the objective and educational resource for the women of Atlantic, Ocean, and Monmouth Counties. Our focus is on high-quality articles that are of interest to women of all ages, background, and ethnicity.



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Watch Your Business Grow

Women account for 85% of all consumer purchases.

- Women carry 76 million credit cards, 8 million more than men.
- In 2001, US women's purchasing power constituted the number 3 market in the world; the collective buying power exceeded the entire economy of Japan.
- Women control \$13 trillion, or 60% of the country's wealth, according to research conducted by Business Week and Gallup.

(Sources: The Business and Professional Women's Foundation, Trendsight, Business Women's)

Women's Buying Power

- 94% Home Furnishings
- 93% OTC pharmaceuticals
- 93% Food
- 92% Vacations
- 91% of new homes
- 89% bank accounts
- 85% auto purchases
- 81% riding lawn mowers
- 80% healthcare
- 66% computers



This is what our advertisers say about The County Woman Publications

It's a wonderful venue for marketing your business.

~ Robert P. Matthews, Copiers Plus

I have added a little over 30 patients to my practice as a result of the article in the County Woman Publication. Having a full page to explain the quality of products and services we provide at Eyedeal Vision has been a great benefit.

~ Dr. Christopher Mrochko, Eyedeal Vision

We feel that we are reaching more of our targeted audience as well as educating new and future clients.

~ Quavin Johnson, Herban Legend

The County Woman Publications have given us a great venue for advertising our practice. My husband and I love the opportunity to customize our ads with subjects that are relevant to our practice and our patients. We have gotten many new patients thanks to your publication. We look forward to advertising with you for many years to come.

~ Dana Carfagno, Advance Care Ob/Gyn



Keys To Success

As a contributing writer, you benefit from several unique features in our publication, including a target audience, exclusivity, testimonials, and widespread distribution of our free paper in key locations.

TARGET AUDIENCE

The County Woman Publication will become a primary resource for the women of Atlantic, Ocean, and Monmouth Counties. Furthermore, based on our syndicated journals, The County Woman readership is about 2.46 per copy with an average lifespan of 8 weeks. This above-average readership is due to current information being referred to friends and family who directly benefit from our contributing articles and editorials.

EXCLUSIVITY*

How would you like to eliminate your competition by being the only professional within your specialty anywhere in our publication? Here's your chance to distinguish yourself as the authority in your field by taking the information you discuss with each client and making it available to more than 40,000 readers in waiting rooms, hospitals, libraries, and the comfort of their homes. *(Based on a 6-issue commitment)

REFERENCES

Inside each issue you will see readership responses and professional testimonials from our contributing writers and advertisers. Establish yourself as the primary source of information in your specialty.

The County Woman Publications are your direct link to the target market of women in your county. It has been proven nationally to increase your advertising power and get your message through.



DISTRIBUTION

The readership of The County Woman is over 42,500 in each county and distribution is targeted to areas where women, shop, exercise, work, and live. The County Woman's distribution is extensive and county wide with over 600 locations per county.

The County Woman Publications are distributed at select locations including: Medical Buildings, Health Clubs, Grocery Stores, Private Learning Centers, Office Buildings, Bank Lobbies, Doctor's Offices, Libraries, Pharmacies, Retail Stores, Restaurants/Cafes, Fitness Studios, Automotive Centers, Lawyer's Offices, Hospitals, Dance Studios, Community Centers, Hair & Nail Salons, Spas, Business Parks, Rehabilitation Centers, Information Centers, AND MANY MORE !

WHAT WE ARE NOT

We do not print anything political or controversial.
We do not cover local news or events.

Join 20,000 other professionals nationally and educate the women in your county. This successful combination of education and advertising creates community awareness for your business and offers tremendous growth potential. To explore the advertising and editorial opportunities call or visit our website www.TheCountyWoman.com

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Publication Schedule

Publication Issue

January / February
March / April
May / June
July / August
September / October
November / December

Advertising Deadline

December 10
February 10
April 10
June 10
August 10
October 10

Editorial Rate Information

Full Page Exclusive Editorial*

Includes: photo, byline, 700-800 word editorial, testimonials, display ad

Special Exclusive Editorial (3/4 Page)*

Includes: photo, byline, 500-600 word editorial, testimonials, display ad.

