





# LET'S GET TO KNOW SOLO WOMAN MAGAZINE...

## MISSION

Our Mission is to be the surrogate voice and platform for single women all over the world. It is our goal to provide relevant, inspirational, and informative resources that will inspire single women to live life abundantly.

## POSITIONING

SOLO Woman Magazine is positioned to be the single woman's springboard into adventures throughout the world relevant to a healthy and wholesome single lifestyle. We rejuvenate her mind and capture the essence of her spirit by making her laugh, play and dance to the beat of her own music; all while celebrating her ability to turn trials and tribulations into triumphs and testimonies.

*SINGLE WOMEN*  
*Celebrating Minds, Spirit & Strengths of*

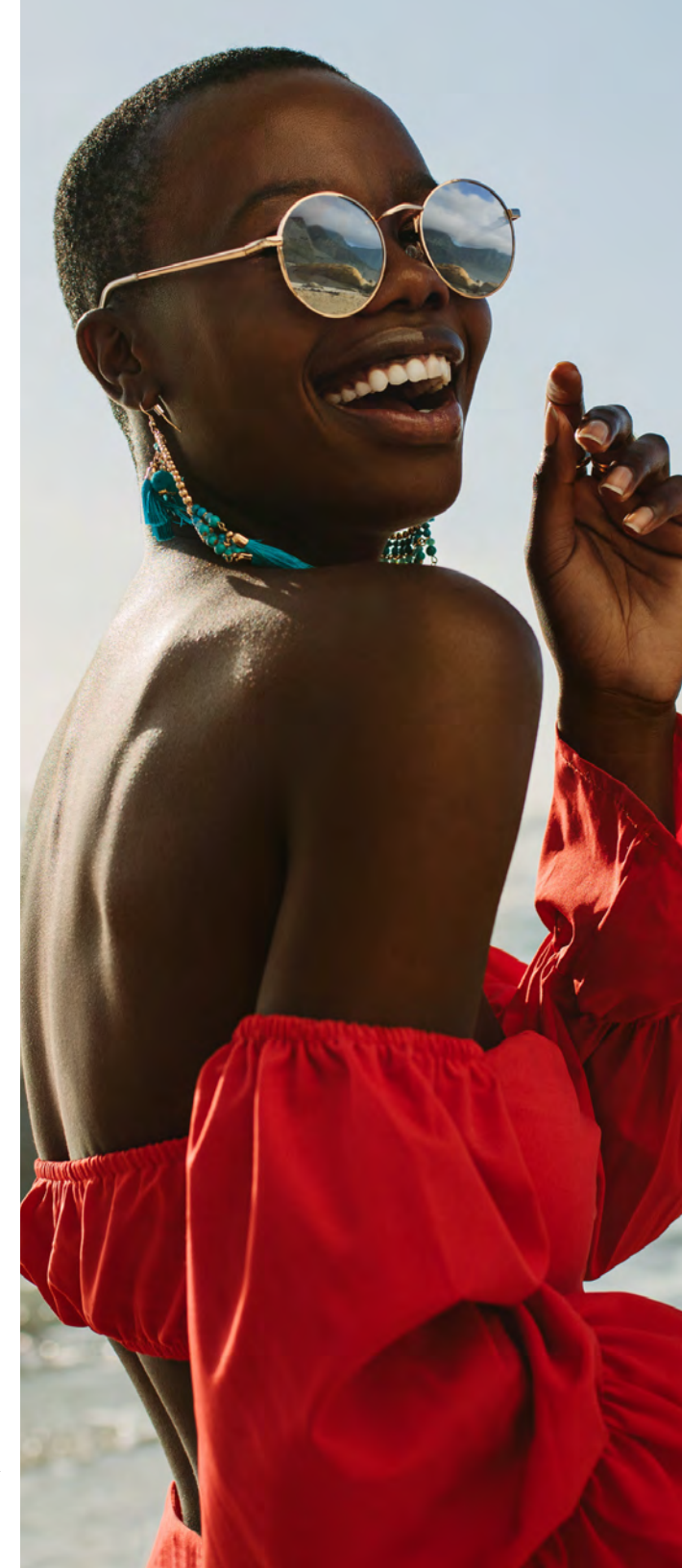
# WHY SOLO WOMAN MAGAZINE?

