



## 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

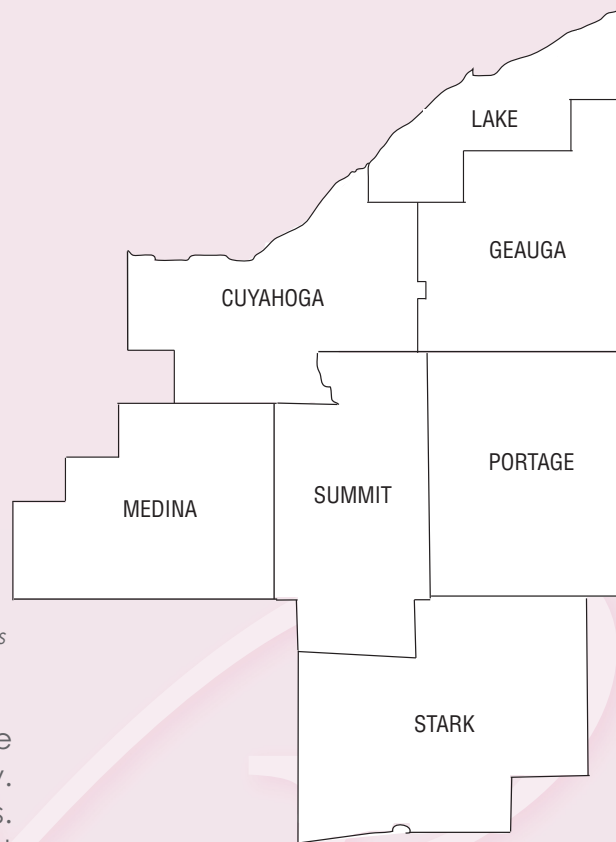
In 2001, US women's purchasing power constituted the number 3 market in the world; *the collective buying power exceeded the entire economy of Japan*

**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 newspapers 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 locations women frequently visit.



## 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

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