SOLOWAN MEDIA 24/25KIT

The Surrogate Voice & Platform for Single Women. Engaging Singles. A Marketplace of Many.



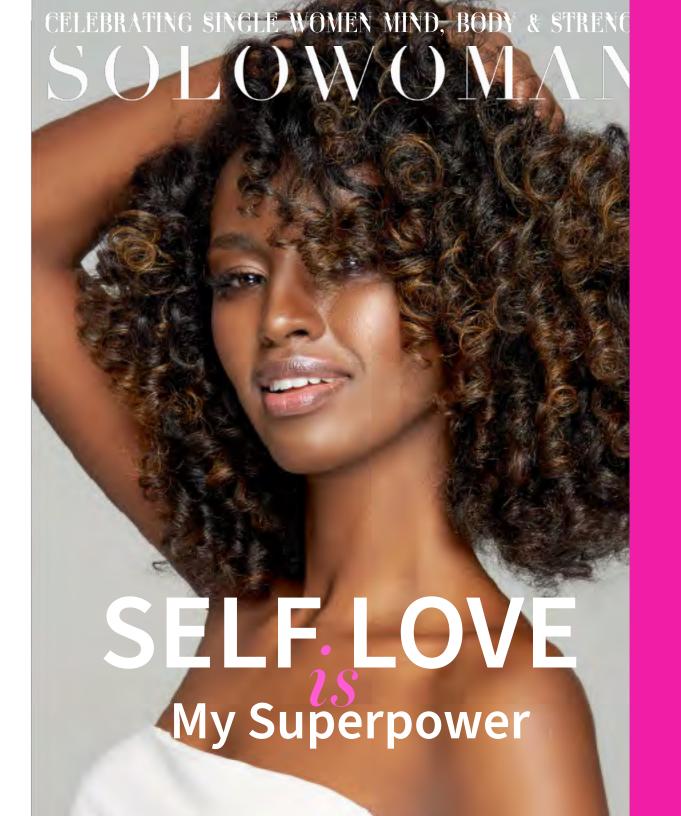
ABOUT SOLO WOMAN...

MISSION

Our mission is to be the surrogate voice and platform for single women worldwide. Our goal is to provide relevant, inspirational, and informative resources that empower single women to live life abundantly.

POSITIONING

SOLO Woman Magazine is positioned to be the single woman's springboard into adventures around 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.



WHY SOLO WOMAN MACAZINE?

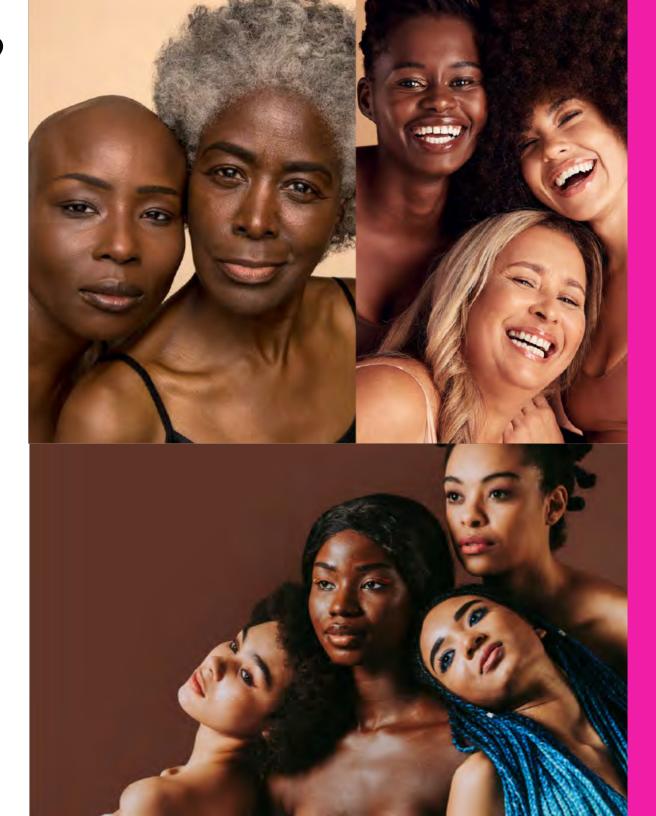
LET'S REVIEW THE MARKET RESEARCH

According to Global Business Insights, a leading market analysis firm:

Changing lifestyles are the primary drivers of the single market. Worldwide, women are delaying marriage, choosing not to marry at all, and living longer lives. As a result, there is a growing demand for products and services that cater to solo lifestyles, particularly among independent single women, who have high expectations for brands that meet their needs and lifestyle.

