



W **austin** WOMAN

AN ENRICHING AND EMPOWERING CONVERSATION
2022 MEDIA KIT



2022 EDITORIAL CALENDAR

*Special partnership opportunities

JANUARY

The Moms Issue
*Wellness
Survival Guide

FEBRUARY

The Inclusion & Equity Issue
*Valentine's Survival Guide

MARCH

The Troublemakers Issue
*ILHIGH Woman to Watch Section

APRIL

The Social Good Issue
*Home Survival Guide

MAY

The Entrepreneurs Issue
*Woman to Watch Roll Call
*Woman's Way Awards

JUNE

The Young Women to Watch Issue
*Summer Survival
*Thrive Event

JULY

The Reconnecting Issue

AUGUST

The Technology & STEM Issue
*Back to School Survival Guide

SEPTEMBER

The Anniversary Issue
*Anniversary Event

OCTOBER

The Survivors Issue
*Annual Guide to Good Health

NOVEMBER

The Finance & Money Issue
*Holiday Survival Guide

DECEMBER

The Body Positivity Issue
*Holiday Survival Guide

DISTRIBUTION

*Magazines are distributed the first of every month.

- » **25,000+** printed copies each month
- » **75,000+** monthly readership
- » **9,000+** email subscribers
- » Digital edition with page-turning capability and click-thru ads
- » Mobile-friendly website with new content added weekly
- » Available at over **1,000** prime locations in and around the Austin Metro Area plus city-wide events such as non-profit galas, local women's business groups, and other community events targeting women.
- » Subscription options available including Bulk Gift Subscriptions for direct mail marketing strategies.

SOCIAL MEDIA

 /AUSTINWOMAN 18.1k

 /AUSTINWOMAN 20.1k

 @AUSTINWOMAN 53.5k

*Numbers are as of September 2021



SALES@AWMEDIAINC.COM

512.328.2421 • 7401 W. Slaughter Lane, Suite #5089, Austin, TX 78739

A PROVEN HISTORY OF COVERING TOPICS THAT AUSTIN WOMEN CARE ABOUT MOST

» *Austin Woman* has been witness to 18 years of growth and change in Austin. Therefore, it's best able to link the city's unique past with its exciting future.

VARIED AND DIVERSE CONTENT

» Covering everything from important women's issues to fashion, food and drink, *Austin Woman* gives readers information they can use in their personal and professional lives.

TARGETED REACH

» *Austin Woman* solely serves the female audience that advertisers and agency media buyers want. With *Austin Woman*, advertisers and ad buyers alike know who they're talking to.

UNIQUE POSITION IN A COMPETITIVE MARKETPLACE

» *Austin Woman* magazine is the *only* women's magazine in Austin and among a handful in the country. Readers and advertisers know what they're getting issue to issue.

READERS

What do we know about the *Austin Woman* reader? A go-getter and a career-driven women who values a work/life balance. A twenty-something looking for inspirations in her life and the start of her career. A Boomer who is planning for her future whether that be retirement or revitalizing her career.

She supports local by voting with her dollar and actively cares about her community. She is educated and loves to learn. Plus, she is an influencer and shares good finds with her friends.

57% are between the ages of 31- 50.

51% have an average HH income of \$75k or higher. 26% is \$150k or higher.

60% own their own business.

57% are married and 45% have children.

47% do the majority of their shopping online.

* From AW 2020 reader survey



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AUSTIN WOMAN MAGAZINE

Ad Sizes	12x	6x	Open Rate
Full Page	\$2,000	\$2,600	\$3,400
Junior Page	\$1,700	\$2,000	\$2,500
1/2 Page (V/H)	\$1,100	\$1,500	\$2,000
1/3 Page (H)	\$900	\$1,200	\$1,400
1/4 Page	\$650	\$900	\$1,100
Double Truck	\$3,300	\$4,400	\$5,700
Sponsored Content			\$3,300
Full page article published in print magazine. Includes digital publication and social media promotion.			/article

Premium Pages	12x
Back Cover	\$3,800
Inside Covers	\$2,900
Page 1	\$3,100
Double Truck - Inside Front + Page 1	\$4,400
Junior Page - Masthead	\$1,700
TOC1 + TOC2 + Web	\$2,500
Premium Pages Up Front	\$2,300

ATXWOMAN.COM

*FP: Front Page
*CP: Content Pages

Ad Options	12X/month	6X/month	1X/month
Top Banner FP	\$550	\$700	\$900
Banner FP	\$440	\$600	\$800
Banner CP	\$350	\$500	\$700
Sidebar Ad	\$500	\$650	\$850
Sponsored Content			\$1,650

SOCIAL MEDIA

Instagram (53.5K+ followers)	\$600
Facebook (18.1K+ followers)	\$400
Twitter (20.1K+ followers)	\$400

PACKAGES & OTHER OPPORTUNITIES

Annual Signature Event Sponsorship Opportunities

- Woman's Way Business Awards - May 2023
- Thrive Wellness Event - June 2023
- 20th Anniversary Celebration - Sept 2022
- Launch Parties

Survival Guides

Annual guides include:

Holidays, Weddings, Back to School, Real Estate + Home, Summer, and more.

- Regular Listing \$600
- Boost Social Listing \$750

E-NEWSLETTER

Austin Woman Newsletter is sent on the 1st and 15th of every month. Dedicated e-blasts may not be sent on the 1st or 15th.

RATES/SIZES Rates are per newsletter/week.

