



Are You Using the Right Media?

Magazines have proven the most effective format to *target* a Specific Market, *create* Trust and *establish* BRAND.

The Women's Journal...

Targets Women

Builds Trust While Establishing Your Brand

Informative and Educational Local Publication

Bimonthly - Eight Weeks of Exposure

Categorical and Clutter Free Packaging

Creates Credibility

Pre-Qualify Clients

Enhances Distribution through Events, Networking Groups and Pass-along Distribution

Articles are Provided by Local Businesses and Professionals

Helps form Relationship with Advertiser and Potential Client through Articles

The unique hallmark of our publication, the sponsored article format, has key components of the *Enabling Process™* that help women reach a purchasing decision:

1. Author Name & Photo - builds familiarity with reader
2. Article Title grabs attention
3. Educational & Informative Article engages interest, creates desire and inspires action
4. Author or Company Bio - builds confidence and trust regarding advice, experience and qualifications
5. Testimonials establish credibility
6. Display Ad expresses the emotion of your promise, the visual and final component for successful advertising