



WOMAN to WOMAN

Publishers **Kandace Chapple**
& **Kerry Winkler**

Priceless Photography

W

When we started this magazine six years ago, we thought we might put together a little something for the women in the region to read and write and talk about. Little did we know, we were on to something big.

Today, *GTWoman* is not just a bimonthly magazine. We've grown to include monthly Network Nites and *GTWoman* in Business Luncheons, as well as regular guest spots on radio shows and biweekly Today's Woman segments on TV 7&4 featuring women from our magazine. And our *GTWoman* Girl Talk e-newsletters now reach over 2,000 women in the region each week.

But that doesn't mean the magazine is all business. We also recently launched the *GTWoman* Exp(o!), which drew over 1,200 women during a two-day event. (And did we forget to mention the 200 women who went on *GTWoman's* Chicago Road Trip last year and raised a little cain?)

Women in the region aren't what they were six years ago. Today our readers are even savvier, sassier and smarter. They are starting businesses, forming groups and raising families. Some of them, all at once!

And *Grand Traverse Woman* has been there for and with this growing network of women who are shaping our region. Our pages share their stories, feature their successes and advertise their businesses. Our events bring the women together face-to-face to create relationships and connections — and laughter.

GTWoman remains the only magazine that targets women who live, work and play in Northern Michigan. There are over 78,000 women in the five-county area, and we fill a niche for area business owners who want to specifically target the local female consumer.

We hope you'll become a part of *GTWoman* in some way — and come along to see where women will take us next!

- *Kandace & Kerry*

Save the Dates

Jan. 8 - Network Nite

Feb. 5 - *GTWoman* in Biz Luncheon
Feb. 12 - Ad deadline for Mar/Apr issue

Mar. 12 - Network Nite

Apr. 9 - Ad deadline for May/June issue
Apr. 16 - *GTWoman* in Biz Luncheon

May 14 - Network Nite

June 4 - *GTWoman* in Biz Luncheon
June 9 - Ad deadline for July/Aug issue

Aug. 19 - Ad deadline for Sept/Oct issue

Sept. 10 - Network Nite
Sept. 19-20 - *GTWoman* Exp(o!)
Sept. 30 - *GTWoman* in Biz GUIDE deadline

Oct. 1 - *GTWoman* in Biz Luncheon
Oct. 2-4 (tentative) - *GTWoman* Chicago Road Trip
Oct. 12 - Ad deadline for Nov/Dec issue

Nov. 5 - Network Nite

Dec. 3 - *GTWoman* in Biz Luncheon
Dec. 10 - Ad deadline for Jan/Feb issue

Grand Traverse Woman Quick Facts

Published bimonthly ~ 10,000 copies an issue ~ 25,000 pass-along readers ~ Distributed free to 5-county area
www.grandtraversewoman.com • 231.276.5105 • sales@grandtraversewoman.com

GTWOMAN EDITORIAL CALENDAR 2009



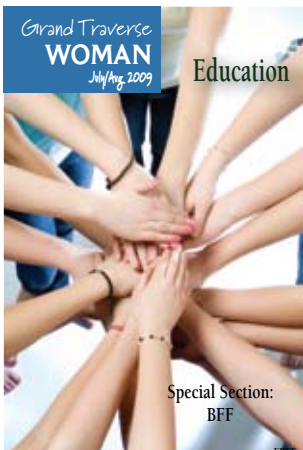
Jan/Feb '09
MAN•TAS•TIC
 Special Section: Relationships
 Editorial deadline: Dec. 1
 Ad deadline: Dec. 10



March/April '09
ON THE MOVE
 Special Section: Career
 Editorial deadline: Feb. 1
 Ad deadline: Feb. 12



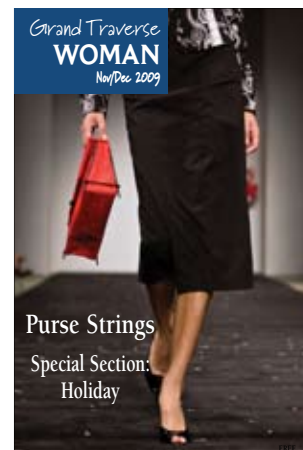
May/June '09
HOT TO TOT
 Special Section: Stepmoms
 Editorial deadline: April 1
 Ad deadline: April 9



