

advertising specifications

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What you get with us...

As an advertiser providing content, you become known as an “expert” in your field, while providing the reader with valued information about products, services or resources available to them. Editorials are more effective than placement of traditional ads. Not only do editorials lend greater credibility, they are also more likely to catch reader’s attention than a placement of ad alone.

Most ad copy appeals to only about half of the people who see it. Why? Some people are motivated by visual content, some to the emotional benefits of your product/services, and some to logical aspects shared within your advertisement. Hitting the hot buttons of almost everyone exposed to your message requires you to write balanced copy. Our format allows you to appeal to the consumer in all these aspects.

The unique hallmark of our publication, the sponsored article format, has key components of the Enabling Process™ that help women reach a purchasing decision and prequalify your future clients.

Article Headline

It should include words that grab the reader’s attention. Please let us know how you want to title your article; if not one will be provided.

Author Name & Photos

These build familiarity with the reader. Send your

photos as attachments via e-mail. They must be in JPG, TIFF or PDF format and be at least 300 dpi.

Informative Editorial

Educational articles engage interest, creates desire and inspires action. All editorial content must be emailed to your rep as an attachment in Microsoft Word. Your article will be professionally edited and sent to you for final approval. If you absolutely need help in this area, please let your rep know.

Biography

This is your chance to provide a bio for you or the company. This builds confidence and trust regarding advice, experience and qualifications. Provide this at end of article and should be included in word count.

Testimonials

Though optional, a story or a short testimonial establish credibility. You can provide within the article or at the end and it should be included in your word count.

Display ad

This may express the visual and emotional of your promise, the visual and final component for successful advertising. Please email print ready ad as an acceptable file: high-res, 300 dpi PDF, JPG or TIFF files at the correct size based on your word count.

FULL PAGE: ARTICLE APPROX. 655 WORDS AND 4X4 DISPLAY AD

FULL PAGE: HALF PAGE ARTICLE APPROX. 400 WORDS AND HALF PAGE DISPLAY AD

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Ask The Expert

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HALF PAGE: ARTICLE APPROX. 225 WORDS AND 4X3 DISPLAY AD

ASK THE EXPERT: ARTICLE APPROX. 175 WORDS, HEADSHOT AND LOGO

Advertising packages include guidance from our experienced marketing consultants to ensure engaging content, as well as full color and quality designed layout that are sure to capture readers’ undivided attention.