



Reach the Women of Northeast Ohio

Women account for 85% of all consumer purchases:

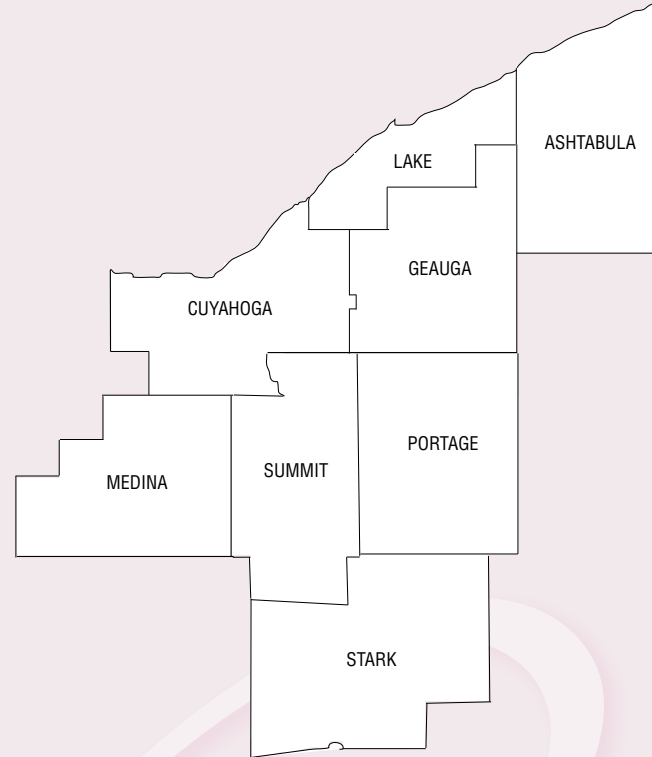
- 94% of home furnishings • 93% OTC pharmaceuticals
- 93% food • 92% vacations • 91% new homes
- 89% bank accounts • 85% auto purchase
- 81% riding lawn mowers • 80% healthcare
- 66% PCs • 57% consumer electronics

In 2001, US women's purchasing power constituted the number 3 market in the world; *the collective buying power exceeded the entire economy of Japan*

41% of the 3.3 million Americans reporting incomes of \$500,000 or more are women

76 million # of credit cards women carry **8 million** more credit cards than men

sources: Center for Women's Business Research, Business and Professional Women's Foundation, Business Women's Network



The Women's Journals are educational and informative newspaper distributed locally throughout each county. They are available in 7 of Northeast Ohio's growing counties. The Journals are free to the public and are available at highly women visited locations.

Reach over 300,000 women readers in Northeast Ohio

Women are today's decision makers. We're focused on them. Are you?

Have a direct conversation with highly educated women readers through one edition or multiple editions.


 **The Cleveland Women's Journal™ - West Edition**
Readership 60,000

 **The Lake County Women's Journal™**
Readership 60,000

 **The Cleveland Women's Journal™ - East Edition**
Readership 54,000

 **The Medina County Women's Journal™**
Readership 36,000

 **The Geauga County Women's Journal™**
Readership 34,000

 **The Summit County Women's Journal™**
Readership 75,000

 **The Ashtabula County Women's Journal™**
Readership 28,000

COMING IN THE NEAR FUTURE!
The Lorain County Women's Journal™