July/Aug '09
EDUCATION
 Special Section: BFF
 (Best Friends Forever)
 Editorial deadline: June 1
 Ad deadline: June 9



Sept/Oct '09
HEALTH
 Special Section: Game On!
 Editorial deadline: Aug. 1
 Ad deadline: Aug. 19



Nov/Dec '09
PURSE STRINGS
 Special Section: Holiday
 Editorial deadline: Oct. 1
 Ad deadline: Oct. 12

Put your BANNER AD on GTWoman Girl Talk EMAIL NEWSLETTERS

Reach over 2,000 LOCAL women weekly!
 Only 2 sponsors per newsletter.
 Sent out 4-8x/month.
 \$200/month if you sign up for 1 month
 \$145/month for 2 months
 \$135/month for 3+ months



Specs: 8.5" wide x 1.67" high, 72 dpi, full color RGB, .jpg files accepted

www.grandtraversewoman.com ~ 231.276.5105

GTWOMAN AD RATES & SPECS 2009

Rates* effective January 2009

GTWoman is published bimonthly (6 issues/year)

*Rates are PER issue. 3x and 6x rates are based on a signed contract.

SIZE	1x	3x	6x
1/16	\$150	\$130	\$99
1/8	\$245	\$220	\$185
1/6	\$335	\$285	\$240
1/4	\$435	\$370	\$299
1/3	\$540	\$460	\$380
1/2	\$635	\$550	\$465
Full pg	\$890	\$850	\$745
Cover positions (full pg/full color)....\$915			
2-page full-color advertorial.....\$1499 - NEW!			

Spot color: \$45 each additional

Full-color ads: \$160 additional

Non-profit: 10% discount

Readership & distribution

The average GTWoman reader is:

Female, age 25-49, household income of \$70,000+, working full-time, married with 1 to 2 children.

GTWoman targets women who are decision-makers both at home and at work. Our readers range from full-time CEOs to full-time Moms! Statistics show that **women make 80-90% of all buying decisions.**

Grand Traverse Woman is distributed free on newsstands.

We distribute **10,000 copies with 25,000 pass-along readers** at 150 distribution points in **5 counties** -

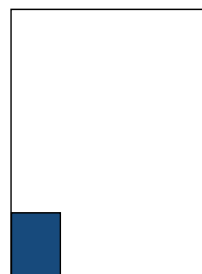
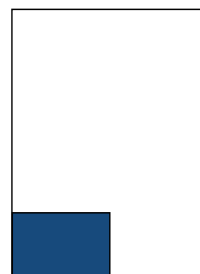
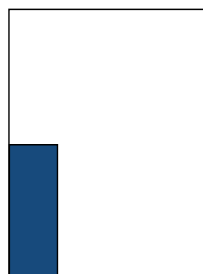
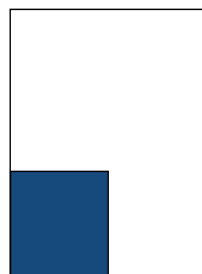
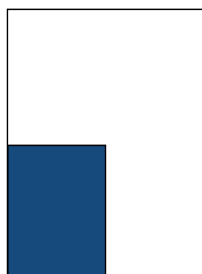
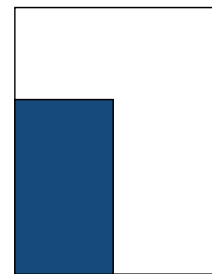
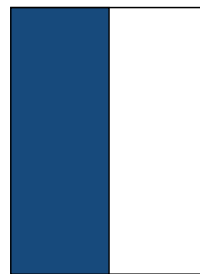
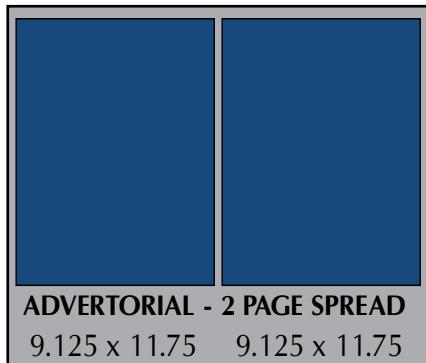
Grand Traverse, Leelanau, Benzie, Antrim and Kalkaska, in addition to a **strong subscription base.**

Visit www.grandtraversewoman.com today!