## LET'S REVIEW THE MARKET RESEARCH

According to Global Business Insights, a leading market analysis firm, they state that on a macro level, changing lifestyles are the main drivers of the single market. Worldwide, women are delaying marriage, or choosing not to marry at all, and living longer lives. As such, there is a greater demand for products and services that cater to solo lifestyles, such as ready made foods, housing, and investment services.

On a micro level, there is a growing need to match the attitudes of this diverse, but growing group of independent single women with their expectations conducive of branded products.

*There are 127 million Single Americans over age 18,  
52% are Single Women*



# LET'S DEFINE THE SOLO WOMAN...

## WHO IS SHE?

SOLO Woman [soh-loh-woom-uhn] noun. She is 25 years or older, minding her own business, tenacious, smart, yet fierce, and switched on to caring for her individual mind, body and spirit while flying in her own atmosphere. She is self-sufficient. She is marrying later or has been married and has the “been there, done that” attitude.

## SHE'S AN UNSTOPPABLE WOMAN!

[www.solowoman.com](http://www.solowoman.com)

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# LET'S DEFINE THE SOLO WOMAN...

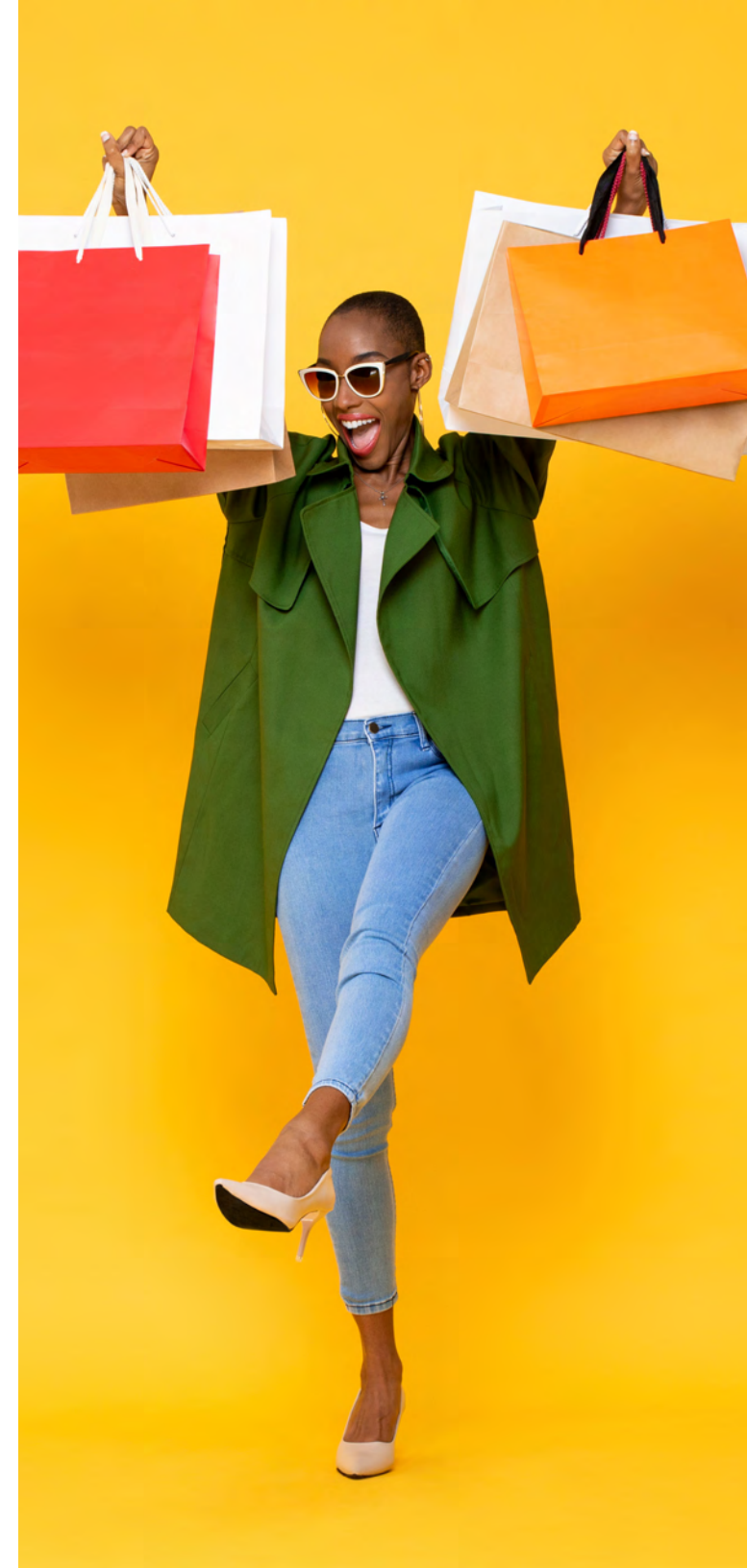
## WHAT SHE WANTS...

