



Media Kit

417metrowoman.com

angela@417metrowoman.com

417.268.0488

About Metro Woman

417 Missouri Metro Woman is a one-stop resource guide for women in the Southwest, Missouri metro area. Since founded in 2004, we have been committed to helping women find businesses and services that offer them a more fulfilling lifestyle.

Our FREE 417 Metro Woman guide delivers women-centric services and products to your fingertips month after month, providing resources for women who live or work in the Southwest Missouri area.



Audience



96% of readers are women

15% are 25-34

55% are 35-54

19% are 55-64

11% are 65+



Find our Issues at:

- | | |
|----------------------------|-----------------|
| All Advertiser's Locations | Restaurants |
| Doctors' Offices | Flea Markets |
| Beauty Salons | Dentist Offices |
| Gift Shops | Retail Stores |
| Fitness Centers | Tea Rooms |
| Grocery Stores | ...and More |

Reach

Bi-Monthly Publication
September/October 2017

Print Circulation
10,000

Readers per issue
2.4

Subscribers:
500*

Mail Distribution:
400-1,000

Digital Reach:
1,100

Distribution:
200 Targeted Locations

Client Distribution:
200 Individual Shares

Connect

- facebook.com/springfieldmetrowoman
- pinterest.com/417metrowomanmagazine
- https://twitter.com/417metrowoman
- instagram.com/417metrowoman

Reader Location

60% are from Springfield

25% are from Branson

15% are other cities

Interests

- Shopping
- Decorating
- Gardening
- Health and Medical Services
- Fitnesses
- Home Services
- Automotive Services
- Local Events
- Beauty
- New

Call 417.268.0488 or email angela@417metrowoman.com to see how your business can benefit from advertising in Metro Woman Magazine!

* Combined print and digital subscription list. Currently growing email list at an average of 15 new subscribers weekly.

Providing resources to enhance women's lives in greater Springfield,
Branson, Nixa, Ozark and surrounding areas.



Advertise with Metro Women Magazine

No Ad? No Problem!

While professionally created ads are acceptable, cameraready artwork is not required. In fact, we would happily create an ad for you that will attract customers. You may provide logos, pictures (digital) and a copy of what your ad should feature. We will custom design a "business building" ad just for you! A production fee of \$45 includes an hour of design time. Additional work and extensive creation will be quoted prior to production. All copy is subject to approval of Metro Woman. All ads remain the property of Metro Woman and may be reproduced with permission from Metro Woman.

Ad Rates PER ISSUE	6 Issues 12 MONTHS	3 Issues 6 MONTHS	1 Issue 2 MONTHS
FULL PAGE	\$550	\$650	\$700
1/2 PAGE	\$300	\$350	\$400
QUARTER PAGE	\$200	\$225	\$225
EIGHTH PAGE	\$100	\$125	\$150

PREMIUM PLACEMENT OPTIONS: Add 25% for premium placement (page 2 or 3); Annual commitment required for premium placement.
BACK COVER: **SOLD** ASK ABOUT COVER OPTIONS
**To ensure placement, submit payment at least 1 week prior to copy deadline.*

FULL PAGE
4.75"x7.75"

Added Value:
4x Social Call-outs
1x Email Call-out
Featured Advertiser
Web Placement

1/4 PAGE Horizontal
4.75"x1.75"

1/2 PAGE Horizontal
4.75"x3.75"

Added Value:
2x Social Call-outs
Individual
Web Placement

1/2 PAGE Vertical
2.25"x7.75"

1/8 PAGE
2.25"x1.75"

1/4 PAGE Vertical
2.25"x3.75"

Added Value (1/4 PG):
1X Social Call-out

Added Value
All issues are distributed via email, print, and shared on our social media outlets.

EDITORIAL CALENDAR

JANUARY/FEBRUARY | Health & Wellness | *Deadline December 5*

MARCH/APRIL | Home & Garden | *Deadline February 7*

MAY/JUNE | Fun & Fashion | *Deadline April 5*

JULY/AUGUST | Business & Services | *Deadline June 5*

SEPTEMBER/OCTOBER | Events & Open Houses | *Deadline August 5*

NOVEMBER/DECEMBER | Gifts & Holiday | *Deadline October 5*

Advertising Details

All ads are FULL color and run for a minimum of 2 months, after which your ad will continue to run until you contact us to cancel it. You will be notified by email of upcoming deadlines for ad changes and cancellations.

Metro Woman® is currently a bi-monthly publication. The six print deadlines occur on the 5th day of the month: ads, ad changes and cancellations are due by the 5th of the month directories are printed.

Metro Woman® uses a convenient automatic credit card processing system for your monthly payments. All payments will be processed on the 10th of each month, prior to the month the ad will run.



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Frequency discount pricing (PER EDITION)

	6x Rate	3x Rate	1x Rate
FULL PAGE	\$550	\$650	\$700
1/2 PAGE	\$300	\$350	\$400
QUARTER PAGE	\$200	\$225	\$250
EIGHTH PAGE	\$100	\$125	\$150
ONLINE BANNER	\$75	\$100	\$125

PREMIUM PLACEMENT OPTIONS: Add 25% for premium placement (page 2 or 3)
Annual commitment required for premium placement.

ASK ABOUT COVER OPTIONS

*Multiple page discounts also available †Contract must be signed in order to receive the long-term discount

FULL PAGE
4.75"x7.75"

1/4 PAGE Horizontal
4.75"x1.75"

1/2 PAGE Horizontal
4.75"x3.75"

1/2 PAGE Vertical
2.25"x7.75"

1/8 PAGE
2.25"x1.75"

1/4 PAGE Vertical
2.25"x3.75"

6 issues are printed in a calendar year.
All advertising prices include print, ad design and online

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