

Dear Interested Advertiser

Powerful Women Magazine, now in its fourth year, is a quarterly publication with a goal to ignite your passion for success. Featuring inspirational stories and informative articles by business and professional women for business and professional women, Powerful Women Magazine is available to read online by a global audience 24/7 365 days of the year in a variety of formats, including hi-res PDF, Flash Flip Book and blog-style.

Since its inception in 2009, Powerful Women's mission has been to provide a medium for the promotional needs of small-business owners, female entrepreneurs and start-up companies in Waterloo Region and Wellington County (Ontario, Canada). And for the past three years, the magazine has done just that. However, starting in 2013, in response to the needs of women everywhere, Powerful Women Magazine is opening its pages to inspirational, successful and powerful women across the globe whose desire it is to share their expertise and experiences, as well as stories of other women who have inspired them, with a global audience.

But we have not forgotten our original goal. Powerful Women Magazine will publish a "Spotlight on Business" edition focusing on business women, female entrepreneurs and start-ups from Waterloo-Wellington. This issue will be published annually online and, subject to demand, in print for distribution at numerous business locations, stores and networking events in Cambridge, Kitchener, Waterloo, Guelph and surrounding towns.

In 2013, advertising rates have also been substantially reduced to reflect these changes as well as the limited marketing budgets of entrepreneurs and small-business owners still struggling during the continued global recession. By publishing online only, advertising and article space will be virtually unlimited, enabling affordable promotion with maximum visibility.

A variety of promotional options are available, including low-cost full and half page ads, business features, articles, ad and article combos, or Ask the Expert spots. In addition, discounted rates are available for multiple ad insertions and regular advertising contributors. With a wide variety of advertising options, promoting your business in Powerful Women Magazine is an opportunity not to be missed. Learn more about the new features and changes, issue themes and publishing dates on page 2.

Should you choose to take advantage of this fantastic opportunity to advertise your business in Powerful Women Magazine, I need your commitment in writing, with ad copy, one month prior to publication date in which you wish to appear.

If you have any questions, please do not hesitate to contact me at the number below. In the meantime, please enjoy reading the current issue and past issues of Powerful Women Magazine online at www.powerfulwomen.ca.

Yours powerfully,

Karen

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Kaz Design Works
Publisher: Powerful Women Magazine

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NEW FEATURES & CHANGES FOR 2013

- Starting in 2013, there will now be **5 awesome issues per year** to inspire, guide and encourage you to succeed.
- **4 themed issues** will be published online - 1 per season - and will contain articles, stories and tips on hot topics of interest to women across the globe. (See 2013 themes at right.)
- A **"Spotlight on Business"** edition, focusing on business women, female entrepreneurs and other inspirational women of Waterloo-Wellington, will be published online and in print* for distribution to their target market.
- **New low cost advertising** make promoting in Powerful Women Magazine even more affordable and cost-effective for small-business owners, solo-entrepreneurs & start-ups.
- Most ads in the 4 themed issues will be **full and half page sizes**, to **maximize visibility** for each advertiser.
- Contributors may include a business card, basebar or **new "contact card" style ad** to accompany submissions.
- **Ask the Expert spots** have been **expanded** to half page size with larger text and higher word count.
- **Huge discounts** are available to advertisers wishing to promote in all 5 issues in 2013 (or 5 consecutive issues).**
- Starting in 2013, Powerful Women Magazine will now accept article and photo submissions from writers, photographers, business women, female entrepreneurs and career women from **across Canada and around the world**.
- Powerful Women Magazine will now contain photo spreads to **showcase photographers and inspirational women** from Waterloo-Wellington and across the globe.
- The 4 themed issues will now contain **lifestyle articles** and stories of **personal achievements and inspiration**.
- Future editions of the "Spotlight on Business" issue may be opened up to other communities/locations and printed/distributed to their target market.*
- Articles from each issue will be added to the article section (blog) of www.powerfulwomen.ca thereby **increasing traffic** to the website and **readership** of the magazine.
- Starting in 2013, **subscribers** to the website will receive **notifications** as soon as each issue is published online.
- All advertisers and fee-paying contributors in the online issues will be **linked to their website or social media page**.
- New **"Contributors' Bios"** and **"Gallery"** sections will be added to the website and contributors will be invited to submit their bios and/or inspirational photos.
- A "Spotlight on Business" section will be added to the website to **showcase new, unique and diverse business women and female entrepreneurs**.

For a full list of features and changes, visit www.powerfulwomen.ca/features/

*"Spotlight on Business" edition will be published online at a date to be determined and will be printed subject to demand for distribution within Waterloo-Wellington.

