

406

WOMAN
MEDIA KIT
2026

An audience worth investing in.



**We Are
Partners**

**We Are
Committed
to YOUR
Success**

We Reach Your Buyers

- Woman Control Buying of 85% of ALL Products & Services
- Woman Influence 91% of Home Purchases
- Woman Influence 85% of Bank Accounts
- Woman Make 80% of Health Care Decisions

Our Target is Woman Between 25 and 65

- The Ultimate Consumers

Gear Your Message to a Targeted Buyer

- 406 Woman is the Vehicle to Reach Buyers in This Market

Six Issue per Year - Complimentary

- 7,000 Copies per Issue
- Targeted Distribution-Business, Medical, Retail & Hospitality

Great Editorial

- Business Features
- Community Interest
- Love Stories & Weddings
- Food & Flavor
- Wellness & Health
- History & Art
- Family

V9.17.25

406

WOMAN

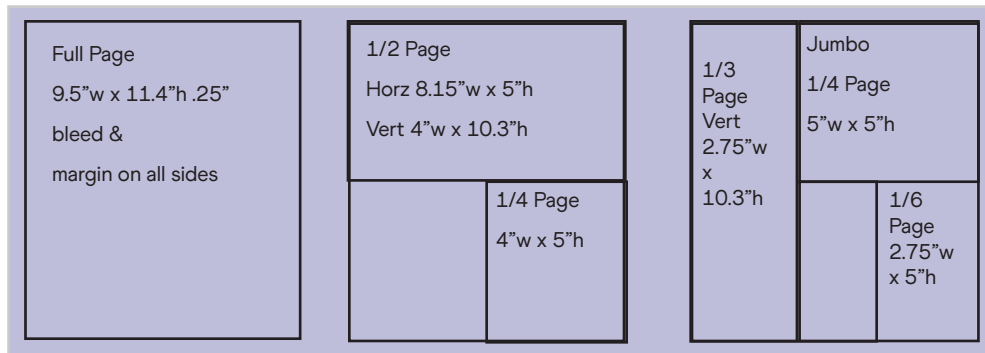
2026 ADVERTISING SIZES & RATES

| ISSUE | Publication Dates | Close Dates |
|---------------------------------|-------------------|-------------|
| Holiday: November-December 2025 | November 19 | October 17 |
| Winter: January-February 2026 | January 16 | December 19 |
| Spring: March-April 2026 | March 20 | February 20 |
| Late Spring: May-June 2026 | May 15 | April 17 |
| Summer: July-August 2026 | July 17 | June 19 |
| Autumn: September-October 2026 | September 18 | August 21 |
| Holiday: November-December 2026 | November 18 | October 16 |

| AD SIZE | RATES | ADVERTISEMENT DIMENSIONS |
|----------------|--------|--|
| 2 Page Spread | \$2800 | 18.5"w x 11.4"h (with .25 bleed & margin on all sides) |
| Full Page | \$1400 | 9.5"w x 11.4"h (with .25" bleed & margin on all sides) |
| 1/2 Page Horz | \$ 910 | 8.15"w x 5"h |
| 1/2 Page Vert | \$ 910 | 4"w x 10.3"h |
| 1/3 Page Vert | \$ 600 | 2.75"w x 10.3"h |
| Jumbo 1/4 Page | \$ 600 | 5"w x 5"h |
| 1/4 Page | \$ 455 | 4"w x 5"h |
| 1/6 Page Vert* | \$ 300 | 2.75"w x 5"h |

PRODUCTION SPECS:
 Publication trim size: 9"w x 10.78"
 Camera-Ready Ads:
 High-quality print PDF, 300dpi, cmyk
 Also acceptable: tif, eps, jpeg
 Ad Design/Layout Services available

*Annual contract, \$1,800 Enterprising Entrepreneurs Section - 6 businesses required (1/6 page vert)
 **Rates shown are per issue for a annual contract (6 issues per year)
 ***Add 20% for Premium Guaranteed Placement



**We don't try to be everything to everyone,
 but we do try to be everything to our clients.**

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