

ROCHESTER WOMAN *online*



MEDIA KIT



all about RW ONLINE

As Western New York's premier womens publication, *Rochester Woman Online* is riding the wave of future and is an all digital, all access magazine!

Started as Rochester Woman Magazine over 9 years ago, and after many twists and turns, *Rochester Woman Online* was created in 2017. You can enjoy all the great stories and features on local women (and men) you have come to expect from Rochester Woman, but we can now expand our reach, our depth and ultimate our community.

With an ALL DIGITAL publication, it gives your message a greater reach so you can more easily grow your business. When you consider how well digital advertising complements your other advertising along with social media, it can be the missing link your business has needed all along to be successful.

OUR MISSION

Rochester Woman Online will create for you a community of women striving to empower and nourish other women to grow both personally and professionally. Our goal is to create a unique, genuine and inspiring publication that will help nourish your success. We will do so in a way that is engaging, informative and most of all, fun. We will measure our success one incredible Rochester woman at a time!

our AUDIENCE

SOME STATISTICS

With over 6117 Twitter followers, 8500+ followers on Facebook, more than 5500 app users per month with an average read time of over 6 minutes, a website that averages more than 10k pageviews a month, and an email database of over 65,000 area professionals, we are confident in our decision to expand not only our audience, but our focus and functionality by going all digital.

OUR REACH

Reach over 20,000 Rochester area woman (and even men) and more than 65,000 electronically by advertising in *Rochester Woman Online*. Enjoy some of our all new digital features including:

- Average time spent reading our tablet app is 5.25 min per view
- Add video to increase reader engagement in your ad as Google loves video even better so it increases your reach and website's ranking

- Your ad can link directly to your website or shopping cart for instant spontaneous sales. Who doesn't love spontaneous sales while your sleeping?

- Your ad can be shared on social media right from our tablet app so it multiplies your marketplace reach with a touch of a finger

- Your ad can also be added to the Rochester Woman Online website to increase viewership. That's like having another powerful website working for you.

- Over 5,500 app downloads per month means that they automatically receive Rochester Woman without having to go searching anywhere to pick it up

- 58% of digital magazine subscribers read Rochester Woman the same day they receive it.

- 73% of those reading digital magazines reported paying attention to advertisements, by either tapping or reading the content. Isn't that is amazing!!!

more than just advertising



OUR TABLET APP

We understand that our readers are always on the go, and that's why we have created *Rochester Woman Online* as an ALL DIGITAL publication. Get unlimited access to all the best local stories and advertisers through our FREE digital magazine subscription. Our tablet app allows our readers to take us everywhere they go. *Rochester Woman Online* is available monthly via our Mobile App for both iOS and Android.

For you, the advertiser, it means that your ad can be completely interactive, thereby engaging the reader for a longer period of time. Our sales team will be happy to work with you to help you add video, photo galleries, shopping carts and more to your ad to help you achieve the best results.

BLOGGING

Today blogs are being used for all sorts of purposes. You have companies that use blogs to communicate and interact with customers and other stake holders. Newspapers that incorporated blogs to their main website to offer a new channel for their writers. Individuals that created a blog to share with the world their expertise on specific topics. And so on. The Internet itself is changing very fast and so is *Rochester Woman Online*. Blogging offer us yet another medium to be in touch and communicate faster with our readers on a daily, or weekly basis rather than just monthly.

SOCIAL MEDIA

Social media has changed marketing forever. Not only are conversations happening 24/7, but they are taking place on multiple social platforms, around the community and around the world.

Our social media presence is growing by the day, as we have over 20,000 followers over all of our social media applications including Facebook, Twitter, Pinterest and Instagram. As a contracted advertiser with RWM, you can take advantage of that audience by allowing us to post your promotion across all of our social media platforms. It's a great way to reach a greater audience and grow your customer base.

Our targeted marketing packages go beyond the clicks, likes & follows to real results and insights helping your business to grow and meet your specific business goals. Our staff is made up of award winning social media trainers and strategists and with our expertise and guidance, your business will have all it needs to create successful social media campaigns.

