

# *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, 319 followers



@ThePrevailingWoman  
7,569 followers



@ThePrevailingWMag  
535 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 2017.

advertise@prevailingwoman.com  
919.760.3219

919.760.3219 | [advertise@prevailingwoman.com](mailto:advertise@prevailingwoman.com)

## MAGAZINE TARGET AUDIENCE

**83%**

FEMALE

**57%**

AGES 25-34

**80%**

FROM THE US

**20%**

INTERNATIONAL

## WEBSITE STATISTICS

**4,982**

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 see 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 PLR AD. Design templates provided upon request. Please email [advertise@prevailingwoman.com](mailto:advertise@prevailingwoman.com) to start the process and mention Prevailing Woman in the subject.

## EDITORIAL CALENDAR

Ads due: April 1, 2018 Issue: Summer 2018  
Anniversary Issue: March 15, 2018