

The Prevailing WOMAN

INSPIRE

CONNECT

PREVAIL

About the Magazine

The Prevailing Woman is a magazine that promotes personal and professional achievements at all levels of business throughout the World. The Prevailing Woman Magazine has expanded as a multifaceted media source that reaches millions quarterly. The magazine is high gloss, 75-125 pages, contemporary in look and appeal. Quality word and art content is the number one goal. The magazine is empowering, newsworthy and thought-provoking. It appeals to a woman who wants to expand their network, prevail in their career or general interest in the welfare of prevailing women.

Social Media



ThePrevailingWoman
1,005 followers



@ThePrevailingWoman
1,700 followers



@ThePrevailingWMag
533 followers



Sabrina Seymore is Founding Editor-In-Chief of The Prevailing Woman magazine. Sabrina created this magazine to highlight women who are prevailing in their respective fields and to empower woman to maximize their highest potential in all areas of their life. Our first issue of the digital and print magazine launched in Spring of 2017.

advertise@prevailingwoman.com
919.867.0624

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MAGAZINE TARGET AUDIENCE

83%
FEMALE

57%
AGE 25-34

80%
FROM THE US

20%
INTERNATIONAL

WEBSITE STATISTICS

2,000
WEB PAGE VIEWS

65.2 %
TRAFFIC FROM
FACEBOOK

13.5 %
TRAFFIC FROM
INSTAGRAM

over 12 %
TRAFFIC FROM
SEARCH ENGINES

Advertising guidelines & specifications *(please include a .25 bleed on all files)*

TWO PAGE SPREAD

8.75" x 11.25" BLEED SIZE (each pg.)
17" x 11" TRIM SIZE

\$1,500 per issue

ONE PAGE

8.75" x 11.25" BLEED SIZE
8.5" x 11" TRIM SIZE

\$800 per issue

1/2 PAGE

5.75" x 8.75" BLEED SIZE
5.5" x 8.5" TRIM SIZE

\$500 per issue

1/4 PAGE

5.75" x 4.5" BLEED SIZE
5.5" x 4.25" TRIM SIZE

\$300 per issue

GENERAL GUIDELINES

- Full-page bleed ads should be made to the trim size of the publication. Add .125" bleed to all four sides of the ad when creating the PDF. For fractional-ad bleed sizes, call the Production manager for dimensions.
- A safety margin of .25" must be taken into account when creating a bleed ad. Do not put any live copy closer than .25" to the trim size. PDFs must meet PDF/X-1a standards with 300 dpi images, CMYK colors, and embedded fonts.
- Export or "Save As" using the PDF/X-1a settings from Adobe InDesign (preferred), Photoshop, or Illustrator. For quality-control purposes, advertisers who submit PDF files may be required to supply native files if the PDF is problematic.

Unacceptable File Formats

Microsoft Publisher
Microsoft Word
Microsoft PowerPoint

NEED YOUR AD DESIGNED?

GRAPHIC DESIGN SERVICES AVAILABLE FOR A FEE OF \$65 PER AD. Design templates provided upon request. Please email advertise@prevailingwoman.com to start the process and mention Prevailing Woman in the subject.

EDITORIAL CALENDAR

Ads due: September 15, 2017 Issue: Fall 2017
Ads due: November 15, 2017 Issue: Winter 2017