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: A woman 25 years or older, minding her own business, tenacious, smart, fierce, and fully attuned to caring for her mind, body, and spirit while navigating her own path. She is self-sufficient, marrying later in life, or has been married and carries a "been there, done that" attitude.





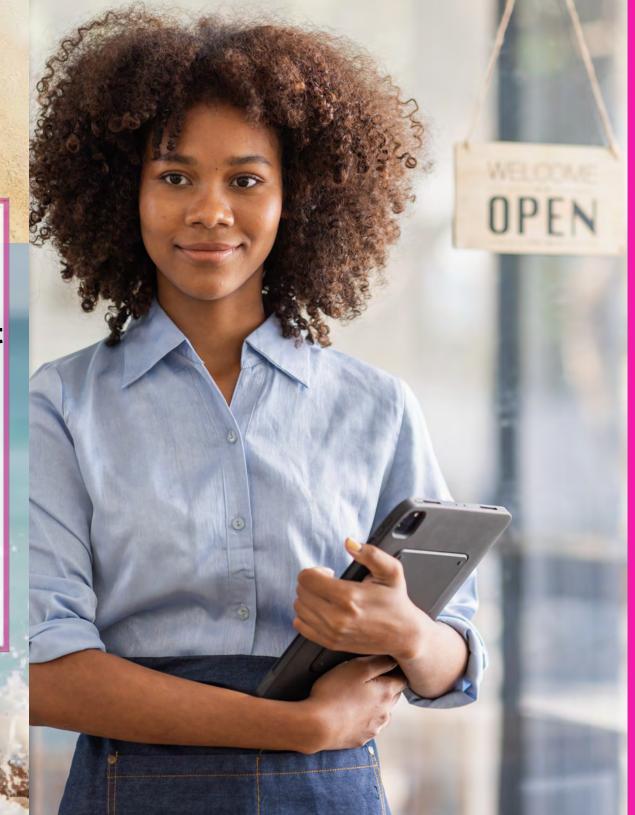




WHAT SHE WANTS...

She is looking for products and services that offer her greater balance both at home and away, personally and professionally. She seeks connections with companies that understand her needs, whether in beauty and healthcare, financial services, fashion, travel, business resources, or beyond. She wants companies that cater to the many roles she plays, enabling her to work hard and play even harder.

CONNECT WITH HER.



A VIABLE MARKETPLACE...

According to the Department of Labor \$2 TRILLION DOLLARS

The Amount that Singles Contributed to our Economy

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

Have Incomes of \$50K to \$100K or higher

- U.S. Census Bureau (Economy)



QUICKFACTS

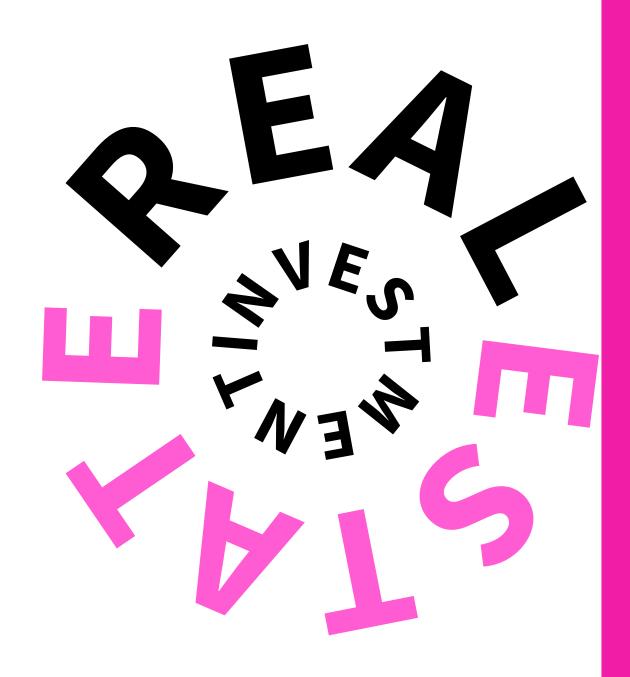
According to the Joint Center for Housing:

- 1 out of 5 home buyers is a single woman.
- Twice as many single women are buying homes compared to men.
- Single women home buyers often choose to live near retail stores, shopping centers, and other amenities.