2017 CALENDAR



January
NEW YEAR, NEW YOU

February
GO RED FOR WOMEN

March
A LITTLE BIT OF WOMEN'S HISTORY

April
OUR WOMEN ENTREPRENEURS (expo special insert)

May
WINE & FOOD (home and garden insert)

June
OUR GENTLEMEN'S EDITION

July
GET READY FOR VACATION

August
FASHION (special wedding insert)

September
EDUCATION

October
THINK PINK & PURPLE

November
HOLIDAY EDITION (expo special insert)

December
LAST MINUTE GIFT GIVING (special pet edition)



why ADVERTISE

ONE...Our ads capture focused attention: The focused process of digital magazine reading leads to less media multi-tasking, ensuring single-minded attention to your ad.

TWO...Our advertising is targeted: We engage readers in a very personal way. A way in which specialty TV just can't compare. Plus, our online magazine readers are affluent, with more disposable income to buy advertised brands.

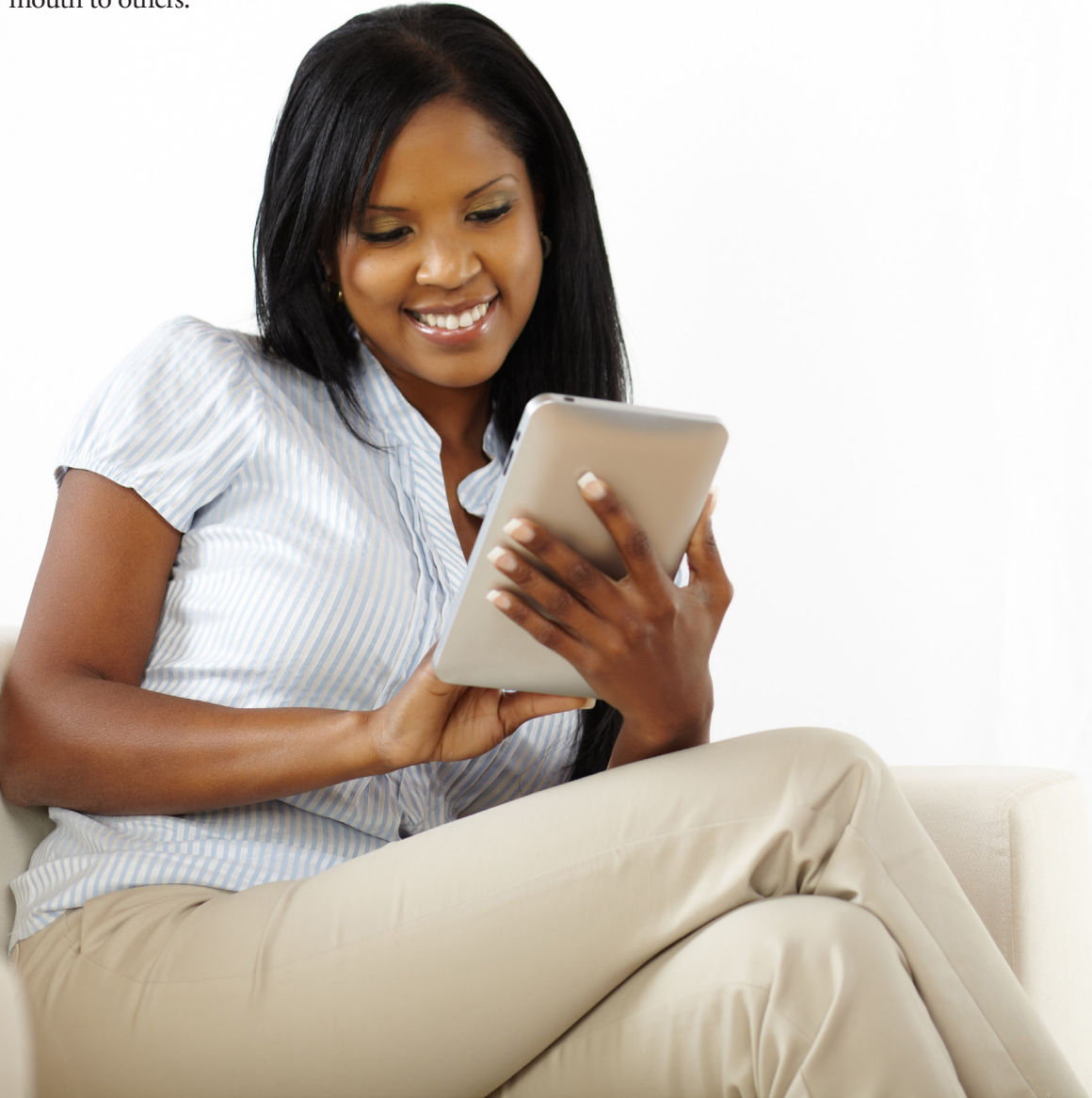
THREE...Our advertising is relevant and welcomed: Consumers value our magazine advertising, engaging in it almost as much as the editorial content itself. The ads are accepted as an essential part of the mix.

