

FEATURING

- **INSPIRING WOMEN**
- **FEATURE STORIES**
- **CAREER**
- **BUSINESS**
- **HEALTH AND BEAUTY**
- **FINANCE**
- **RELATIONSHIPS**
- **LAW AND POLITICS**
- **REAL ESTATE**
- **CHILDREN**

...AND MUCH MORE!



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WWW.SOUTHBAYWOMAN.COM
ANOTHER *KOSSEKREATIONS* PRODUCT

ADVERTISING TIPS

- **BE CONSISTENT**-consistency is the key to a successful advertising plan.
- **KEEP YOUR AD SIMPLE**-use all of the necessary information; it should not be cluttered.
- **MEDIA MIX**-use several sources of media together. The more your customers see your name, the more likely they will call you first.
- **TARGET YOUR MARKET**-direct your advertising to the people you want to attract

WE LIKE ADVERTISERS...



JUST LIKE YOU!

GIVE US A TRY! YOU WILL LIKE THE
RESULTS YOU SEE!

"Strengthening the fabric of our Community"

WOMAN

south bay

A PUBLICATION FOR TODAY'S WOMAN

Advertising Information



Manhattan Beach, Redondo Beach, Hermosa Beach,
San Pedro, Santa Monica, Long Beach, Marina Del
Rey, Torrance, Rancho Palos Verdes and El Segundo.

310.318.4203

WWW.SOUTHBAYWOMAN.COM

- South Bay Woman is designed to encourage and inspire women.
- To present information for and about women in our communities reflecting wide scope of their roles and careers.
- To offer information on attaining and maintaining a balance in your life.
- To create a network of women working together and learning from one another.
- To provide a resource for the enhancement of the opportunities for women.



"Strengthening the fabric of our Community"

Advertising Rates

	1x	3x	6x	12x
Full Page	1095	925	875	800
<i>6.5" x 9.25" or 8.38 x 10.88" full bleed</i>				
1/2 Page	750	700	650	600
<i>6.5" x 4.74" horizontal or 3.105" x 9.25"</i>				
1/4 Page	500	475	450	400
<i>3.105" x 4.475"</i>				
1/8 Page	350	325	300	275
<i>3.105" x 2.16"</i>				
Back Cover....	1500	1300	1200	1100
<i>6.5" x 9.25" or 8.38" x 10.88" full bleed</i>				
15% charge for premium placement first 4 page or inside back cover				

*Inspirational Person of the Month and Help Line Page Sponsorships- \$400/month; 6 month commitment

*Front page features available on a limited basis**ask for details

*Ads and pictures must be submitted in a high resolution (300) dpi PDF, Illustrator, InDesign format. Your South Bay Woman Account Executive can help you design your ad and our graphics department will put it

together at no additional charge if placed prior to the 20th of the month, in which you are advertising.

Please submit your files via email to linda@southbaywoman.com or on CD.

Ads that are not sent in as PDF's must include all source files—photographs and logos in CMYK mode **(No RGB)** and Tiff format, fonts and a color proof of the ad.

Please label your files with the **name of your business** and include your name on the CD.

Finished magazine size is 8.875" x 11.375". Glossy and in full color.

