

# TUTUM JOURNAL

## MEDIA KIT



We know that childless/childfree women like to support other childless/childfree women in their endeavors. We want to help our readers know what we know: Women in our community offer great products and services.

*Tutum Journal* is a quarterly digital magazine for and by childless/childfree women. Our readers are your customers/clients, and we know that each issue of *Tutum Journal* is read by more than one person. Because our content is relevant, inspiring, and informative, our magazine is shared among colleagues, co-workers, friends, and family. We want to partner with you in growing your business and hope you will consider advertising with us which includes an annual premium listing and featured business on our home page in our Buy From Childless Women Directory on TutumGlobal.com.

*Tutum Journal* published by Tutum Global is a global wellness community and as an advertiser, you can write for our blog and magazine with priority publishing and be highlighted on monthly business deals as our founder Jobi Tyson will interview you and bring more exposure to Businesses of the Month on our podcast, website, and social media platforms.

### OUR DEMOGRAPHIC • YOUR AUDIENCE

- Affluent
- Childless Female Global Community • Childless/Childfree Couples • Allies
- Female: 98% | Male: 2%
- Average Age: 25–75
- Tutum Journal Readership: 10,500 from 100+ countries
- TutumGlobal.com: 89% Return Visitors
- Social Media Followers: 65,000 impressions per month

# LET'S PROFILE YOU AND YOUR BUSINESS IN TUTUM JOURNAL

We constantly survey childless women to find out what their pain points are. The #1 feedback is visibility and being found. Our readers are not only inspired by the backstories of other childless/childfree journeys, but how and why the business of fellow childless women was started, obstacles that were overcome, lessons learned, and the business owner's secrets to success.

Our profiles are not advertorials or advertisements camouflaged as stories. They showcase the business owner(s) in a compelling human-interest feature that drives readers to your business. This opens the door for current and future customers to learn more about you and the culture of your business.

2022 Advertising Deadlines: Fall 2022 "Belonging" Issue: July 26, 2022 • Winter 2022 "Joy" Issue: September 20, 2022.  
Email us at [info@tutumjournal.com](mailto:info@tutumjournal.com) today to schedule.



## COVER STORY PACKAGE

includes cover, 6-page article  
(client- provided photos)  
**\$750**



**4 PAGE STORY** includes 4-page article + free digital issue (client- provided photos)  
**\$550**



**2 PAGE STORY** includes 2-page article (client- provided photos)  
**\$400**



**CHILDLESS WOMEN'S BUSINESS DIRECTORY** includes 1/4 client- provided photo or logo, brief description of the business, phone number, social media handle, hyperlink to the business website. Only 24 slots available per issue. **\$125**



**BUILDING BRIDGES** includes 2-Page Q&A Interview with (non-childless) industry experts that tackles wide-reaching issues that affect and strengthen the childless community. **\$300**

**INSIDE FRONT COVER AD \$200**  
(\$275 if we design the graphics)

**FULL PAGE FULL PAGE \$150 • Only 4 per issue**  
(\$225 if we design the graphics)

**BACK COVER AD FULL PAGE \$250**  
(\$325 if we design the graphics)

10% discount for advertising in multiple issues of the magazine