

wasatchwoman

Wonderful You.

Wasatch Woman focuses on the unique needs and interests of women in Utah. Regular features include intelligent articles on issues as innocent as how to host an evening of elegance and fun with friends, to serious problems women face, such as eating disorders and relationship difficulties. The *Wasatch Woman* reader finds a connection to real women, like herself, to real experiences similar to those she has to deal with and to real help for shaping and enriching her life.



The Salt Lake Tribune

Deseret News



BENEFITS

As *Wasatch Woman* has grown, so has our reach. As the sole publication for and about women along the Wasatch Front, our name is trusted and sought out by women readers of all ages. *Wasatch Woman* is in homes once a month and viewed by 224,013 women.

Circulation: 165,000
Daily readership: 448,027

READER PROFILE

Over 43,000 women ages 18-34 read the paper daily

Married
63%

Children at home
44%

Average household income
\$87,500

Graduated from college
78%

Health club membership
22%

Attends professional sports event
32%

Enjoys gardening
58%

Volunteer work
49%

CONTENT

YOUR LIFE

Balance health and career, find fresh style and easy travel tips from experts.

stat: Women account for 85% of all consumer purchases including everything from autos to health care. (www.she-conomy.com)

YOUR HOME

Create great relationships, beautify your space and find time for food and family.

fact: 54% of women (ages 25-54) have a household income of \$50,000+. (Scarborough Research, 2009 release 2)

YOUR COMMUNITY

Connect with exceptional women in Utah, local events and causes that inspire.

fact: Since 1990 women's median income grew 32.9%. (The Rise of The Real Mom)

YOUR LOOK

From makeup tips to cosmetic surgery, dental procedures to hair styles, shoes and clothes to diet trends.

fact: \$228,462,000 was spent on hair and cosmetics in the past year by women in Utah.

EVENTS



This event encourages women to lead healthy lives and participate in fitness activities. This successful event has over 1,500 women participants.

wasatchwoman of the YEAR 2010

Annual awards celebrating and honoring women in the community for their exemplary contributions in business, community, motherhood, perseverance and up and coming (age 18-24).

To Learn More
Call your MediaOne Executive at
801-204-6300

9/27/10 KD



DEADLINES

ISSUE	AD SPACE RESERVATION	AD MATERIALS DUE
July 2010	7/1/10	7/6/10
August 2010	7/30/10	8/6/10
September 2010	9/1/10	9/8/10
October 2010	10/11/10	10/14/10
November 2010	11/1/10	11/8/10
December 2010	12/1/10	12/8/10

EDITORIAL CALENDAR

MONTH	FEATURES
July	Adventure profiles, Local scuba, Fitness outdoors
August	Family dynamics, Quick trips, Looking good
September	Business leaders, Autumn eats, Diet truths
October	Party planning, Fall fashion, Weekends
November	Artists & musicians, Holiday must-haves, De-stress tips
December	Philanthropists, Ski camp, Beautiful smiles

YOUR LOOK* & COMBO

AD SIZE	AD SPECS	PRICE
Full Page	5 col x 10.5"	\$2,625.00
Half Page	5 col x 5.25"	\$1,312.50
Third Page	3 col x 5"	\$750.00
Dbl Business Card	2 col x 4"	\$400.00
Business Card	2 col x 2"	\$200.00

*Rates apply only to qualifying advertisers and ads must be placed in the *Your Look* section of *Wasatch Woman*, and *IN* magazine, no substitutions. Ads must be placed within the same week to qualify for package rates. Artwork must remain the same for both editions.

ADVERTISING RATES

AD PRICES - ALL ADS ARE FULL COLOR

AD SIZE	AD SPECS	1X	3X	6X	12X
Back Page	5 col x 10.5"	N/A	\$2,529.43	\$2,272.40	\$2,130.95
Full Page	5 col x 10.5"	\$2,493.75	\$2,199.50	\$1,976	\$1,853
Half Page	5 col x 5.25"	\$1,246.87	\$1,059.84	\$997.50	\$935.15
Front Cover Banner	5 col x 2"	\$650	\$552.50	\$520	\$487.50
Third Page	3 col x 5"	\$712.50	\$605.63	\$570	\$534.38
Dbl Business Card	2 col x 4"	\$380	\$323	\$304	\$285
Business Card	2 col x 2"	\$190	\$161.50	\$152	\$142.50

influence marketing

Advertising in *Wasatch Woman* works. Our advertisers are trusted more because they get into womens' hands and homes through a trusted source. Women buy from those companies they know and trust. *Wasatch Woman* has the inside track of trust with women in Utah.

Love this publication!

Shirley J (@ShirleyJ) via Twitter

Thank you for honoring great women in our community!

Elaine Pace (@elainepace) via Twitter

Fabulous luncheon! Thanks for putting it on and inspiring so many women!

Camille Langston (@makeitworkmom) via Twitter about our *Wasatch Woman* of the Year event

This has been one of my most favorite races. I LOVED it! I came all the way from Idaho and will definitely do it again! Thanks for a great production!!

Van Every about our *Love Your Body Race*

I had a wonderful time. I broke some belief barriers in myself today! Thanks for putting on such an awesome event.

Elaine Pace about our *Love Your Body Race*