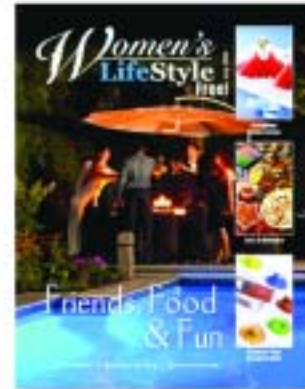


# Women's LifeStyle

M A G A Z I N E



Essential • Enlightening • Entertaining

# Creating Connections

Women are more likely to purchase items that they have seen in a print ad than any other method of advertising.

(American Demographics)

**W**omen's LifeStyle is your direct connection to the customers you are striving to reach. With our broad appeal, every woman finds something in the pages of Women's LifeStyle magazine that speaks to her and keeps her coming back to the magazine every month.

For nearly 11 years we have provided an essential, entertaining and enlightening reading experience for 50,000 women each month. In each edition we look at what's pertinent in our reader's lives, from careers and fashion to health and parenting, to decorating and personal development. Our covers, layouts, editorial and even our fonts are selected to capture and hold the attention of your clients, our readers.

We stay community focused by featuring a monthly calendar of current events and happenings, local shopping and ideas sections and faces and places.

If it's important for you to reach area women, Women's LifeStyle is a vital component of your marketing campaign.



Women's LifeStyle is the only publication devoted to greater Grand Rapids area women. We are a consumer driven publication designed to help you promote your business. Our consistent commitment to quality assures that your advertising is showcased in the best possible light.

82% of all major purchasing decisions are made by women.

(American Demographics)

# Advertisers Benefit



The friendly relationship between Women's LifeStyle Magazine and its readers benefits advertisers. The upbeat, positive and welcoming nature of the magazine puts the reader in the right frame of mind to be receptive to your advertising message.

Advertising is an integral part of Women's LifeStyle Magazine. Relevant advertising is valued by readers, and is consumed with interest. Readers view advertisements in much the same way as they view the editorial - looking for items that interest, intrigue, entertain and inform.

- Targeting with precision and without wastage is a key strength of magazines.
- The magazine medium's essential strength lies in the active way in which readers choose and use their magazines. Magazines are an active medium, with the reader in control.
- Readers become engaged with their magazines and develop a bond of trust. Reading a favorite magazine is like talking with a friend.
- A reader's identification with an engaging magazine can go well beyond the simple provision of information and ideas. When a magazine strikes a chord it can be a comforting and reassuring force.
- Readers give commitment to their magazines. The time spent reading is substantial, and the copies are read thoroughly. Copies tend to be read repeatedly, often picked up more than once during a day and on more than one day.

– PPA Marketing

## 20 reasons why women love reading Women's LifeStyle Magazine

Magazine Publishers of America report the 20 most important motivations that drive magazine reading:

1. I get value for my time and money.
2. I like it.
3. It makes me smarter.
4. It's my personal timeout.
5. I often reflect on it.
6. The stories absorb me.
7. I learn things first here.
8. It's part of my routine.
9. I find the magazine high-quality and sophisticated.
10. I trust it.
11. I feel good when I read it.
12. It's relevant and useful.
13. It's brief and easy for me to read.
14. I build relationships by talking about and sharing it.
15. I find unique and surprising things.
16. It improves me, and helps me try new things.
17. I save and refer to it.
18. I keep or share articles.
19. I think others in the household would enjoy the magazine.
20. It's for people like me.

## Magazine's Evolving Role

Digital media has raised consumers' expectations of all the media they use. Magazines offer reinforcement, encourage participation and act as a bridge to interactivity (such as directing readers to specific Web sites). Magazines are in an excellent position to do this because the readers are still in control of what they read and when they read it. Women's LifeStyle magazine arouses interest in topics, suggests informational sources for readers to explore and also provides web site addresses in articles and advertisements.

Women's LifeStyle Magazine supports the printed version by displaying each monthly edition in its entirety on the Web - along with Web site links to advertisers.

# 50,000 Readers – Your Reach

Our advertisers say  
Women's LifeStyle Magazine readers  
are their best customers.

**W**omen's LifeStyle is designed to reach a progressive, diverse and dynamic audience of women 25 to 58 years old; this group represents the major decision makers when it comes to purchasing your goods and services.

Everything about Women's LifeStyle has been developed for our readers and your customers - the cover, layouts, editorial content and even the font selections have all been selected with this remarkable demographic in mind.

Age:	
25-34	34.6%
35-44	36.8%
45-58	28.6%

College Educated: 72.4%

Home Owners: 77.4%

Household Income:	
HHI 60K+	82%
HHI 85K +	64%

Employed: 77.2%

Professional/Managerial: 43.8%

Married: 70%

With Kids: 44.3%

Community Involvement:  
Personally participated in at last  
one significant public activity 88.8%

Personally participated in three  
or more significant public activities 48.1%

In a national study conducted with readers of local magazines, virtually all women reported taking at least one action based on what they read in their local regional magazine, and half reported taking actions such as recommending or buying a product seen, contacting an advertiser, passing on articles or ads, and discussing articles or ads with others.



