



2018

REALWOMAN



media kit

- FITNESS | NUTRITION | HEALTH & WELLNESS
- PERSONAL STORIES | DOCTOR PROFILES
- MEDICAL ADVANCES | CAREERS
- LOCAL LIVING | RESTAURANTS | PARENTING



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What is *Real Woman*?

There are dozens of consumer magazines on the shelves of every newsstand filled with supermodels and Hollywood starlets trying to capture women readers. But that's not what *Real Woman* is about. Instead, *Real Woman*, an official publication of Capital Health, is written by, for, and about actual women, covering issues that matter most to them—health, fitness, careers, parenting, and relationships. Women who, in many cases, are the CEOs of their households and make the health, travel, nutrition, and purchasing decisions for themselves and their families. With advice from foremost experts in variety of fields, the magazine provides tools for women to improve their lives, inspire each other, and overcome major health, personal, and professional challenges to achieve their goals.



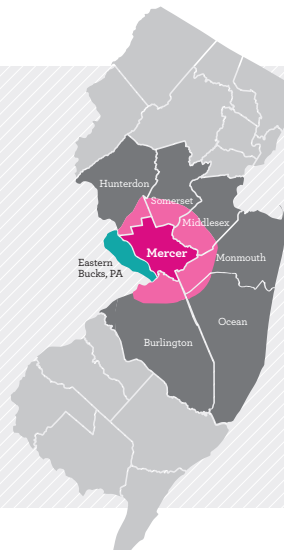
Why Advertise?

Distributed to 65,000 women in the affluent suburbs of Princeton, Hopewell, Lambertville, Skillman, New Hope, Newtown, and Yardley, advertisers can harness the buying power of the consumers they're targeting. Advertisers will be talking to decision makers for anything from their children's education to household appliances, vacations, cars, health care, food, and entertainment. Additional copies of *Real Woman* are distributed in waiting rooms of doctors within Capital Health, including the Women's Health Center, the Center for Comprehensive Breast Care, and at the Capital Health hospitals in Hopewell and Trenton.



Who is Reading?

- CIRCULATION
65,000
- WOMEN
27-55
- HOUSEHOLD INCOME
\$75,000+





PHOTOS BY JEFF WOJITASZEK

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Editorial Calendar



WINTER

SPACE: 12/22/17 | MATERIALS: 12/29/17 | DROP: 1/15/18

Train Like An Olympian, Joint Health,
#MeToo Movement, Ethnic Food,
Community Philanthropy, Lasting Weight Loss
Become A Franchisee



SPRING

SPACE: 3/17/18 | MATERIALS: 3/24/18 | DROP: 4/24/18

High-Intensity Interval Training, Good Mood
Foods, Protecting Our Kids From Abuse,
Intrapreneurship, Opioid Addiction, Advances
In Brain Cancer Treatment



SUMMER

SPACE: 6/25/18 | MATERIALS: 7/9/18 | DROP: 7/27/18

How to Buy a House, Sustainable
Living, Infertility, Local Groups and
Teams to Join, Dragon Boating,
Back Pain & Core Strength



FALL

SPACE: 8/27/18 | MATERIALS: 9/7/18 | DROP: 10/2/18

Headaches & Migraines, Work Rights,
Breast Cancer & Genetics, Make Friends
in Adulthood, 5 Ways to Challenge Yourself,
Meet Five Local Chefs

As of January 2018. Subject to change.

{ An Official Publication of Capital Health }

ADVERTISING CONTACT Julie Brunner | PHONE: 215.630.8544 | E-MAIL: julie@indeliblellc.com



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The Capital Health Influence

Warrior SPONSORSHIP \$12,000

(Total value: \$31,050!)

- Full page advertisement in all 4 issues (value \$13,800)
- Leaderboard or skyscraper for 12 months on realwomanonline.com (value \$6,000)
- Banner add on four Real Woman E-Newsletters (value \$3,000)

PLUS:

- Signage to be used at the event (value added \$250)
- Invitation to sit on our editorial advisory board (PR value-added: \$5,000)
- 100 copies of each issue will be delivered to your business (value added \$1,000)

Capital Health Commitment

Capital Health, the region's leader in advanced medicine and the area's most experienced physicians, is passionate about the wellbeing of women and committed to helping them stay healthy and engaged in their communities for years to come. In an effort to extend this commitment beyond its two state-of-the-art hospitals, they developed the Real Woman brand with a primary focus of supporting, educating, and bonding women through open dialogue about issues that impact them.

Engage, Share, Bond

Capital Health is dedicated to serving the needs of women's health, and Real Woman celebrates those women who **engage** in serving the needs of their family, caring for their health, contributing to their communities and turning their jobs into passion.

Capital Health works to **share** knowledge so that women can expand beyond just taking care of their physical health to taking care of their emotional wellbeing. Real Woman honors those women who **share** their stories in order to enhance the daily lifestyles of others.

Capital Health creates a **bond** with women by creating comfortable, open atmospheres for them to voice their most intimate health concerns while still feeling that they are being understood, considered and valued. Real Woman will foster that same **bond** by inviting women into an environment where they are able to not only share their stories but also their devotion to the topics at hand.