One-Half Page Non-Exclusive

Includes: 250-300 word editorial, testimonials, and display ad.

Back Page Full Color Display Ad

Print Ready CMYK 10"W x 11.5"H PDF file.

** Per market based on a 6-issue commitment*





Submission Guidelines

Please keep in mind that your editorial is to be written in an unbiased, educational, and informative format. This means the information could be taken to any professional in your particular field for use. You might want to consider answering different questions that are asked of your facility or doctor each time you schedule a new client. When you educate and inform perspective clients on different areas of your particular type of business, they will automatically choose you as the provider of those services. The County Woman Publication's editorial is a proven format that has worked well for our contributors for over 35 years.

- **TITLE:** Please let us know how you want to title your article. It should include words that grab the reader's attention.

- **PHOTO:** Send your photos as attachments via e-mail. They must be in JPEG, TIFF or PDF format and at least 300 dpi. Identify who is in each photo.



- **BYLINE:** Indicate whether the editorial is written by you (if you wrote it yourself) or presented by you (if supplied by your association). Be sure to include credentials (MD, PhD, etc).

- **EDITORIAL:** Articles need to be e-mailed to Lynn@ACWoman.com (Atlantic County)
Lynn@TheOCW.com (Ocean County)
Lynn@TheMCW.com (Monmouth County)
as soon as possible so they can be edited for grammar. Please use Microsoft Word and send as a (.doc) document. Do not use bullets or columns; they make formatting very difficult.

*Articles must be sent as an ATTACHMENT.
A full page article should be approximately 600-700 words. A half page article should be about 350-400 words.*

- **TESTIMONIALS:** You may also include two (2) small testimonials from your clients or patients. All information must be sent as ATTACHMENTS via E-mail (NOT embedded in the body of the e-mail). Though optional, testimonials have been proven to be successful marketing tools.

- **BIOGRAPHY:** Here is your chance to provide your personal credentials, phone number and information about you and your business. Include a brief biographical sketch of the author and/or company at the end of the article.

- **DISPLAY AD:** Send your camera-ready advertisements to us as an attachments via e-mail in PDF format. It must be at least 300 dpi, in CMYK with 100% K. Please note that photos extracted from a website are not high quality, and will not reproduce well. You can convert your ads to PDF using www.pdfonline.com. For a full page, a display ad may range from 4"x4" to 6"x6". For a half page display ad may range from 2"x2" to 3"x4".

- **DEADLINE:** All editorials, ads and photos are due by the 10th of the month prior to publication. If for any reason you cannot make this deadline, you need to notify your marketing representative immediately. If we do not receive all information by deadline or if you have not made arrangements for extra time, a previous article will be used. The article will be printed as written. We do not change the content, but may edit for grammar and formatting.



Facebook and Twitter



Social media such as Facebook or Twitter can be an enormous advertising platform for your company. Using social media, your company can reach consumers on a more personal level. Using social media in your marketing plan will keep your brand fresh and relevant in customers and non-customers minds.

Updates are a single posting that is 140 characters long. Please include a URL if possible.

Event Post's is a digital invitation to your companies event. For this you will need to include the time, date, location, a URL, and an image.

Single Update - \$5

Bi-Monthly Update* - \$25

Event Post - \$25

*Bi-Monthly Update is one update, posted once a week, every week for 5 weeks.

E-Newsletter

Feature your article in a weekly newsletter to over 1000 email addresses! Articles will be featured on Facebook and are also on Twitter. (\$80.00)



Web Advertising



When you choose to advertise with The County Woman, your article is automatically featured on our website. The County Woman is now offering you the additional option to highlight your business with a web banner on the Primary or Secondary Page of our websites, www.ACWoman.com, www.TheOCW.com or www.TheMCW.com. When you purchase a web banner, it is directly linked to your website.

Description	Size (pixels)	Price Per Month
Static Primary Page		
Top	700x100	\$172.00
Bottom	700x100	\$115.00
Vertical Side	160x600	\$125.00
Vertical Side Small	160x200	\$50.00
Rotating Main Pages		
Box	410x250	\$25.00
Static Secondary Page		
Vertical Top	700x100	\$144.00
Vertical Side	144x250	\$80.00
Vertical Small	160x200	\$35.00