Essential  
Entertaining  
Enlightening

Based on information from The Arbitron Company and Scarborough Research Corp 2005, City and Regional Magazines Association (Erdos and Morgan Study) and other demographic studies.

# Distribution

“Women’s LifeStyle is a phenomenon. We have represented hundreds of magazines over the years and Women’s LifeStyle is the fastest moving we have ever carried. They are right on the money.”

– Kevin Smith, Distribu Tech

**W**omen’s LifeStyle is available for free at over 400 key locations. We also offer a direct mail/subscription service to ensure we reach your target audience.

Women’s LifeStyle is available for pick up in grocery stores, medical offices, hair salons, bookstores, restaurants, office buildings, health clubs, work sites, coffee shops and retail stores throughout a very dynamic area. The magazine moves very quickly and select high traffic areas are restocked during the month.

Our features focusing on special events, social, educational, and recreational activities keep us a current and useful resource all month long. Our 20,000 copies are distributed in Grand Rapids, Rockford, Ada, Caledonia, Grandville, Kentwood, Byron Center, Hudsonville, Cutlerville, and to select locations in Holland and Grand Haven.

Both Women’s LifeStyle Magazine and its staff are highly visible in our community. We regularly attend and participate in special events, fundraisers, workshops, and educational/sponsorship opportunities.



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Magazines are delivering a larger adult audience to marketers than top television shows, and are doing even better with female consumers.

(American Demographics)

# Special Focus Calendar

We use our special themes to enhance our monthly editorial and keep the magazine fresh and sought after all year round. Advertisers in these editions will be reaching a targeted and dynamic audience of women.

## January

### **Health and Happiness**

Special Section: *The Face of Health* featuring area health care professionals.

Fresh outlooks, looking and feeling great. Fitness, diet and exercise for the body and mind.

## February

### **Matters of the Heart**

Special Section: *The Face of Health* featuring area health care professionals continues.

Love and romance, wedding and bridal trends, heart health and, of course, chocolate.

## March

### **Let's Eat!**

Special Section: Michigan foods and local dining

Special Section: Women's Expo

New gadgets, recipes, nutrition, tips and ideas for foodies. Entertaining. Wine 101.

## April

### **Beauty & You**

Special Section: *The Practice* with medical practice overviews

Experiencing beauty through all five senses. The best in beauty and fashion. Personal style.

## May

### **Eco-Chic**

Special Feature: *Green Living*

Earth-friendly ideas, products and practices.

Gardening, spring beauty and fashion trends.

## June

### **Summer Fun: Let's Go!**

Special Feature: *Hot Stuff* local shopping guide

Special Section: *Eat Fresh, Eat Local*

Excursions, tourism & travel, grilling, outdoor décor. The men in our lives.

## July

### **Summer Fun: Sizzle & Splash**

Special Feature: *Hot Stuff* local shopping guide

Special Section: *Eat Fresh, Eat Local*

Outdoor living, day trips, entertaining, grilling tips, girls night out, light and easy recipes.

## August

### **Summer Fun: Everyday Adventure**

Special Feature: *Hot Stuff* local shopping guide

Special Section: *Eat Fresh, Eat Local*

New & exciting adventures, living your dreams, continuing education, positive outlooks.

## September

### **She Means Business**

Special Section: *She Means Business* profiles

Resources, opportunities, tips, advice and trends

for success. Education, career and

technology updates.

## October

### **Home Sweet Home**

Special Feature: Tips and trends from area experts

Cozy home décor ideas. Do-it-yourself. Flavors, scents and sights of autumn. Breast cancer awareness.

## November

### **Celebrate in Style**

Special Feature: *Gifts Galore* shopping guide

The newest in holiday decor, food and fashion.

Creating special moments. Festive area events.

## December

### **Celebrate the Season**

Special Feature: *Gifts Galore* shopping guide

Shopping. Holiday recipes. Seasonal events.

Tips for parties and gatherings.

**Women's  
LifeStyle**  
M A G A Z I N E

### Regular Monthly Features:

Fashion • Recipes • Interior Ideas • Reader's Lounge • Events • Beauty  
Healthy Ideas • Faces & Places • Advice • Fitness • Relationships • Shopping