**Please see Terms and Conditions.

2013 Issue Themes

Spring: New businesses & opportunities

Publish date: March 21

Submission deadline: February 21

Summer: Health & Wellness

Publish date: June 21

Submission deadline: May 21

Fall: Arts & Technology

Publish date: September 21

Submission deadline: August 21

Winter: Hiring & Firing

Publish date: December 21

Submission deadline: November 21

Spotlight on Business

Publish date: to be determined

Submission deadline: to be determined



BENEFITS OF ADVERTISING

- Primary target audience is business and professional women, female entrepreneurs, career women as well as women considering or about to pursue a new career or start their own company.
- Articles, stories and photo spreads will also interest other women as well as students and even men.
- With the addition in 2013 of lifestyle articles and stories, the magazine will captivate the attention of women from across the globe and in a variety of genres.
- Published online, Powerful Women Magazine is available to a global audience 24/7 365 days for an indefinite period
- A minimum of 3000 copies of the “Spotlight on Business” issue will be printed and distributed throughout Cambridge, Kitchener, Waterloo, Guelph and surrounding towns to business locations, stores and networking events attended or visited primarily and frequently by women*.
- The print magazine is pocket-book sized to fit easily in a purse/handbag and take with you wherever you go.
- Both print and online versions of the magazine are free to read and subscribers to www.powerfulwomen.ca will be notified as soon as a magazine is published online and articles / photos and featured ads and businesses are added to the website.
- Each issue, articles are also promoted on Facebook, Twitter and other social media to widen the audience.
- With a three-month distribution cycle of the print issue and availability of the online issues 24/7/365, longevity is much greater than newspaper, flyers and other media (e.g. TV).
- Advertising in the online issues of Powerful Women Magazine costs less than a small coffee a day.
- Advertising in the print issue of Powerful Women Magazine is less expensive than flyers, newspaper inserts and other media.
- Unlike TV and radio ads, the magazine can be read at leisure without distractions in a variety of formats for PC and tablet.
- All contributors may add their business bio to the website with link to their own website or social media page.
- A choice of reduced rates for repeat insertions or quarterly payments to spread the cost.
- All web addresses in ads in the online issues will link to the advertisers' websites.

“Spotlight on Business” issue will be published online at a date to be determined and will be printed for distribution in Waterloo-Wellington subject to demand



Display Advertising & Business Features	Online	Online	Online	Online	Spotlight	All 5
	1 X (Regular Rate)	2 X Discounted	3 X (Discounted)	4 X (Discounted)	(Print) Only (Regular Rate)	Total (Discounted)
Contact Card (with article)	\$24	\$23	\$22	\$21	\$74	\$121
Biz Card/Basebar (with article)	\$39	\$34	\$29	\$24	\$124	\$158
1/8 page (print only)					\$125	
1/4 page (print only)					\$145	
Ask the Experts	\$65	\$54	\$49	\$44	\$148	\$235
1/2 page	\$54	\$49	\$44	\$39	\$178	\$245
Full page	\$94	\$84	\$74	\$64	\$286	\$399
1-pg Business Feature (editorial)	\$94				\$286	
2-pg Business Feature (editorial)	\$149				\$386	

Add \$25 per issue for premium spot online (inside cover) and \$50 for outside back cover (print only). Rates exclude ad creation. Rates for Ask the Experts spots and editorial business features include layout. See below for discount and payment terms.

Publication Dates:
Powerful Women Magazine will be published on or as close to the 21st of March, June, September and December.

Ad Copy / Article deadline:
Themed issues: 21 days prior to publishing date
Spotlight on Business issue: to be determined.

GRAPHIC DESIGN	
Contact Card	\$25
Business Card (copy)	\$40
1/8 page ad/Basebar	\$50
1/4 page ad	\$65
1/2 page ad	\$80
Full page ad	\$95
Ad changes/resizing	\$60/hr

ASK THE EXPERTS

Showcase your knowledge in your area of expertise in 1 or more themed issues or in the Spotlight on Business issue. Only 1 Expert per category. 1st come, 1st served. Each spot includes photo, name, company logo, phone number and web address or physical address, plus a 140 word question and answer supplied by you. All spots are half page. No extra charge for creation.

Terms & Conditions

Rates are valid from January 1st, 2013 for the upcoming issues and may be subject to change at any time. All rates exclude applicable taxes. Unless otherwise indicated, ad rates exclude ad creation. Business features (editorials) and Ask the Experts spot rates include layout and design. Reduced rates for multiple insertions apply to ads and Ask the Expert spots booked in advance and paid in full at least 15 days prior to first insertion date. Discounted ads must remain the same for the duration of the ad booking. All ad design rates include up to two PDF proofs. Additional revisions and changes to repeat ads or supplied ads will be charged at the hourly rate stated above. Full rate and first insertions of Ask the Expert spots include one proof. Discounted Ask the Expert spots include a new Q & A in subsequent issues; everything else remains the same. Q & A should be edited and proofed for typographic and grammatical errors prior to submission. The Publisher reserves the right to edit badly written Q & A or may edit to fit. A charge may be incurred for editing or rewriting badly written Q & A.