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

single women

wield their newfound economic clout?





PARTNER WITH SOLO WOMAN!

CAPTURE HER ATTENTION...

SOLO Woman Magazine features and supports brands that appeal to one of the largest untapped markets: Single adult women. She seeks companies that cater to her needs, and our digital, bi-monthly periodical offers a cost-effective way to reach her while building or expanding your customer base.



EXTEND YOUR REACH...ADVERTISE WITH US!

SOCIAL MEDIA ENGAGEMENT...

We've organically grown our Instagram following from 167 to 15K since February 2024.

• Impressions: 1.1 million

• Account Reached: 992K

• **Growth:** +228.7% (June-August 2024)

Organic Followers Increase: 15% every 30 days

Gender Breakdown:

• Female: 79.5%

• Male: 20.4%

Age Breakdown (Women):

• 35-44: 23%

• 45-54: 33%

• 55-64: 23%



COMMUNICATE WITH HER...

WHAT WE TALK ABOUT

In every issue, we feature intelligent and thought-provoking articles that SOLO women turn to for guidance, enhancing their overall life experience and bringing peace to their 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, Tribulations & 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, Books & 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.

Budgets, Investments & Real Estate

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POWER OF ON

2025 EDITORIAL DIGITAL CALENDAR *



JANUARY / FEBRUARY 2025 SELF LOVE ISSUE: CELEBRATING THE BEST YOU EVER!

CLOSE DATE: 11/14/24 ON SALE DATE 12/31/24



JULY / AUGUST 2025
TRAVEL ISSUE: GO SOLO!

CLOSE DATE: 5/15/25 ON SALE DATE 6/30/25



MARCH / APRIL 2025
BEAUTY & FASHION ISSUE: WHAT'S HOT
NOW!

CLOSE DATE: 1/9/25 ON SALE DATE 2/25/25



SEPTEMBER / OCTOBER 2025

BUSINESS & FINANCE ISSUE: MONEY MANAGEMENT

CLOSE DATE: 7/10/25 ON SALE DATE 8/26/25



MAY / JUNE 2025
LIVING SOLO ISSUE: CREATING YOUR

OWN SPACE AT HOME

CLOSE DATE: 3/13/25 ON SALE DATE 4/29/25



NOVEMBER / DECEMBER 2025 HOLIDAY ISSUE: GIFT GUIDE

CLOSE DATE: 9/11/25 ON SALE DATE 10/28/25



ADVERTISING RATES*

Introductory rates good through June 2025

SPACE	RATE	1 ISSUE	2-3 ISSUES	4+ ISSUES	
			Introductory Rates		
COVER(FRONT/BACK)	\$2,325.00	\$2062.50	\$1856.00	\$1650.00	
COVER INSIDE FRONT	\$2,125.00	\$1762.50	\$1586.25	\$1410.00	
INSIDE BACK	\$1,812.00	\$1270.50	\$1143.00	\$1016.00	
2-PAGE SPREAD	\$1,912.00	\$1425.00	\$1282.50	\$1140.00	
FULL PAGE	\$1,625.00	\$975.00	\$877.50	\$780.00	



^{*}Subject to Change

MECHANICAL REQUIREMENTS

PUBLICATION TRIM SIZE: 8" >

8" X 10.5"

BLEED:

FILE FORMAT:

DDE/V1A

PDF/X1A Only

MECHANICAL SPECIFICATIONS: The following information specifies the size and type of file formats, proofs and media we accept, general guidelines and contact information.

Please confirm due dates in advance of advertiser/agency/engraver production planning. Advertisement page proofs must be delivered for approval review two weeks before ad close.

All final materials should be uploaded into www.adshuttle.com/SOLOWOMAN no later than the closing dates unless you have been given an extension by Ad Services. All extensions must be confirmed in writing. Extensions are given for individual advertisers on a per issue basis. If you are in doubt about an extension, please call your account representative.