She is looking for products and services that provide her greater balance at home and away from home, personally and even professionally. She wants to connect with a companies that are conscious of her needs from beauty and healthcare, financial services, fashion brands, travel resources, social clubs and more. She is simply looking for companies that meet her needs in the many hats that she wears and allows her to work hard and play even harder.

CONNECT WITH HER.

[www.solowoman.com](http://www.solowoman.com)

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# A VIABLE MARKETPLACE

*According to the Department of Labor*

## *\$2 TRILLION DOLLARS*

*The Amount that Singles Contributed to our Economy*

She earns upwards of \$50,000 to \$100,000 in her career as a mid-level manager, executive or entrepreneur. She has an international entrepreneurial spirit and effectively balances business, children and home while spending the fruits of her labor on travel, fashion, beauty, entertainment, and other goods & services that adds value to her lifestyle.

**61%** Have Incomes of  
**\$50K to \$100K or higher**

- U.S. Census Bureau (Economy)



# QUICKFACTS

- According to the Joint Center for Housing:
- 1 out of 5 Home Buyers is a Single Woman
- Twice as many Single Women are buying a home than men.
- Single women home buyers mostly live in close proximity to retail stores, shopping centers, etc.

*As women have historically been the primary purchasing agents for the family, how will this new cash-rich demographic of*

**single women**

*wield their newfound economic clout?*





# LET'S CAPTURE HER ATTENTION...

## BECOME A PARTNER WITH SOLO WOMAN

SOLO Woman Magazine features & supports company brands that appeal to one of the largest untapped markets...Single Adult Women. She is looking for companies that have her in mind and our bi-monthly periodical is a cost-effective way to reach her while building or expanding your new or existing customer base.

**EXTEND YOUR REACH...ADVERTISE WITH US!**





# LET'S COMMUNICATE WITH HER...

## WHAT WE TALK ABOUT

In every issue, we feature intelligent and thought-provoking articles that SOLO women look to for guidance which strengthens their overall life experience while bringing peace to the mind, body and soul.

**YOU ALONE ARE BLESSED** - Notes from the Publisher

**MINDING MY "OWN" BUSINESS** - Celebrating the SOLO Woman of the Month

**FRUIT OF HER SPIRIT** - True Life Stories of Trials & Triumphs

**TOTAL WOMAN** - Beauty, Fashion, & Health

**SANCTUARY** - Home Decorating, Home Repair, & Recipes

**WINGS** - Travel, Sports, & Entertainment Guide

**POWER OF ONE** - Money & Finance, Real Estate, Business and Entrepreneurship

**SOLO PARENTING** - Parental Resources, Tips for Single Moms

**VOICES** - Arts, & Culture

**MEN UNMASKED** - Men Speak, We Listen

Our contributors and panel of industry experts aim to deliver content on the latest topics that will surely keep our SOLO Women coming back for more.