Passion for REAL WOMAN

Women in the community tell us why they are dedicated readers of the magazine.

"I don't have a lot of free time—I am a business owner and a mother of four—but I read *Real Woman* from cover to cover each issue. The stories are so inspiring, and it helps so much on the days when I wonder if I am in over my head. I read a story in *Real Woman* magazine, and feel so much better knowing that others are doing it too and facing down some of the same challenges that I am and feeling some of the same doubts. It's so encouraging!"
—Megan Sweitzer, Yardley, Pa.

ADDITIONAL ADVERTISING OPTION:

● HOST A REAL WOMAN- BRANDED EVENT.

Capital Health will provide physicians and experts and promote the event within the magazine.



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Print Ad Rates*

	1x	2x	3x	4x	8x
2-Pg Spread.....	\$5,500	\$5,200	\$5,100	\$5,000	\$4,800
Full-page.....	2,800	\$2,650	\$2,550	\$2,400	\$2,200
2/3-page Vertical.....	\$1,800	\$1,700	\$1,650	\$1,600	\$1,500
1/2 page Horizontal or Vertical.....	\$1,600	\$1,500	\$1,450	\$1,400	\$1,300
1/3-page Square or Vertical.....	\$1,000	\$950	\$900	\$850	\$800
1/4-page.....	\$800	\$750	\$700	\$650	\$600

*All rates are NET

PREMIUM POSITIONS

Back Cover.....	25%
Inside Front Cover.....	20%
Inside Back Cover.....	15%
Other (Guaranteed Positions).....	10%

LAYAR AUGMENTED REALITY ENHANCEMENT

Video Link on Your Ad.....+\$400

DIGITAL SPECS | *Real Woman* requires that advertising materials be sent in digital format as a high resolution (press optimized) PDF. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are not acceptable. Please call the production department with any questions regarding the creation of a high-resolution PDF. Native Adobe InDesign files are acceptable. Hi-resolution CMYK JPEGs are acceptable. Fractional ads should be set to their EXACT specs. **Do not add bleed or crop marks to fractional ads.**

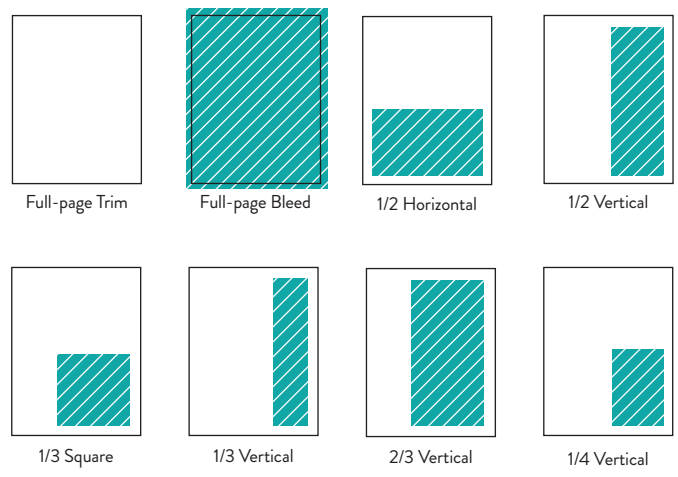
FILE SUBMISSION | All ads should be supplied to: production@indeliblellc.com.

* If there are any questions regarding the specs or the submission process, please contact the production department at **215.489-5349**.

PLEASE NOTE:
PMS/SPOT
COLORS ARE
NOT ACCEPTED

Specifications

Full-page..... TRIM.....	8.75" x 10.875"
BLEED.....	9" x 11.125"
2/3-page..... VERTICAL.....	4.9375" x 9.25"
1/2-page..... HORIZONTAL... VERTICAL.....	7.6875" x 4.5" 3.625" x 9.25"
1/3-page..... SQUARE..... VERTICAL.....	4.9375" x 4.5" 2.3125" x 9.25"
1/4-page..... VERTICAL.....	3.625" x 4.5"



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Digital Presence

Realwomanonline.com is a destination for women looking to engage, share, and bond with other women. The online community, including the website and social media, provides a safe, vibrant backdrop with original stories, expert information on health, nutrition, and fitness, parenting and relationship advice, and suggestions for local living. The website gets 100,000 unique visitors per year. The digital edition, which gets more than 20,000 views per issue, has several unique ad placements and features.



Digital Ad Rates



REALWOMANONLINE.COM

- Super Leaderboard (970w x 90t pixels)..... \$500/mo.
- Skyscraper (160w x 600t pixels)..... \$500/mo.
- Medium Rectangle (300w x 250t pixels) \$500/mo.



DIGITAL EDITION

Sponsorship package \$2,000/issue

INCLUDES:

- Presentation Page (7.5" x 6.5" | 300dpi | PDF)
- Wide Skyscraper (160 x 600px" | 72dpi | (RGB static JPEG, GIF or Animated SWF)
- e-blast Display Ad (728 x 90px" | 72dpi | JPEG)

E-NEWSLETTER (BI-WEEKLY)

- Leaderboard (728w x 90t pixels - RGB static)...\$500/issue

Super Leaderboard

Skyscraper

Medium Rectangle

Digital Package

Skyscrapers

Presentation Page



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