25,000 women in 5 counties with GTWoman.
Call 231.276.5105 today!

Ad sizes are in inches, width x height

Final trim size of publication: 10" x 13"



Files accepted:

- PDF files, Mac or PC (all fonts embedded.)
- JPEG files, Mac or PC
- TIFF files, Mac or PC
- InDesign, Mac only (Include all fonts with file.)
- Color photos and graphics must be CMYK.
- Ads can be submitted on CD or at sales@grandtraversewoman.com.

GTWOMAN IN BIZ GUIDE 2010*

*The Guide is a SEPARATE annual publication published by GTWoman each fall.

Listings*

Listings: \$99

Includes business name, phone number, one contact woman & title, address/state/zip, email address, website and tagline in printed Guide, along with complete listing and link in GTWoman's online Guide.

Each additional line: \$10 (i.e. a second woman's name, email and phone would be three lines = an additional \$30)

Each additional category: \$40 (1st category is free)

Listing Forms online at www.grandtraversewoman.com

*Listings are FREE with purchase of Profile or Ad.

Advertising

SIZE.....B&W.....4-Color

1/4\$275\$375

1/2\$395\$499

Full pg.....\$695\$899

Cover positions (full pg/color).....\$999

FULL PAGE	1/2	1/4
4.75 x 8.00	4.75 x 3.95	2.32 x 3.95

Ad sizes are in inches, width x height.
Final trim size: 5.25" by 8.5"

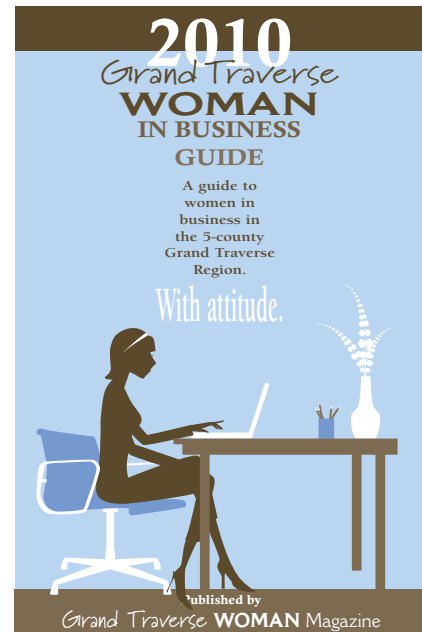
Files accepted:

- PDF files, Mac or PC (PDF files must have all fonts embedded.)
- JPEG or TIFF files, 300 dpi, Mac or PC, CMYK or grayscale
- InDesign files (Include all fonts & graphics.)
- Ads can be submitted via email at sales@grandtraversewoman.com.

Profiles

GTWoman in Business Profiles

Cost is \$525 and includes: a free listing (\$99 value), free professional photo taken by GTWoman, photo with listing, and full-page COLOR profile in the Guide.



Distribution

The Guide is marketed as a women-in-business tool for new, growing and established business owners. The Guide will be distributed to women face-to-face at:

- GTWoman events throughout the year, including Network Nites, Business Luncheons and the GTWoman Exp(o!).
- GTWoman booths at conferences & expos including: area Chamber of Commerce Business Expos, Health Fairs, Women's expos and more.
- GTWoman's website - 10,000 visitors a month!
- Covering Grand Traverse, Leelanau, Antrim, Benzie and Kalkaska counties at chambers, libraries, colleges, businesses and women's organizations.
- Each listee can also distribute copies.

Total circulation: 10,000+

DEADLINE:
Sept. 30, 2009

GUIDE '10 LISTING FORM

FAX TODAY!

Grand Traverse **WOMAN IN BUSINESS GUIDE '10**

LISTING: \$99 (or FREE with purchase of Profile or Ad.)

Business Name* (Please print EXACTLY as you'd like all items to appear.)

Businesswoman's Name

Businesswoman's Title

Street Address

City

State

Zip Code

Phone Number (include area code)

Email Address

Website Address

Tagline (4-5 word description of your business)

Category (see list at right/if your industry is not listed, please specify. First category is free.)

Additional lines \$10/ea. (i.e. a second woman's name, email and phone would be three lines = an additional \$30)

Additional categories \$40/ea.: _____

YES! I'm interested in purchasing a (___1/4pg ___1/2pg ___full pg) ad. Call me!

