

NORTHERN

MAGAZINE • COMMUNITY • EVENTS

MICHIGAN

woman

Media Kit 2024

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

30K Digital Readers
5K Print Issues
3K Enews Subscribers
4K Social Media Followers

Print issue targeting
Grand Traverse,
Leelanau, Benzie
and Antrim counties.

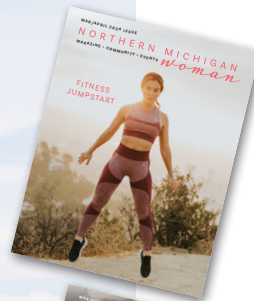
Digital issue targeting
all of Northern Michigan!

A NoMiWoman Reader is:

Female, Ages 25-54
Home Owner, Working Full-Time
1 to 2 children
Household Income \$120,000+

Unlocking the Power of Women Consumers: A Lucrative Market

Women are a powerhouse when it comes to driving purchases, both at home and in the workplace, accounting for over 85% of consumer spending. This makes them a multi-faceted market with immense potential. If you want to tap into a thriving consumer base and boost your business, target women consumers with NoMiWoman!



2024 THEMES

Jan/Feb:

FITNESS JUMPSTART

Renew Your Journey to Optimal Health,
Fitness Routines that Fit Your Schedule,
Mindset Reboot, Smart Eating

Editorial Deadline: Dec 1

Ad Deadline: Dec 11

March/April

UNCHARTED CAREERS

Professional Growth, Empowering
Financial Advice, Art of Collaboration,
Entrepreneurial Instincts

*Career Profile Section

Editorial Deadline: Feb 1

Ad Deadline: Feb 12

May/June

MOTHERHOOD UNFILTERED

Finding your Mom Tribe, Solo Parenting,
Momprenuers, Raising Confident &
Strong Daughters

Editorial Deadline: April 1

Ad Deadline: April 15

July/Aug

CHIC LIVING:

HOME & GARDEN INSPO

Home Décor, Repurposing DIY,
Summer Vibes, Gardening, Eco-Travel,
Staycations

Editorial Deadline: June 1

Ad Deadline: June 24

Sept/Oct

THE PURSUIT OF HEALTH & HAPPINESS

Fitness, Self-Care, Sleep Habits,
Nutrition, Balanced Eating,
Happiness Boosters

*Health Profile Section

Editorial Deadline: Aug 1

Ad Deadline: Aug 19

Nov/Dec

LOVE REDEFINED & THE HOLIDAYS

Heartfelt Connections, Communication
Styles, Relationship Challenges,
Navigating Love Online

*Gift Guide of Your Favorite Things

Editorial Deadline: Oct 1

Ad Deadline: Oct 14

RATES

	1x	3x	6x
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 TODAY:

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 glossy 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



Kerry Winkler
Editor & Publisher



Sarah Anderson
Assistant Editor



Sherry Galbraith
Account Executive



Jamie Kirschner
Account Executive



Lori Maki
Account Executive

TOP 6 BENEFITS OF MARKETING IN NORTHERN MICHIGAN *woman* MAGAZINE



1. WOMEN HAVE PURCHASE POWER

Women drive 85% of all consumer purchasing, through a combination of their buying power and influence.

2. WOMEN HAVE A MULTIPLIER EFFECT

Women serve many roles within their family as well as at the workplace. They purchase on behalf of these people as well. They are multiple markets in one.

3. WOMEN ARE LONG-TERM, LOYAL CUSTOMERS

Women want more and demand more. Customer service makes the difference when comparing similar products on the market. When you meet the higher expectations of women, you've got yourself a long-term, loyal customer.

4. ACCESS TO THE LOCAL MARKET

NoMiWoman is the ideal way to speak directly to your potential local customers. They are interested and involved in our local community, so they will be interested in you too. We are proud of where we live and many readers prefer to buy from local businesses.

5. BRAND POWER

Take the opportunity to create consistency across all your channels, so wherever people come into contact with you they will see the same messages and images. You will reach new audiences in NoMiWoman and become a well-recognized local business.

6. READER CONFIDENCE

Most readers trust a local magazine as a source of local information, so they are more likely to trust you too. It is easy for them to make a call or send an email from advertising they've seen in NoMiWoman. Your brand will benefit as a result.

TALK TO US

Kerry Winkler, Publisher

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