



## MEDIA KIT



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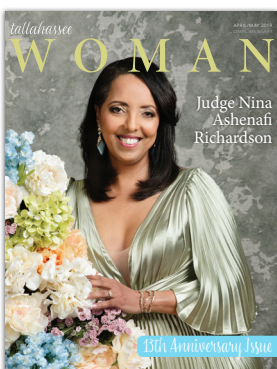
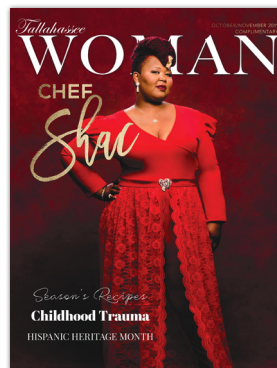
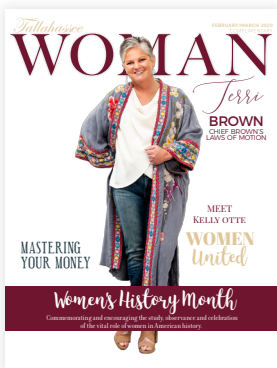
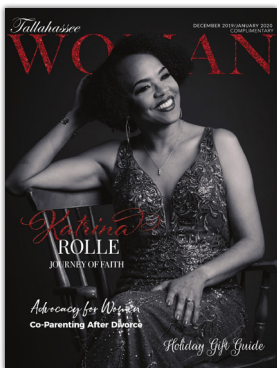


# OUR *Mission*

The Tallahassee Woman is dedicated to personal enrichment, self-awareness, fulfillment, and wants to live her best quality life. TWM is committed to inspiring, entertaining and motivating women in the community to living and loving well – to be the best version of themselves. With TWM, women will be inspired, celebrated and connected with the community of authentic trendsetters, trailblazers and influencers. Because we care, we connect. TWM – The magazine women read from cover to cover. TWM encourages women to live authentically – to live their dream.

# 17 YEARS

OF HIGHLIGHTING  
THE WOMEN  
IN AND AROUND  
TALLAHASSEE





# OUR *Content*

WE INFORM AND INSPIRE BY SHARING THE TOPICS AND WOMAN-TO-WOMAN STORIES THAT YOU CARE ABOUT, AND KEEP YOU READING THE MAGAZINE FROM COVER TO COVER.

## BUSINESS

- Biz Scene—Pictures and highlights from business events
- Money Talks—What every woman needs to know to be financially savvy
- Women to Watch—Awards, accolades and milestones to highlight and celebrate women

## FAMILY

- Relationships—Strategies, tools and advice for navigating marriage, family ties, friendships and more
- Children—Topics and tips for every parent—it takes a village, after all

## FOOD

- Best Bites—Local restaurants dish on their favorite bites
- The Dish—Cuisine ideas, recipes, and entertaining for everyday life and for special occasions

## LIVING LOCAL

- Around Town—Snapshots of Tallahassee women enjoying special occasions in the community
- Haute Happenings—Highlights of the monthly events happening in and around the area
- Sweet Home Tallahassee—Sponsored section for ALL things Tallahassee, including Southern charm, businesses, colleges, and services.
- WE Elevate—Women we admire who are reaching out and using their lives to uplift others and support women
- What Women Should Know—A special sponsor section for our advertisers on topics of interest to women

## STYLE

- Fashion—Featuring looks for every woman and season, beauty tips, and a guide for the latest styles
- Home Sweet Home—Information

and inspiration for home design, decorating, beautiful yards and gardening tips, home improvement projects, and entertaining

## TRENDS

- This and that on topics that are trending and get us talking—books, knowledge, shopping, style trends, technology, and wellness
- She Says Social—A report on what our readers share with us on social media

## WELLNESS

- Bodies in Motion—Exercise and fitness topics to keep our bodies moving and lives balanced
- Healthy Living—For the mind, body and spirit—topics that cover the spectrum of wellness, including physical and mental health
- Real Life—Inspiration for living life authentically and following your dreams

## WE INSPIRE

- Things that inspire every woman—poetry, stories that touch your heart, moments that make your heart smile, thoughts of joy and grace, and illumination of the soul



