

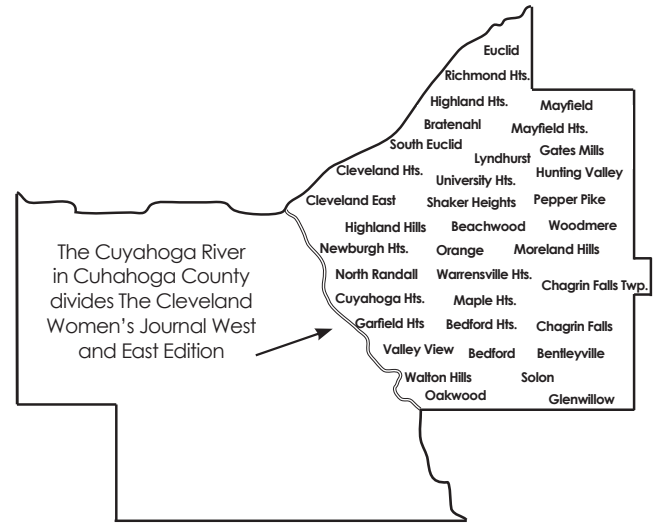
## Almost Everyone Reads in Public Places!

### Reading is the #1 Activity While Waiting in Public Locations

- 92% read/look at magazines in doctor's and dentist's offices
- 85% read/look at magazines in salons and spas
- 75% read/look at magazines in business reception areas

### Action taken by public place readers

- 62% trust the articles they read
- 83% of readers are engaged with information
- Readers use information/ideas, talk to someone, bought or intend to buy a product or service from an editorial
- Readers research, bought or intend to buy a product or service, followed up, or tore out an ad after reading
- Readers visit a website, recommended a product or service after reading an ad or editorial



Cleveland East Edition

### Target Audience:

Are you aware that women purchase 83% of all products and services?

The Cleveland Women's Journal is a primary resource for women of all ages throughout Cuyahoga County.

### Distribution:

More magazines are read outside of the home in public waiting areas. Readers experience fewer interruptions, engage in less multitasking and feel less guilty about devoting time to reading. We deliver through public placement, such as doctors' and dentists' offices, medical facilities, salons and spas, business reception areas, libraries, restaurants, coffee shops, and many more. This results in highly desirable advertising prospects. Our above average readership is due to the multiple readers in public places and current information being referred to friends and family who directly benefit from our articles.

Over 500 locations in East Cuyahoga County PLUS Health Fairs, Expo's, Women's Organizations & Community Events.

**Beachwood • Bedford • Bedford Heights • Bentleyville • Bratenahl • Chagrin Falls • Cleveland (East)  
Cleveland Heights • East Cleveland • Euclid • Garfield Heights • Gates Mills • Glenwillow  
Highland Heights • Highland Hills • Hunting Valley • Lyndhurst • Maple Heights • Mayfield  
Oakwood • Orange • Pepper Pike • Shaker Heights • Solon • Warrensville Heights • Woodmere**

### Readership:

Cuyahoga County East – over 60,000 and growing!

Our research confirms that we effectively reach our target market each issue. Readership established through reader survey and public placement research; *The Value of Public Place Reading, Insights from a new study* sponsored by *Time Inc. & Mediaedge* and stats from *MPA*



**Because Public Place Copies Reach Readers Who are Both Engaged with the Publications & Demographically Desirable, Our Magazine Provides Substantial & Unique Value for Advertisers!**

### Distribution Schedule:

The Women's Journal is a bimonthly publication. General material deadline is by the 10th of the month prior to issue release, i.e. the deadline for issue released in February-March is January 10th. That issue will be distributed no later than the 10th of publication month. Please contact specific edition for deadlines relating to that issue.

February-March  
August-September

April-May  
October-November

June-July  
December-January