FOUR...Readers trust us: traditionally, most magazines are viewed as a credible resource, so much that they are the leading sources of information that readers recommend by word-of-mouth to others.

FIVE...We offer a lasting message: Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits. Our readers share the ads throughout all their social media.

SIX...Online magazine advertising drives web searches and visits more easily: Online is where consumers go for ideas and inspiration. That's why our magazine ads are leading influencers, driving readers to our advertisers websites and to ultimately purchase.

SEVEN...RWONLINE advertising enhances Return on Investment (ROI): Allocating more ad dollars to *Rochester Woman Online* and our partners in the media mix improves overall marketing and advertising ROI.



advertising RATES

	1 INSERTION	3X	6X	12X
PREMIUM PLACEMENT	\$1000	\$900	\$800	\$700
FULL PAGE	\$900	\$800	\$700	\$600
HALF PAGE	\$700	\$600	\$500	\$400
QUARTER PAGE	\$350	\$300	\$250	\$200
EIGHTH PAGE	\$199	\$150	\$100	\$75

**Ask me about special woman owned business pricing, or special Tuxedos Pet Corner.*

WEBSITE ADVERTISING

Our website delivers an average of over 100K impressions monthly and that number is on the rise daily. As an advertiser, you can enhance your online advertising insertion and take advantage of those website visitors by placing web ads on the Rochester Woman Online site every month.

Our website advertising rates are as follows:

	ONE TIME AD	FREQUENCY
Small Box Ad: 125 x 125	\$50/month	\$125/3mths
Medium Box Ad: 300 x 250	\$125/month	\$325/3 months
Column Box Ad: 160 x 600	\$150/month	\$385/3 months
Leaderboard Ad: 728 x 90	\$200/month	\$525/3 months

All web ads must be prepaid at the time of placement. Ads will also include a link to your website. In-house design services are available for web advertising clients and will be billed at a rate of \$25 per ad. Ads may also be submitted "web ready". The frequency discount is the total amount due for three months.

DISTRIBUTION

Currently we have over 5,500 online subscribers per month, 65,000 interactive readers, and over 20,000 followers on social media. This number is only growing and will be trending nationally in 2017 as well!

