



2014

For 27 years, *Sophisticated Woman Magazine* has been the guide to the best of life on the Northshore. Every month, our readership of 75,000* finds ideas, information, news and resources they need to be more knowledgeable and successful in their lives.

Your premier information source for celebrating life on the Northshore | SophisticatedWoman.com



Why Sophisticated Woman?

Reach More of Your Target Consumers.

Our goal at *Sophisticated Woman Magazine* is to provide our upscale audience with the best products, services, fashion sense and useful information available and relevant to their lifestyle every month. It is no secret that our readers love to shop, but according to recent surveys, nearly 90 percent of them trust *Sophisticated Woman Magazine* to make their purchasing decisions. For less than .08 per household; you can disseminate your business message to 75,000* potential clients throughout the Northshore and surrounding regions. The added value offered with each tier of advertising gives you access to our popular website and opportunities to showcase you or your business through exceptionally innovative avenues. So the question is really—when will you let *Sophisticated Woman* make the most of your advertising dollar?

Reader Profile

Average Age	42	Female	93%
Married	66%	Exercise Regularly	87%

Purchasing Intentions

In the next year, our readers plan to purchase the following goods or services:

Clothing	87%	Hair/Spa Services	87%
Gift Items	73%	Dental Services	67%
Shoes	67%	Travel	67%
Home Furnishings	60%	Landscaping	60%
Physician/Hospital	53%		

Affluence

Average Household Income	\$100,000
Dine Out	5 Times a Week
Vacations	2 Per Year

Advertising Influence

87% Use ads in *Sophisticated Woman* to make purchasing decisions.

75% Use *Sophisticated Woman* to find information about products and services.

73% Use *Sophisticated Woman* to educate themselves on the topic of health.

62% Use ads in *Sophisticated Woman* to find where to shop.

90% Use *Sophisticated Woman* to learn about people in the community.

Loyalty

80% Read *Sophisticated Woman* from cover to cover.

Source: Annual Reader's Survey 2012

Circulation & Distribution

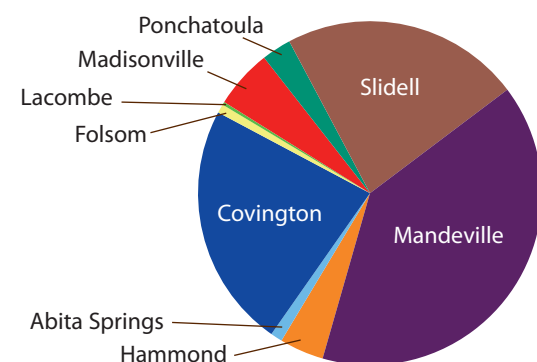
30,000 copies per month

* Based on 2.5 readers per copy

Average Readership: 75,000* per month Frequency: 12x per year

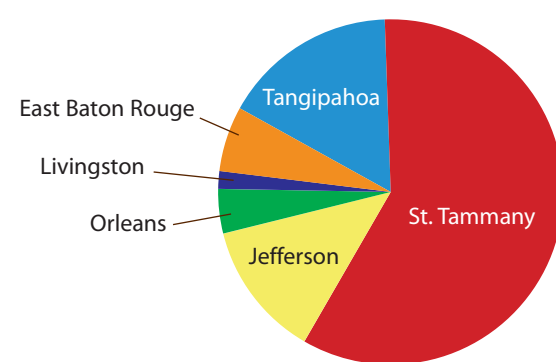
Upscale Homes Mailing Distribution:

Guaranteed distribution to an upscale mailing list of over 21,000—the most sought after buyers on the Northshore.



Pick up Locations:

Almost 9,000 issues are distributed twice a month to over 300 supplemental pickup locations in surrounding parishes.



2014 Editorial Calendar



January 2014*

Health Care and Fitness Facilities
 Enterprising Woman of the Year Ballot
 Northshore's Best Voting Opens
 Workout Wear

February 2014*

Financial Fitness and Northshore Realtors
 Valentine's Day/Gift Guide
 Mardi Gras on the Northshore
 Spring Home Trends

March 2014*

Summer Camp Resource Guide
 Spring Style Preview
 Everything Bridal/Gift Guide
 Community Spotlight: Ponchatoula
 Healthy Kids

April 2014*

The Northshore's Best 2013
 Special Pull-out Guide
 Spring Style Preview—Shoes
 Prom and Graduation/Gift Guide



May 2014*

Top Salons & Spas
 A Salute to Mom/Gift Guide
 Enterprising Woman of the Year
 Announcement/Hats Off Recap
 Getaways—Vacation Packing Guide
 Community Spotlight: Abita Springs

June 2014*

Enterprising Man Cover
Men in Business
 A Salute to Dad/Gift Guide
 Outdoor Living
 Community Spotlight: Slidell