*\*Monthly features are subject to changes and/or additions*

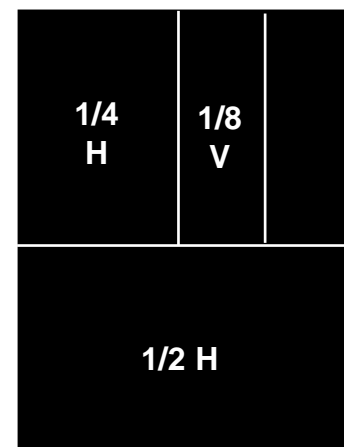
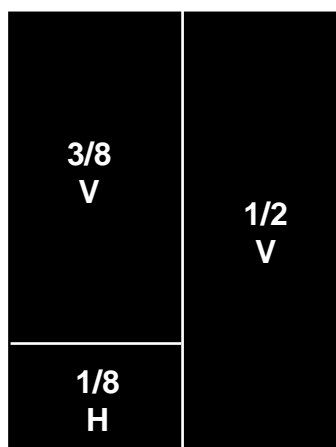
820 Monroe, N.W. • Suite 320 • Grand Rapids, MI 49503 • Phone: (616) 458-2121  
E-mail: [womenslifestyle@aol.com](mailto:womenslifestyle@aol.com) • Web site: [www.womenslifestylemagazine.com](http://www.womenslifestylemagazine.com)

# Advertising Rates

Size ▼ Frequency ▶	1X	3X	6X	12X
<b>Full Page</b>	<b>1850</b>	<b>1300</b>	<b>1150</b>	<b>1025</b>
<b>3/4</b>	<b>1600</b>	<b>1100</b>	<b>1000</b>	<b>900</b>
<b>1/2</b>	<b>1125</b>	<b>875</b>	<b>725</b>	<b>625</b>
<b>3/8</b>	<b>925</b>	<b>750</b>	<b>625</b>	<b>525</b>
<b>1/4</b>	<b>625</b>	<b>525</b>	<b>400</b>	<b>350</b>
<b>1/8</b>	<b>425</b>	<b>350</b>	<b>275</b>	<b>250</b>

## MECHANICAL INFORMATION:

		Width	X	Height
FULL PAGE		9.125	X	12.25
3/4 PAGE	V	6.5	X	12.25
1/2 PAGE	V	4.5	X	12.25
1/2 PAGE	H	9.125	X	6
3/8 PAGE	V	4.5	X	9
3/8 PAGE	H	6.75	X	6
1/4 PAGE		4.5	X	6
1/8 PAGE	V	2.125	X	6
1/8 PAGE	H	4.5	X	3



## CLOSING DATES

Space reservations are required by the 15th of the month preceding publication. All production is due at this time. Camera-ready materials due by the 17th of the month preceding publication. Ad production is available upon request.

## IN-HOUSE AD PRODUCTION

There is a \$50 hourly fee for this service, one-hour minimum for your initial ad set up. Updates and minor modifications are \$35 per hour (one hour minimum). Ad redos are \$50 per hour.

## PAYMENT

Payment is appreciated with initial insertion order. We accept all major credit cards. A late fee is charged on past due invoices. Prepayment is required in some instances.

# Specifications

**TRIM SIZE:** 10.125 X 13.125 (Live area 9.125 X 12.25)  
**PRINTING PROCESS:** Web offset from digital files  
**TRIM SAFETY:** Allow 0.25 from trim size on all sides for live matter that is not meant to bleed.  
**LINE SCREEN:** 85 lpi

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## AD SUBMISSIONS:

PDF submissions created with Acrobat Distiller\* of all advertisements is the preferred delivery method. Ensure that ALL fonts are embedded, all colors are converted to CMYK, and overprinting is turned OFF. Any layers used in native application must be flattened before PDF is created. We recommend saving at 1200 DPI. Please avoid reverse text on four color backgrounds. Images must be SWOP (CMYK or grayscale) TIFF or EPS between 240 and 300 dpi. Remember: Do not use RGB or JPEG images. Don't nest EPS files into other EPS files. Advertiser assumes all liability for content, including font and art usage of its ads.

\* We can send you our job options settings to incorporate in your Acrobat Distiller preferences if you'd like.

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## E-MAIL MATERIALS TO:

womenslifestyle@aol.com

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## MAILING ADDRESS:

Women's Lifestyle Magazine, ATTN: Advertising Department  
820 Monroe NW Suite 320 • Grand Rapids, MI 49503

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## IN-HOUSE AD PRODUCTION

Please contact us if you need help in the design or layout of an ad for your business.

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## RIGHTS OF REFUSAL

Women's LifeStyle magazine reserves the right to refuse any ad that is of a vulgar, sexist, racist, or of any degrading nature.

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## CANCELLATION

Advertiser will be held liable for space reserved unless a 60-day advance notice has been submitted to Women's LifeStyle Magazine in writing. When no acceptable material is furnished by material due dates for spaces under contract, the Publisher reserves the right to repeat a previous advertisement or to charge the full rate for the unused space.

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## MECHANICAL INFORMATION:

				Width x Height			
		Width	x Height				
		9.125	X 12.25	1/2 PAGE	H	9.125	X 6
FULL PAGE		9.125	X 12.25	3/8 PAGE	V	4.5	X 9
3/4 PAGE	V	6.5	X 12.25	1/4 PAGE		4.5	X 6
3/4 PAGE	H	9.125	X 9	1/8 PAGE	V	2.125	X 6
1/2 PAGE	V	4.5	X 12.25	1/8 PAGE	H	4.5	X 3