SOCIAL MEDIA PROMOTIONS

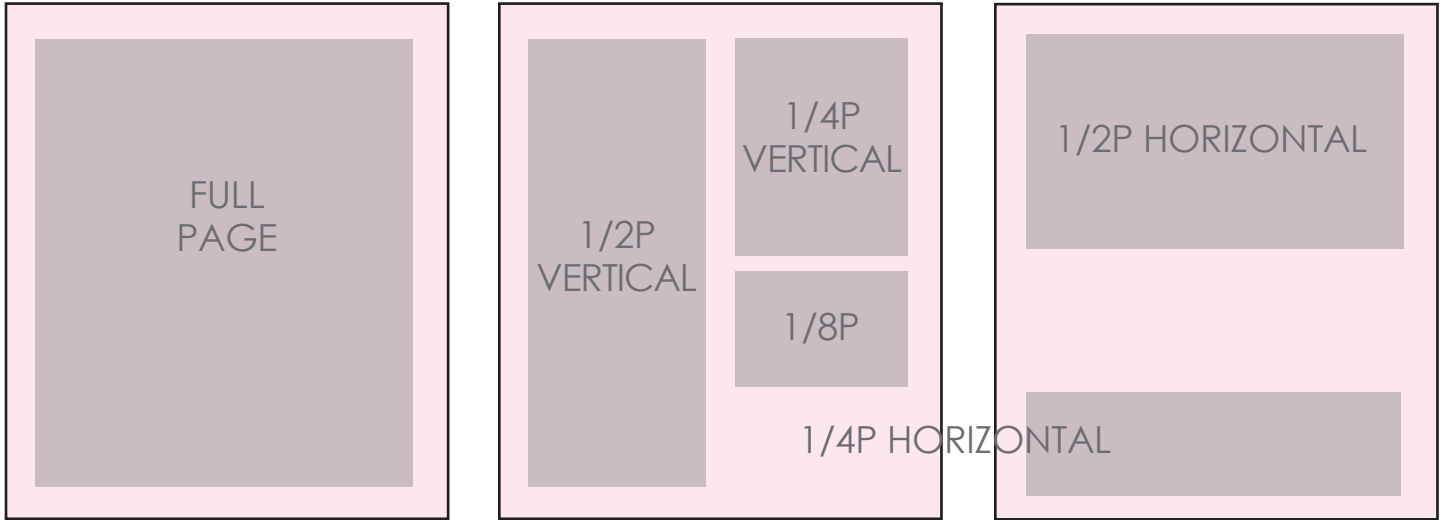
Let us advertise your business to our readers and followers on all of our social media platforms.

We can do a static ad with a link to your facebook page, boost your promotion for you, or even create a video! Then we share it with thousands of our followers with just a click of a button.

When it comes to promoting content, social media is one of the most powerful tools available. The beauty of social media marketing is that it can be used to improve both your public relations as well as content marketing simply by asking for a response. To generate feedback and promote engagement on social media, include a question or special promotion with your content that compels our readers to respond.

Pricing starts at just \$49!

production SPECS



FULL PAGE	8.5"w X 11"h
HALF PAGE	8.5"w X 5.5"h (vert) 4.25"w X 11"h (horz)
QUARTER PAGE	4.25"w X 5.5"h (vert) 8.5"w X 2.75"h (horz)
EIGHTH PAGE	4.25"w X 2.75"h

FILE SUBMISSION

Kindly submit your advertisement to our art department at networkrocqueen@gmail.com or your personal Advertising Representative by the 15th of the month prior to publication using the following guidelines:

- CMYK images at 300dpi in final size
- B&W images in gray scale
- Submit PDF, AI, PSD or Jpeg files

Technical questions can be directed to our creative director at networkrocqueen@gmail.com

other SERVICES



EMAIL MARKETING
GET STARTED FOR AS LITTLE AS \$99
Too busy to think about email marketing? Don't even know where to begin? Our experts are here to help. With a database of over 100,000 business professionals spanning the Rochester, Upstate, Central, Western and Finger Lakes New York areas, we are able to reach out to an overwhelming audience and promote your business with a click of a button.

We can create high impact campaigns that are as professional as your business. Packages are available for every business from start-up to highly successful.

Email marketing is a widely effective form of internet marketing, surpassing banner ads, web sites, and popups. We will reach your existing and prospective clients in the most effective way possible. Plus, you are joining the area's largest permission based audience.



GRAPHIC DESIGN
GET STARTED FOR AS LITTLE AS \$50/HOUR
It is our mission and our passion to take the concepts that are presented by our clients, and exceed all expectations. We pride ourselves in delivering the best possible design concepts on time, while remaining on budget.