Space Reservations:
 7th of every month

Editorial Content Due:
 8th of every month

Ad Materials Due:
 12th of every month

July 2014*

Northshore Physicians
 Summer Style Trends
 Community Spotlight: Mandeville

August 2014*

Northshore Dentists
 Cultural Life on the Northshore
 Fall Home Trends/Interior Design
 Back To School

September 2014*

Northshore Attorneys
 Fall Trends
 Tailgate Mania
 Community Spotlight: Madisonville

October 2014*

Breast Cancer Awareness/Shop-to-Stop
 Gifts that Give
 Community Spotlight: Hammond

November 2014*

Senior Living
 Holiday Gift Guide
 Fall Trends—Footwear
 Community Spotlight: Covington
Three Rivers Art Festival
 Special Pull-out Guide

December 2014*

Holidays on the Northshore
 Holiday Gift Guide
 Style for the Holidays
 Festive Entertaining

In Every Issue

Lifestyle & Leisure

Gardening • Recipes • Health and Fitness • Legal and Financial Advice

Beauty & Style

*Fashion Editor's Picks/*Editor's Picks • Shopping Scene Calendar • Beauty Experts

Community News

Parish Leaders • Event Calendar • Around Town



"Since I started advertising with *Sophisticated Woman*, I have had a lot more traffic from all over the Northshore. More than any other advertising I've done."

—Jenny Pennington, Mira Mia

Display Ads

Frequency Discount	1x	3x	6x	9x	12x	Cost/ HH+
Full page	\$2,100	\$1,850	\$1,725	\$1,600	\$1,425	\$0.05
Jr. page (2/3)	1,680	1,480	1,380	1,280	1,145	0.04
1/2	1,430	1,260	1,175	1,090	975	0.03
1/3	1,110	980	910	845	755	0.03
1/6	780	690	635	595	535	0.02

*To qualify for the 3x discount, ads must be run consecutively.

Premium Placement

Frequency Discount	1x	6x	12x	Cost/ HH+
Back cover*	\$2,950	\$2,425	\$2,000	\$0.07
Inside front*	2,425	1,990	1,650	0.06
Inside back cover*	2,350	1,930	1,600	0.05
Page three*	2,350	1,930	1,600	0.05

Rates are per insertion. Rates are subject to change. Contract cancellations must be submitted, in writing, no later than 30 business days prior to the next advertising deadline. If contract is cancelled, the advertiser will be liable for the difference between the contract rates and the then in effect open rates for the ads run during the contract period. Contract advertisers pay prevailing rates.
 GUARANTEED POSITIONING—Add 10% to rate. ALL RATES ARE NET—Agencies must add on their fees.
 *Contracts for cover positions are for consecutive insertions from start of contract and are non-cancellable.
 †HH means cost per household, based on 12-time rate.

Shopping Sense Retail Program

In every issue, *Sophisticated Woman* is dedicated to bringing our readers trendy styles, along with classic sensations in the beauty and fashion industries. Our retail package is geared to promote every aspect of your fashion or beauty business through multiple advertising elements including special rate packages, editorial content, added value extra and custom ads to name a few. Shopping Sense components include:

Fashion Editor's Picks, Shopping Scene—a monthly calendar of our retail events, **Meet the Owner**—featuring a brief editorial overview about the person behind the business, **Gift Guides**—for the months of February, March, April, May, June, September, November and December, **Online Business Directory, Email Blasts**—weekly email blasts that include updates on retail happenings and **Promotional Opportunities**.



Chef Talk, Restaurant Packages

We want our readers to know just where to go when they get all dressed up. Our Chef Talk restaurant package is the avenue to take when you want to promote all the delectable aspects of your dining establishment. Our special rate packages just scratch the surface of what we offer. Chef Talk components include:

Restaurant Profiles, Recipes—featuring photos and recipes from local restaurants and/or chefs, **Meet the Chef**—a brief editorial overview about the person behind the food, **Restaurant Relevant Issues**—published six times each year to coincide with prime seasons: February, March, April, May, September, November and December, **Online Recipe Database, Online Restaurant Directory, Email Blasts**—bi-weekly email blasts to include updates on restaurant happenings and **Promotional Opportunities**.

Mechanical Specifications

Trim: 9.25" x 10.75", saddlestitch

Printing: 4-color process, web-fed

Quality: 175-line screen, image resolution 300 dpi

Submission: All materials due the 12th of the month and can be submitted to production@sophisticatedwoman.com

Accepted materials: Preferred digital format is PDF and must be PDF/X-1a:2001 compliant (embedded fonts, high resolution and CMYK).
 • All bleed dimensions must be included in the final size. Bleed is 1/8" (.125).
 • Dot gain is 20% and CMYK total ink limit is 240%.

Other professional graphic formats are accepted.