Newsletter	open rate	3X
Top Banner	\$440	\$400
Banner	\$330	\$300
Dedicated E-mail Blast	\$1,650	

FEATURED EVENT IN NEWSLETTER: \$90

Current subscription: 9,000
Average open rate: 14.8% (national average is 14.3%)
Demographic: 27% 35-44, 23% 25-34, 18% 45-54



Treat yourself to dinner at Garrison! Enjoy its chef-driven open-flame kitchen, where you can experience elevated classics like truffle tots and tomahawks. Reserve your table today.

RESERVE NOW

SPECIFICATIONS

Trim Size: 8.375 in. x 10.875 in.

80# Gloss Cover, 45# Gloss Inside, Perfect-binding

AD SIZES

FULL PAGE 8.875 in. X 11.375 in.
Includes .25 in. bleed
Trim Size: 8.375 in. X 10.875 in.
Safe Area: 7.75 in. X 10.375 in.

DOUBLETRUCK 17.25 in. x 11.375 in.
Includes .25 in. bleed
Trim Size: 16.75 in. x 10.875 in.
Safe Area: 16.25 in. x 10.375 in.

JUNIOR PAGE 5.095 in. X 10.375 in.

HALF PAGE HORIZONTAL
7.75 in. X 5.125 in.

HALF PAGE VERTICAL
3.81 in. X 10.375 in.

QUARTER PAGE 3.81 in. X 5.125 in.

DIGITAL BANNER 728 x 90 pixels

E-BLAST 580 x 385 plus 100 words

ADVERTISING SUBMISSION GUIDELINES

Camera-Ready Ads (ads submitted by the client/agency)

Final ads are accepted in PDF format.

No crop marks allowed. Please crop your ad to the final ad size before submitting.

All images must be at least 300 dpi or higher.

Use CMYK color format.

Embed all images. Outline fonts or flatten artwork. Do not provide layered files.

Send large files or shared links to your sales rep.

Production Ads (created by AW Media)

Advertiser must provide logo (.eps or .png), all copy points and any hi-res (300 dpi) art or graphics desired in the ad.

Artwork accepted as TIFF, EPS, PDF or hi-res JPEG only.

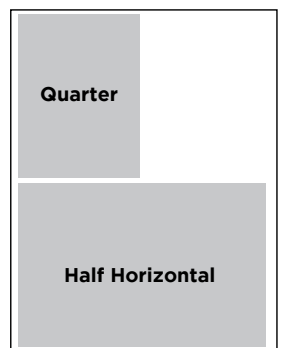
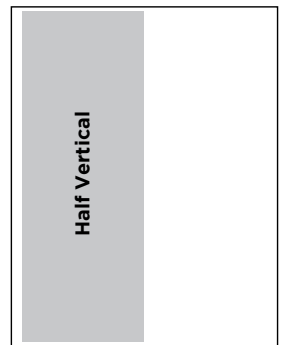
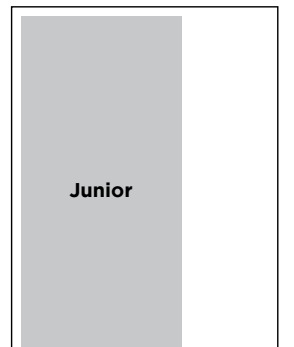
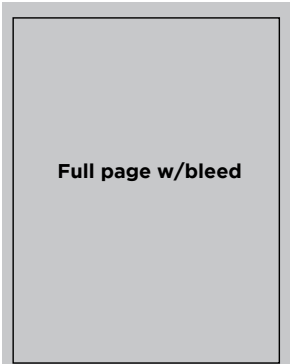
Advertiser must own publication rights to any art or graphics provided to AW Media.

All fonts from vector applications should be outlined and artwork embedded.

Ads designed by AW Media are the sole, copyrighted property of AW Media. Ads may not be used in any other capacity without written permission from the publisher.



PRINT



@AUSTINWOMAN

/AUSTINWOMAN

/AUSTINWOMAN

ATX WOMAN TO WATCH SPECIAL PROMOTION

Receive the recognition YOU deserve as one of Austin's success stories.

Each month, *Austin Woman* will feature ATX Women to Watch in a beautiful special promotional section.

Included in the package is:

- Full-page profile in the magazine
- 150-word bio*
- Custom photo session in your choice of location (and you keep the photo for personal use!)
- Individual feature highlighted on our website, atxwoman.com
- Inclusion in Woman to Watch Instagram story
- Invitation to NEW private LinkedIn networking group
- Invitation to exclusive ATX Woman to Watch networking events

*Bios must be written in third person and are subject to editorial changes in accordance with AP Style

Price: **\$2,000 1X** | **\$3,900 2X** | **\$3,400 Double Spread**

Don't miss out on this exclusive and limited opportunity!



WELLNESS PACKAGE DETAILS

Price: Packages start at \$2,900

Promote your wellness practice!

Basic Wellness Package includes:

- Top Feature in Wellness Newsletter
- Full Page Print Ad or Woman to Watch
- Sponsored content on atxwoman.com + social post
- Opportunity to upgrade full page ad to 2 page double spread for an additional \$800



GUIDE TO GOOD HEALTH PACKAGE DETAILS

* Annual advertising supplement within the October issue

Price: Ask The Expert Package - \$4,600

Our annual **Guide to Good Health** features relevant and timely health and wellness sponsored articles. Plus, interactive doctor profiles with the most asked questions answered by Austin's top doctors and healthcare professionals. And you can access it all year long on our website and through our Wellness newsletter.

Included in the package is:

- Full-page ad within Guide to Good Health
- Full Page Ask The Expert feature (100 word bio + 300 word Q&A)
- Ask The Expert feature to be published on atxwoman.com as well as our monthly wellness newsletter
- Directory listing within Guide to Good Health
- Opportunity to provide "Ask The Expert" video to be hosted on AW Connects

