



women WHO RUN IT

YOUR LIFE • YOUR LOVE • YOUR TERMS

ADVERTISING INFORMATION



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Women Who Run It: Your Life - Your Love - Your Terms! is an independently-run women's inbox magazine that connects with urban "alpha females": successful, smart, intense, super-achieving women with low drama quotient.

"Competitive, independent and striving to be on the top of their game, they are also looking to ignite more fun, play and pleasure to harmonize their lives". The average reader is a 38-55 year old businesswoman with 0-2 children, discretionary income and is in transition phase with her primary relationship (or looking for a new one).

It's concise editorial content addresses a range of women's desires and interests in three major verticals:

- *dating, relationships, sex*
- *business, career, entrepreneurship*
- *fitness, lifestyle, health & wellbeing*

WITH THE GOAL BEING A MORE BALANCED AND HARMONIZED LIFE OF WORK, HEALTH AND PLEASURE.

Women Who Run It! is designed especially for the woman on the go by being mobile/tablet friendly with no fluff or filler.

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WWRI TRAFFIC

19% ave Open Rate (per campaign)

2% Click Through Rate (CTR)

TARGET AUDIENCE

Age of Audience:

20% **18-34**

45% **35-49**

35% **50+**

EDUCATION LEVEL

55% College/University Graduate

25% Post Grad

20% HS Grad

WWRI DEMOGRAPHICS

Women: **98%**

Men: **2%**

USA: **75%**

Canada: **20%**

Rest of World: **5%**

HOUSEHOLD INCOME:

10% \$30-\$60k

30% \$60-100k

60% \$100k

WWRI VISITORS

19% of Visitors are Regulars

81% are New Visitors

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WomenWhoRunIt.com offers multiple ways to build your brand and get your message to our women readership.

Types of Ads:

Social Media Sponsorship

WomenWhoRunIt.com offers a wide variety of opportunities to gain exposure through our social media outlets. Your message can be tweeted to our Twitter followers, posted on our Facebook fan page and other social media account as well as added to our Sponsored News Page on our website. We write all of our tweets and posts with the goal of having it retweeted or reposted by our followers.

Resources Ad (on WWRI Resource Page)

The WWRI Resources page hosts a list of recommended companies that provide valuable services and product to the WomenWhoRunIt! Community.

Includes Thumbnail Graphic and Text Description of Your Company

Measurements – 150×150 / 150×200

Text Ad: 70-140 words

\$175 per month

E-Newsletter Pack 1:

One banner at top side bar and one at bottom of newsletter

Measurements – 210×100 and 570×100

\$250 per email

E-Newsletter Pack 2:

4 emails with one banner at top side bar and one at bottom of newsletter

Measurements – 210×100 and 570×100

\$750 per 4 Emails

Sponsored Tweets (Twitter):

We write our own tweets to maximize retweets and traffic

\$95 per Tweet

Sponsored Posts (Website):

Placed on the news section of site. (We will edit to improve CTR= Click Through Rates) \$125 per 300-500 words

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A Top Rotating Banner Ad (Home Page)

Rotates on the home page of the WomenWhoRunIt.com site.
Measurements – 600×100
\$825 per month

B Right Sidebar Banner Ad (Home Page)

Rotates on the right side on the home page.
Viewable above the fold.
Measurements – 300×250
\$675 per month

C Top Rotating Banner Ad (Inside Pages)

Rotates on ALL of the WomenWhoRunIt.com site.
Measurements – 600×100
\$565 per month

D Right Sidebar Banner Ad (All Inside Page)

Rotates on the right side of the inside pages.
Viewable above the fold.
Measurements – 350×250
\$425 per month

E Footer Banner (Home Page)

Bottom banner on homepage
Measurements – 600×80
\$225 per month

MOCKUP 1.A



MOCKUP 1.B