AD SIZE BLEED NON-BLEED TRIM

 SPREAD
 16.25" X 10.75"
 15" X 10"
 16" X 10 1/2"

 FULL PAGE
 8.25" X 10.75"
 7" X 10"
 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 laer 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



MAGAZINE POSITIONING GUIDELINES 2025

- 1. Certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital edition. These include, but are not limited to, special units such as pop-ups, scent strips, die-cuts, special effects and business reply cards.
- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
- 2. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
- 3. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
- 4. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party.
- 5. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims").
- 6. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

- 7. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.
- 8. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
- 9. Invoices are rendered on or about the subscriber mailing date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
- 10. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.
- 11. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.
- 12. Publisher reserves the right to modify these terms and conditions.



BRAND SPONSORSHIPS

We invite you to partner with SOLO Woman Magazine through our exclusive sponsorship packages, which offer unparalleled exposure and engagement opportunities with our target audience.

PLATINUM \$100K

- 1. Exclusive Title Sponsorship: Your brand will be the exclusive title sponsor for the first 12 months of the magazine's launch. This includes branding on the cover of every issue, featured as "Presented by YOUR BRAND."
- 2. Custom Branded Content: Three full-page advertorials per issue for one year, designed in collaboration with YOUR BRAND, showcasing your services and unique offerings to our audience.
- 3. Feature in Launch Campaign: Prominent feature in our digital launch campaign across all social media platforms, including a co-branded video that highlights YOUR BRAND.
- 4. Exclusive Section Sponsorship: Permanent sponsorship in one of our column sections that fit your brand i.e. travel, beauty, fashion, music, finances etc.
- 5. Newsletter Inclusion: Monthly inclusion in our email newsletters (reach: 100,000+ subscribers), with a special section highlighting YOUR BRAND' offers and promotions.
- 6. Event Sponsorship: Presenting sponsor for any in-person or virtual events hosted by SOLO Woman Magazine in 2025, including speaking opportunities for YOUR BRAND representatives.
- 7. Social Media Takeovers: Two social media takeovers on SOLO Woman Magazine's Instagram and Facebook platforms, allowing YOUR BRAND to engage directly with our followers.
- 8. Dedicated Landing Page: A co-branded landing page on our website, featuring YOUR BRAND' exclusive deals for SOLO Woman Magazine readers.
- 9. Monthly Performance Reports: Detailed analytics reports tracking the performance and engagement of all sponsorship activities.

GOLD SPONSORSHIP \$50K

- 1. Featured Branding: YOUR BRAND' logo on the magazine's sponsor page and selected sections.
- 2. Sponsored Article: One featured article per quarter.
- 3. Display Advertising: Two full-page ads in each issue, with prime placement near relevant content.
- 4. E-newsletter Mentions: Inclusion of YOUR BRAND' promotional content in bi-monthly newsletters.
- 5. Social Media Features: Monthly sponsored posts across all SOLO Woman Magazine social media platforms.
- 6. Event Participation: Co-sponsorship of a virtual event, with branding on promotional materials and event content.
- 7. Data Insights: Quarterly report on the reach and engagement of YOUR BRAND' sponsored content.

SILVER SPONSORSHIP \$25K

- 1. Brand Presence: YOUR BRAND' logo on the magazine's sponsor page.
- 2. Sponsored Content: One sponsored article per quarter on YOUR BRAND' related topics.
- 3. Advertising: Two half-page ads per issue, placed near relevant sections.
- 4. E-newsletter Exposure: YOUR BRAND' mentioned in a monthly section.
- 5. Social Media Mentions: Bi-monthly sponsored posts on SOLO Woman Magazine's social media channels.
- 6. Event Branding: Logo placement in one virtual event's promotional materials.

Additional Sponsorship Benefits for All Tiers:

- Editorial Collaboration: Opportunity to collaborate on editorial content that aligns with YOUR BRAND and messaging.
- Recognition: Acknowledgment as a sponsor on all digital platforms, including the magazine's website and social media channels.
- •Audience Insights: Access to quarterly reports with key analytics on readership and engagement.