YES! I'm interested in purchasing a *GTWoman* in Business PROFILE. Call me!

Please FAX Form to 231.276.5106:

VISA / MASTERCARD / DISCOVER TOTAL AMOUNT TO CHARGE: \$ _____

Credit Card No.: _____

Exp. Date: _____ Billing address: _____

Or mail check to: *GTWoman*, Attn: Guide, P.O. Box 22, Interlochen, MI, 49643

Listing forms also available online at www.grandtraversewoman.com.

DEADLINE:
Sept. 30, 2009

* Please attach your business card as a means of doublechecking all spelling.

CATEGORIES

Accountants/CPAs/Services
Adoption
Advertising
Antiques
Arts & Crafts
Attorneys
Automobile Repair & Service
Banking
Beauty Products/Services
Books
Boutiques
Builders/Contractors
Business Services
Case Management
Catering
Celebrations
Cellular/Phone
Children's Stores
Chiropractic Care
Coaches, (personal, career, life)
Computer Services
Counselors
Consultant - Medical/Legal
Dance
Dentistry
Dermatology/Skin Care
Divorce Services
Doulas
Education/Instruction
Entertainment
Event Coordinators
Financial Services/Planning
Fitness
Flooring
Food Specialties
Foundations/Endowments
Funeral Homes
Furniture
Gardening
Gifts
Graphic Design/Illustration
Health Care/Physicians/
Nurses
Health Insurance
Herbal Products
Home Furnishings/Decor
Home Services
Human Resources
Consulting
Insurance
Interior Design
Laser Clinics
Legal Services
Massage Therapy
Midwives
Mortgage Services
Office Supplies & Furniture
Organizations, Women
Organizers
Pet Services
Photography
Plastic Surgery
Pregnancy Services
Psychologists
Publishers
Real Estate
Recreation/Sports
Resale
Scrapbooking/Stamping
Senior Services
Service Clubs
Shoes & Accessories Retail
Signs
Spas
Title Companies/Insurance
Travel
Veterinarians
Web Design
Wedding Services
Wellness
Women's Clothing Stores
Women's Resources
Workshops
Other: Please specify

THE WOMEN'S MARKET

Women are more profitable customers than men because they are loyal to products.

Every marketing dollar invested in acquiring women customers results in a higher overall retention rate. (TrendSight Group)

GTWoman targets a specific niche of powerful women consumers, with 10,000 copies each issue and 25,000 pass-along readers.

78% of *GTWoman* readers are likely to purchase products or services they read about or see advertised in *GTWoman*.

Word-of-mouth is more prevalent among women.

Women recommend to others those brands or salespeople that impress them — in essence free marketing of the most powerful kind. (TrendSight Group)

Women expect more.

Women want all the same things as men — and then some. Accordingly, when you meet the higher expectations of women, you are more than fulfilling the demands of men. (TrendSight Group)

GTWoman offers the opportunity to get two satisfied customers for the price of one.

GTWoman Network Nites & *GTWoman* in Business Luncheons offer a place to put a face to the "name" of ads placed in the publication.

Women make decisions based on relationships.

Women emphasize relationship building as well as fact-gathering and consult with experts and business owners they know. (Center for Women's Business Research)

GTWOMAN READERS

Planned Purchases

Art/Antiques.....	24%
Chiropractic Services.....	26%
Cleaning Services.....	17%
Dental Services.....	62%
Dermatology.....	20%
Financial Planning	30%
Fitness	47%
Furnishings/Appliances	43%
New or Used Car.....	26%
Spa Services	55%

Home life

Married.....	67%
College-educated ...	92%
Household Income	
\$45,000+.....	64%
\$55,000+.....	44%
\$75,000+.....	24%
Children in Household	
42% have one or more children living in the household	
children aged 0-2	12%
children aged 3-5	14%
children aged 6-11	18%
children aged 12-18 ...	17%
Average number in household:	1.9

Activities

Art (collecting/creating)	73%
Exercise/Strength Training ..	68%
Gardening	50%
Recreation (golf, etc.).....	63%
Interior Design.....	35%
Finance/Investing	20%
Travel.....	74%
Yoga or Pilates.....	52%

Age

18-24	4%
25-34	20%
35-44	27%
45-54	29%
55-64	14%
65+	6%
Avg. Age ..	44.3