## *In Every Issue*

**AROUND TOWN** Snapshots of the people of Tallahassee enjoying special events in and around the community.

**HAUTE HAPPENINGS** A highlight of special events around the area.

**WOMEN TO WATCH & WE ELEVATE** Tallahassee women on the way up, reaching out and making a difference.



# OUR *Circulation*



- More than **90,000** printed copies are distributed annually.
- With an online viewing average of **4,100 per issue**, digital issues online provide interactive pages, live links and accessibility from mobile devices.
- In addition to the printed and digital magazine, we have embraced the use of social media platforms, specifically Facebook, Twitter, Pinterest and Instagram to reach our target market. We have a following of over 17,000+ across all platforms
- Each issue, **15,000** copies are printed, with readership estimated at 2.5 times higher by industry standards. In addition, a single issue of the magazine is often read over and over, since they can be found in waiting rooms and other high traffic areas that women frequent, as well as copies shared between friends and families.
- The magazine is also available as a digital edition online in full, including editorial, advertisements and live links to advertisers' websites from their ads.
- Magazines are direct-mailed to income-qualified Tallahassee residences, professional women and woman-focused businesses. Tallahassee Woman Magazine is delivered to many areas throughout Tallahassee including these neighborhoods: Betton, Downtown, NE Tallahassee, Killearn Estates, Ox Bottom, Maclay, Buckhead, where incomes range from \$115K to \$165K, with an average household income of \$135K, and an average home value of \$479K.
- **Tallahassee Woman is distributed to numerous locations** including medical offices, library branches (Leon, Gadsden, Wakulla, Jefferson and Thomas), hair salons, spas, nail shops, financial institutions, schools, boutiques, women's clubs, fitness centers, restaurants, hotels and other key businesses frequented by women. Tallahassee Woman is also provided to conferences, meetings, church groups and other events where women frequent. In addition, an independent local publication distribution company delivers to an additional 225+ locations, including state offices, university locations, and other women-frequented sites. The magazine is also available at [talwoman.com](http://talwoman.com) and at the main office 1425 Piedmont Drive East Suite 201 C Tallahassee, FL 32308



# OUR EDITORIAL

## 2023 *Calendar* \*

### 2023 is the year of W.E. are **LIMITLESS** (W.E.) Women Empowered

The 2022 theme of LIMITLESS will be infused into every issue. Thanks for helping to take the women of Tallahassee to the next level with us. Together, we can make this happen.  
In addition to the features found in every issue, these topics will be included.

#### February/March 2023

Women who demonstrate the mindset of limitless. Black history month. National School Counselor Week. Money Matters. Women's History.

**ISSUE CLOSE DATE: 12/15/22**

#### August/September 2023

Consumer trends. Fall fun trips. Fall Fashion. Re-tooling. Education. Smart money. Hispanic Heritage.

**ISSUE CLOSE DATE: 6/15/23**

#### April/May 2023

WWMB Journal. Spring is here. New ideas/jobs. Creating space/home.\*Men Who Mean Business profiles. Careers; Take daughters to work. Spring fashion. Women on the Move. Mental health awareness month. Branding.

**ISSUE CLOSE DATE: 02/15/23**

#### October/November 2023

WWMB Journal. Cancer awareness. Creativity. Arts. Culture. Your Brand. Social Media. Domestic violence awareness. Fall beauty trends. Halloween. Elevator speech. Mentoring

**ISSUE CLOSE DATE: 08/15/23**

#### June/July 2023

Women's voting rights. Summer beauty. Swimsuits. Girlfriend Getaways, Family, Entertaining, Wellness, Biking and Summer fitness, outdoors, budget. Women's influence on spending.

**ISSUE CLOSE DATE: 4/15/23**

#### December 2023/January 2024

Community. Philanthropy. Holiday Decorating/Entertaining. New Years. Gift guide. Gratitude. Addressing homelessness.

**ISSUE CLOSE DATE: 10/15/23**



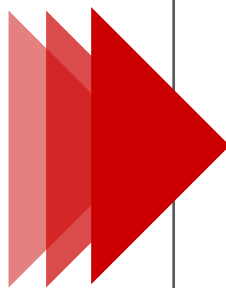
# OUR digital OUR social media

Not only is Tallahassee Woman distributed in print, but a digital version of the magazine (with active links to advertisers' websites) is available online. Thousands of additional readers in Tallahassee and beyond view the magazine online.



## Social Media...

TALLAHASSEE WOMAN IS ON **FACEBOOK**, **TWITTER**, **PINTEREST**, AND **INSTAGRAM** PROVIDING UPDATES, INCLUDING EVENTS, PHOTOS, ANNOUNCEMENTS AND MORE.



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# OUR Specifications

On full page ads, the bleed color or image must extend .25" beyond each side (bleed). All important text or images must be at least .5" inside the final trim size (live area). Not applicable to fractional ads.

Trim size: 8.375" x 10.875"

Bleed: 8.625" x 11.125"

Live area: 7.875" x 10.375"

**TERMS:** Advertiser may pay by check or credit card. All insertion orders for new accounts must be accompanied by advance payment. Advertisers and their agencies will be held jointly responsible for unpaid invoices. If it becomes necessary for the magazine to sue for financial recovery, the advertiser and/or his agent will be held liable for court costs and attorneys' fees.

**AGENCY COMMISSION:** 15 percent to recognized advertising agencies on space, color and position if paid in 30 days.

**ARTWORK:** Rates are for advertisement space only. Design services available for additional charge. E-mail artwork in **high resolution (300 dpi)** PDF files to ads@TalWoman.com.