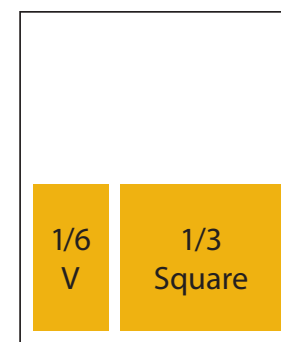
Ad Production & Proofs

The publisher offers complete advertising/production services including design, copywriting, photography and digital production. You will be provided with an initial proof of your ad. A second (final) proof will be submitted for your approval if corrections were necessary. Excessive production time and changes may result in additional fees based on an hourly rate of \$80, with a minimum \$40 production fee. Due to the nature of the web printing process, color may vary somewhat from proofs.

Photography: A staff photographer can take digital photographs on location for a \$55 fee. This fee includes up to one-half hour of time. Photographs can be taken of merchandise in our office studio, with limitations on the number of shots to be taken. These limitations are dependent upon the ad contract size.

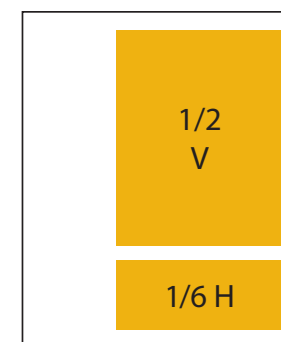
All ads, features and articles produced by the publisher remain the property of the publisher and cannot be used for any other purpose without publisher's consent.

non-bleed Live matter must be 3/8" inside the trim.
bleed Bleed is .125"



1/3 Square
5.05" x 4.35"

1/6 Vertical
2.43" x 4.35"



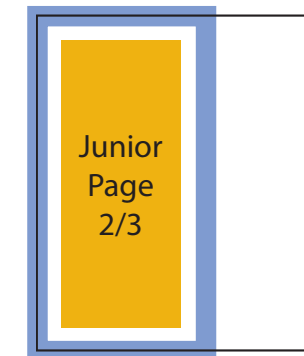
1/2 Vertical
5.05" x 6.56"

1/6 Horizontal
5.05" x 2.12"



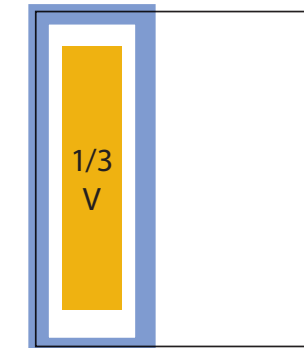
Full Page Bleed
 Trim Size 9.25" x 10.75"
 Bleed Size 9.5" x 11"
 (live area) 8.5" x 10"

Full Page Non-Bleed
 7.67" x 8.875"



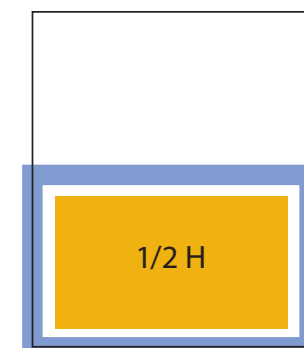
Jr. Page (2/3) Bleed
 Trim Size 5.85" x 10.75"
 Bleed Size 6" x 11"
 (live area) 5 x 10

Jr. Page (2/3) Non-Bleed
 5.05" x 8.875"



1/3 Vertical Bleed
 Trim Size 3.22 x 10.75"
 Bleed Size 3.50 x 11"
 (live area) 2.47" x 10"

1/3 Vertical Non-Bleed
 2.43" x 8.875"



1/2 Horizontal Bleed
 Trim Size 9.25" x 5.19"
 Bleed Size 9.5" x 5.4"
 (live area) 8.5" x 4.46"

1/2 Horizontal Non-Bleed
 7.67" x 4.375"

Online Marketing Opportunities

www.SophisticatedWoman.com

Unlimited Online Readership



Our readers keep reading when it comes to SophisticatedWoman.com. Marketing opportunities only expand with every click of your client's mouse. With the full magazine online, banner ads, e-blasts, online editorial extras and interactive events, our website gives your message limitless possibilities.

Website Ads

Size	Home Page	Interior Page
Pencil Banner Ad: 935 x 40	\$125	—
Revolving Vertical Ad: 200 x 300	\$75	\$50

Enhanced Listings

Upgrade your listing with a photo, link to your website and 50-word description of your business.

Print Advertisers (with contract)	\$20
Online Only	\$75

Ad Design Specs:

Pixel sizes are width by height.

1. Submit images (logo, photos, graphics, etc.) as one of these file types: TIF, EPS, JPEG, GIF, ANIMATED GIF, PSD or PNG
2. Camera Ready Specs: File Type: JPEG, GIF or ANIMATED GIF
File Size: No larger than 250k

All rates are net per month based on a 3-month minimum ad buy.

E-Newsletters

Be featured with important bi-weekly news and information directly in readers' mailboxes.

Premier Banner \$50 Bi-Week

Direct E-Mail Blast Program

Customized e-mail blast for your company. Features direct web links to your website, promotional copy and customized page design. It will be sent out to subscriber database of adult shoppers and can be purchased 1 time per month. Rates available upon request.



Scan this QR code with your smart phone to get the premier information source for celebrating life on the Northshore.

Download a free QR Reader via your App store.



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