# EDITORIAL CALENDAR & CLOSING DATES\*

- Closing Dates: All Closing dates are for receipt of materials.

## **PREMIER ISSUE 2024**

**SUN & FUN** - Summer Entertainment & Travel Guide, SOLO Travel Tips, Swim Wear Trends, Top 10 Travel Resources, Caribbean Festivals, Hair Trends

AD CLOSE: 5/31/24  
ON SALE: 6/25/24

## **SEPTEMBER/OCTOBER 2024**

**OUR HEALTH** - Breast Cancer Awareness: The Pink Campaign, SOLO Women Survivors: Their Stories, Annual AIDS Reports, STDs: Why Get Tested?, Fall Fitness Plan

AD CLOSE: 7/26/24  
ON SALE: 8/27/24

## **NOVEMBER/DECEMBER 2024**

**HOME FOR THE HOLIDAYS** - Winter Wonderlands, Holiday Cuisine from Around the World, Hottest Cold Weather Fashion, SOLO Hot Picks Gift Guide

AD CLOSE: 9/27/24  
ON SALE: 10/29/24

\*Subject to Change

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# ADVERTISING RATES\*

Introductory rates good through November 2024

<b>SPACE</b>	<b>INTRODUCTORY</b>	<b>1 ISSUE</b>	<b>2-3 ISSUES</b>	<b>4+ ISSUES</b>
COVER(FRONT/BACK)	\$1325.00	\$2062.50	\$1856.00	\$1650.00
COVER INSIDE FRONT	\$1125.00	\$1762.50	\$1586.25	\$1410.00
INSIDE BACK	\$812.50	\$1270.50	\$1143.00	\$1016.00
2-PAGE SPREAD	\$912.50	\$1425.00	\$1282.50	\$1140.00
FULL PAGE	\$625.00	\$975.00	\$877.50	\$780.00
2/3 PAGE HORIZONTAL	\$500.00	\$787.50	\$708.75	\$630.00
1/2 PAGE VERTICAL	\$462.50	\$712.50	\$641.25	\$720.00
1/3 PAGE VERTICAL	\$337.50	\$525.00	\$472.50	\$420.00
1/3 PAGE SQUARE	\$300.00	\$475.00	\$427.50	\$380.00

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# MECHANICAL REQUIREMENTS

PUBLICATION TRIM SIZE: 8" X 10.5"  
BLEED: 8  
FILE FORMAT: PDF/X1A Only

AD SIZE	BLEED	NON-BLLED	TRIM
SPREAD	16 1/4" X 10 3/4"	15" x 10"	16" X 10 1/2"
FULL PAGE 8	1/4" X 10 3/4"	7" X 10"	8"X 10 1/2"
1/2 VERTICLE	4 1/8" X 10 3/4"	3 1/2" X 9 3/4"	3 7/8" 10 1/2"
1/2 HORIZONTAL	8 1/4" X 5 1/4 "	7" X 4 7/8"	8" X 5 1/8"
1/3 VERTICLE	2 7/8" X 10 3/4"	2 1/4" X 9 3/4"	2 5/8" X 10 1/2"

Please call to confirm all due dates and deadlines in advance of submissions. Materials should be in our office no later than the closing dates. Ad Traffic may provide an extension on a case by case basis only. Contact our office BEFORE the deadline to confirm. Advertiser creative is subject to Publisher and Editorial Approval.

INSERT QUESTIONS?  
Contact our Advertising Manager  
[advertising@solowoman.com](mailto:advertising@solowoman.com)





# Contact

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Celebrating Single Women, Mind, Spirit & Strengths