Whether you need us to design your advertisement for the magazine, brand your business, or create your website, our experienced staff is here to be your one-stop shop for all of your design needs.

EVENT COORDINATION
GET STARTED FOR AS LITTLE AS \$99
From networking or customer events, grand openings, ladies nights, or trade shows to large scale expos, we offer you a complete and integrated event marketing program. You will see why we are the best resource for connecting, networking and promoting your business.

We custom design all events to help maximize your visibility and impact on your target audience. By leveraging our relationships with local businesses, we will handle everything from planning to the execution.

Come and join our monthly events as a vendor or sponsor, or let us create an event all your own. Make sure you check out our monthly empowering women events at www.dayofempoweringwomenevents.com



our PARTNERS



SHOPCOOLROC.COM

Search and Shop Local Rochester!

Shop Local Rochester NY and surrounding area's unique neighborhoods boasting some of the most fashionable, creative and skilled independent owner-operated shops, boutiques, businesses and services.

ShopCoolRoc.com Strives for:

Constant evolution toward a more productive small business atmosphere in the greater Rochester area! Knowing that most merchants are budget wise with your advertising dollars ShopCoolRoc.com's motivation is to out perform your expectations and shine the spotlight on Rochester area Small Business!

Affordably and effectively bringing together Merchants and the customers that are seeking them, throughout the Rochester metro area. At a cost we think is a no brainer!

Professional Business Page includes:

- Free Web Commercial - Limited Time
- Full Business page with no competing ads
- One low rate with no up-selling
- You fully control your Business page
- Create your own Promotions & Sales announcements
- Photo Gallery 12 images - show Store and products (change any time)
- Custom key words - Control your SEO
- Add Additional Business Listing Features
- Include your Promo materials Swag/gift bag in give aways
- Business Name / Address
- Phone / Fax Number / E-mail / Website Link
- Business Hours
- Full Description - (3000) Characters
- Summary Description - (250) Characters
- List in up to (5) Categories
- Ratings / Reviews / Traffic Reports emailed to you
- Detail View
- Additional uploads - Menus / Brochures
- Facebook Social Plugin
- Post Sales, Create Deals, Coupons
- Informative Merchant Mixers, Networking and Marketing Seminars

Currently \$500 a year to join!

our PARTNERS



360° VR MEDIA DESIGN

By now you've had to have seen the commercials with people wearing these virtual reality goggles. 360 degree virtual tours are no longer just for real estate! It can truly give your online viewers a boutique experience 24 hours a day, 7 days a week with little to NO downtime! Imagine your business becoming a virtual open house where people could interact with your business as if they're actually there! Our seasoned VR professional partner has over a decade of experience developing these amazing virtual tours and we're ready to help your business literally step in to the future of online marketing!

Our virtual interactive media can be viewed on any computer platform (MAC/PC) and will launch seamlessly on most popular smart mobile devices and tablets! Even better, our tour images can even be launched onto your Facebook business page! Once your tour is customized to suite your brand, it is ready to launch and grow as your operations expand.

Packages Starting at just \$699

GIVEN WINGS DESIGN STUDIO

Web Design | Development | Social Media Management

We deliver superior designs while remaining reasonably priced. Our clients effectively market their businesses with our professional graphics. We know it - and work our hardest to provide products that our customers can't wait to put in the front window of their web presence or successfully use to market their products on paper.

www.givenwings.com



BLOGGING

Want to sponsor our blog? Want to blog for Rochester Woman Online? Whether you're a small business or a Fortune 100 company, blogs should be at the heart of your content marketing because blogs fuel social media, search optimization and the sales process.

Through social sharing, comments and guest posts, blogs provide the basis for building a targeted community. We want you to be a part of our Rochester Woman community

Ask me how to start for as little as \$99/mth



DO YOU HAVE QUESTIONS?

Need to know a bit more about advertising with *Rochester Woman Online*? Would you like to schedule a meeting to figure out your advertising or marketing needs? Contact Kelly Breuer today! Our team of advertising and marketing genius's are happy to answer any of your questions.