## SEND ALL PAYMENTS AND CONTRACTS TO:

Tallahassee Woman Magazine  
Post Office Box 16616  
Tallahassee, FL 32317-6616  
Phone: (850) 893-9624  
Fax: (850) 254-7038  
E-mail: ads@talwoman.com

Full page (full bleed)		Full page (no bleed)	
1/3 Vertical	2/3 Vertical	1/6 Horizontal	1/2 Island
1/3 Horizontal	1/6 Vertical	1/2 Vertical	1/4 Vertical
1/2 Horizontal			
		WIDTH	DEPTH
Full page (with bleed)		8.625"	11.125"
Full page (no bleed)		8.125"	10.625"
2/3 vertical		4.875"	9.875"
1/3 vertical		2.25"	9.875"
1/3 horizontal		4.875"	4.875"
1/2 island		4.875"	7.5"
1/2 vertical		3.625"	9.875"
1/2 horizontal		7.5"	4.875"
1/4 vertical		3.625"	4.875"
1/6 vertical		4.875"	2.25"
1/6 horizontal		2.25"	4.875"

*WE believe in investing in women, our community and your business!*



# OUR *Rates* BI-MONTHLY

PRICES ARE PER ISSUE

AD SIZES	6 ISSUES	3 ISSUES	1 ISSUE
INSIDE FRONT COVER	2260	2400	2665
INSIDE BACK COVER	2095	2325	2470
BACK COVER	2310	2440	2720
PAGE 3	2040	2155	2400
FULL	2000	2115	2350
2/3	1540	1625	1795
1/2 ISLAND OR 1/2 VERTICAL	1340	1390	1565
1/2 HORIZONTAL	1270	1340	1495
1/3	845	890	990
1/4	695	735	820
1/6	490	510	560

## SPECIAL OPTIONS

2 PAGE SPREAD	3429	3810	4235
WWMB PROFILE	FULL PAGE - 1300	HALF PAGE - 900	
ADVERTORIAL	FULL PAGE - 1600	HALF PAGE - 1200	

## Added Value FOR OUR ADVERTISERS\*

- Online digital edition includes your ad and link to your website at no additional cost.
- Product inclusion in the popular section *Faves & Raves*
- Opportunity for the section *What Women Should Know or Sweet Home Tallahassee*
- TWM Front Page Live live stream show interview opportunities.
- Unique offers throughout the year available only to you.

\*Must meet certain contract requirements



**Using Your SUPERPOWERS  
To Succeed No Matter The Circumstances**

2020 has shown many of us just how strong, flexible, and resilient we can be in the face of an ongoing crisis and adversity. As a matter of fact, you are probably more aware of your superpowers and how to use them to press forward. If you don't, I encourage you to reflect on how the pandemic has impacted your career or lifestyle. Then, look at what you did to get through the challenges.

Your superpowers are defined as those innate abilities that allow you to succeed no matter the circumstances. We all have this in some form or another. Examples of the "8" on your chest could be confidence, resourcefulness, or helping others. For TWM cover woman Beth Ceram, her superpowers are her grit and music.

As a former TWM cover woman, it is an honor to serve as a guest editor. I was thrilled when the Michelle Micham reached out to me. At the time, I needed something fun and uplifting to do in the pandemic. As expected, being on virtually with Beth was exactly what I needed.

On our Zoom call, we were laughing and reminiscing about our experiences together. Beth is a host. There were times in the call when I was laughing so hard, I had to stop and catch my breath. When she opened up about her chaotic childhood, the health challenges she's overcome,

**BETH IS THE TYPE OF PERSON YOU WANT TO LEAD YOUR BOARD. ADVISE YOUR BUSINESS OR BETTER YET, HAVE ON SPEED DIAL. SHE'S QUICK-WITTED, CONNECTED, AND CAN HOLD HER OWN.**

and her unexpected career trajectory, she continued to me humor — another superpower — to talk through these difficult moments in her life.

I admire Beth in so many ways. She loves to serve others and her community. She is a top executive at a billion-dollar bank, but she doesn't take herself too seriously. She's a wife and mother who gives it her all. While reading Beth's story, I hope you laugh a little. More importantly, I hope you are inspired by her courage and her superpowers, which have helped her survive and thrive in times of adversity.

*Heidi Otway*  
Heidi Otway, APR, CPRP, President & Partner, Substantive PR

Heidi Otway is the president of Substantive Public Relations, an award-winning firm that provides strategic insight and guidance to Fortune 500 companies, mid-size businesses, associations, and public institutions. For nearly two decades, Heidi's career is an odyssey and insight helping clients connect with and engage diverse audiences. She is also the host and executive producer of the firm's industry podcast *Focus in Florida*.

Heidi is a wife and mother, who lives in Tallahassee. She serves on the Board of Directors for the United Way of the Big Bend and the Tallahassee Symphony Orchestra. She is past Chairman of the Tallahassee Chapter of Commerce and a graduate of Leadership Tallahassee Class XXX. She's a long-time member of ALARM Tallahassee, where she met a lot of party in partnership with Susan Hester. Heidi is a proud DLM and member of Delta Sigma Theta Society.

Contact us today to advertise! Call (850) 893-9624  
or send an e-mail to us at [ads@talwoman.com](mailto:ads@talwoman.com).

\*Payment plans available by request