

# NORTHERN MICHIGAN *woman* MAGAZINE

## Media Kit 2023

### ABOUT

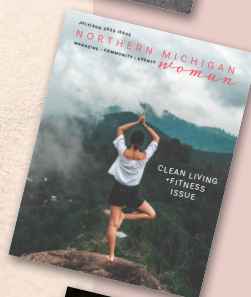
Northern Michigan Woman Magazine is a strong community that is for women and by women in our area! We strive to connect women on all fronts—business, health, home, family, education, inspiration and more. We serve as a vehicle to reach and connect the powerful consumer audience of women. Talk to us! We can help your business reach the female decision makers for their businesses, their homes and their families.

### STATS

5,000 Print Issues  
25,000 Digital Readers  
3,000 Enews Subscribers  
Targeting Grand Traverse Area  
and Northern Michigan

### AVERAGE READER

Female, Age 28-65  
Household income of \$75,000+  
Working full-time  
Married with 1 to 2 children



### 2023 THEMES

#### March/April

#### **CAREER + COMMUNITY**

This issue focuses on career journeys - how to connect with other women in business, how to grow stronger - and how to pay it forward.

**Editorial Deadline: Feb 1**

**Ad Deadline: Feb 13**

#### May/June

#### **MOTHERHOOD + SELF-CARE**

This issue focuses on motherhood and all the parenting joys! Plus we focus on self-care and how it matters.

**Editorial Deadline: April 1**

**Ad Deadline: April 17**

#### July/Aug

#### **CLEAN LIVING + FITNESS**

This issue focuses on all Michigan has to offer in summer. Fresh air, natural foods, and moving your body.

**Editorial Deadline: June 1**

**Ad Deadline: June 19**

#### Sept/Oct

#### **STRENGTH + WELLNESS**

This issue focuses on health journeys that have made us stronger and helped us grow in new directions for our mind, body and soul.

**Editorial Deadline: Aug 1**

**Ad Deadline: Aug 21**

#### Nov/Dec

#### **ATTITUDE + GRATITUDE**

This issue focuses on how mindset changes everything. Plus finding cheer and happiness in the holidays by giving to others.

**Editorial Deadline: Oct 1**

**Ad Deadline: Oct 16**



## RATES

	1x	3x	5x
Full Page	\$995	\$950	\$895
Front Banner	\$795	\$695	\$595
1/2 Page	\$895	\$795	\$695
1/3 Page	\$795	\$695	\$595
1/4 Page	\$695	\$595	\$495
1/8 Page	\$495	\$395	\$295
Monthly Enews Button	\$225	\$200	\$175
Monthly Enews Banner	\$250	\$225	\$200
Advertorials	Starting at \$695 Client provides content and photo.		

All rates are full color, per issue.  
All ads run in both the print & digital editions.  
(As available)

**COVER/PREMIUM POSITIONS** 10% Fee

**CENTER SPREAD** Ask for Quote & Availability

**INSERTS** Ask for Quote & Availability

**DESIGN FEE** Starting at \$35, up to two revisions.

## TALK TO US

Kerry Winkler, Publisher  
www.northernmichiganwoman.com  
kerry@northernmichiganwoman.com

## AD SIZES (WXH)

Full Page..... 7 1/4" x 9 1/2"  
Center Spread..... 15 3/8" x 9 1/2"  
Front Banner..... 8 1/8" x 1 7/8"  
1/2 Page Vert ..... 3 1/2" x 9 1/2"  
1/2 Page Horz ..... 7 1/4" x 4 5/8"  
1/3 Page..... 3 1/2" x 7 1/16"  
1/4 Page..... 3 1/2" x 4 5/8"  
1/8 Page Horz ..... 3 1/2" x 2 3/16"  
1/8 Page Vert ..... 1 5/8" x 4 5/8"  
Enews Button..... 570px x 400px  
Enews Banner ..... 833px x 278px

## FILE TYPES

PDF files preferred  
All fonts must be embedded  
Color graphics must be CMYK, 300 dpi

Final trim size of publication:  
8.125" x 10.75"

### ADS CAN BE SUBMITTED TO:

sales@northernmichiganwoman.com  
or your Account Executive.

### PRESS RELEASES & STORY IDEAS CAN BE SUBMITTED TO:

info@northernmichiganwoman.com

## Best THE TEAM



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**Sarah Anderson**  
Assistant Editor



**Sherry Galbraith**  
Account Executive



**Jamie Kirschner**  
Account Executive



**Lori Maki**  
Account Executive