Payment may be made by cash, e-mail transfer, cheque or money order payable to Kaz Design Works. A 5% discount is available for payment in full at time of booking when made by cash, cheque or email transfer or for mailed cheques received within 7 days of booking. Payment may also be made in full by PayPal for non-discounted orders exceeding \$150 (inc. tax) only but will not receive early payment discount. Payment for non-discounted repeat ads or Ask the Experts spots may be made in quarterly instalments at least 15 days prior to each publication date. Payment must be made in full for each insertion and, in the case of cheques, cleared at least 15 days prior to publication date to guarantee insertion unless alternative payment arrangements have been agreed to by the Publisher. A 2% (24% per annum) interest charge and a \$10 admin charge may be applied to outstanding balances for late payments.

Cancellations must be made at least 21 days prior to the first insertion date and, in the case of PayPal payments, within 30 days of the payment (whichever is the sooner) in order to receive a full refund. Refunds thereafter will be at the discretion of the Publisher. No refunds will be made after the first insertion or for ad creation/changes. For cancellations made after the first insertion of discounted ads or Ask the Expert spots, the order will be pro-rated at the full rate for previously published ads/spots, any additional charges will be applied, and advertisers will receive a credit for the balance to use towards other services or advertising in a future issue.

Pay for all insertions at time of booking and receive a 5% discount off your total!
Mention at time of booking your intention to pay immediately, to receive the discount on your invoice.

Ad Sizes

Contact Card: 2.168" W x 1.0625" H
Basebar (H): 4.5" W x 1.0625" H
1/8 page ad: 2.168" W x 1.75" H
1/4 page ad (H): 4.5" W x 1.75" H
1/4 page ad (V): 2.168" W x 3.6655" H
1/2 page ad (H): 4.5" W x 3.6655" H
1/2 page ad (V): 2.168" W x 7.5" H
Full page ad (no bleed): 4.5" W x 7.5" H
Full page ad (with bleed):
Bleed Size: 6" W x 9" H
Trim Size: 5.5" W x 8.5" H
Image area: 5" W x 8" H
(no text or important elements outside this area)

Accepted File Formats for Print Ads

Ready-made ads may be supplied in one of the following file formats:

- Adobe Acrobat PDF using Print or Press Settings with Acrobat 4.0 (PDF 1.3) compatibility, fonts and images embedded, unlicensed fonts converted to curves/outlines, Transparency Flattener set to High Resolution.
- InDesign CS6 or older (packaged with fonts and links)
- Quark 8 or older (collected for print)
- Illustrator AI or EPS: with text converted to outlines or PC compatible fonts supplied.

Ads created in Corel or Freehand must be saved as a PDF with the above specifications.

Ads created in MS Word, Publisher, Frontpage or PowerPoint will not be accepted as ready-made and the advertiser will be charged for ad creation accordingly.

Colour Profiles: All colours used in ready-made ads must be CMYK or Pantone Process Colours. No RGB colours or PMS spot colours will be accepted.

Images: All images used in ready-made ads must be converted to CMYK and saved at the correct size or larger in the following file formats:

Photos: Hi Res Tiff (300 dpi)

Closed Cropped images: Hi Res PSD or EPS (300 dpi) with embedded clipping path

Vector Art/Clip Art: Illustrator AI or EPS

Editorial and Ad Copy (text)

Text for ads created in-house and editorials is accepted in the following file formats:

- MS Word 2007 or older
- Formatted in the body of your e-mail
- MS Publisher
- InDesign CS5 or older
- Quark 8 or older
- MS Excel (Tables and Charts only)

Text must be edited and proofed for typographic and grammatical errors. Please format text (headings, bolding, bullets) or provide separate layout instructions indicating formatting required.

Images may be included in your document for layout purposes only. Images and other items must be sent separately in their original format.

Accepted File Formats for Supplied Images & Artwork

We accept images and artwork for both ad creation and editorial submissions in the following file formats:

Photos/Images: Hi Res Tiff (300 dpi) or high quality, original digital photos and hi-res scans in JPG format.

Closed-cropped images: PSD or EPS with embedded clipping path.

Vector Art/Clip Art: Illustrator AI or EPS.

Artwork for print must use CMYK process colours only. Artwork for online only may use CMYK or RGB.

An additional charge may be incurred for close-cropping and other photo manipulations.

NOTE: Poor quality or low res JPGs, PNGs and Gifs will NOT be accepted. Images should be sent as large as possible. Please do not up-size images in order to meet specs.

Questions or Advice

If you are unsure please call Karen at 519-267-5050 or email publisher@powerfulwomen.ca for advice.