

career + lifestyle



2021
Media Kit

cl-magazine.com

A publication of the Women of Color Foundation

editorial content + graphic design

In a clean, modern design, our quarterly publication is packed with useful, current information and trends.

Editorial Sections

Arts & Entertainment
Career
Entrepreneurism
Family
Health & Wellness
Lifestyle Trends

Editorial Features

Beauty Tips & Trends
Career Board

Community & Employee

Engagement

Community Calendar

Education

Estate Planning

Family/Work Balance

Fashion Tips & Trends

Financial Planning

Philanthropy

Professional Development

Recipes & Healthy Cooking

Relationships

Small Business Development

Spiritual Health

Tech Trends

To Your Health

Travel/Vacation Destinations

Try This at Home

Women Trailblazers

Workout Guide & Exercise Tips

Diversity & Inclusion

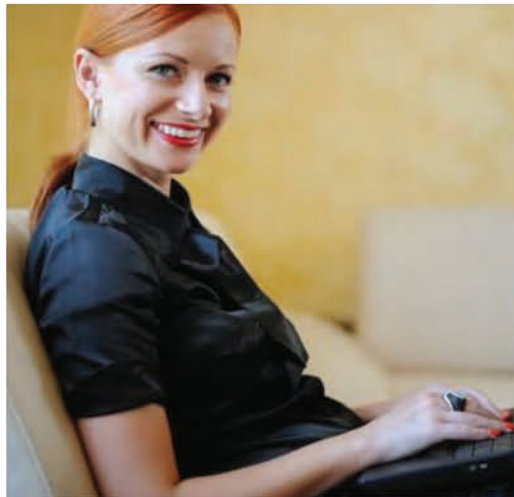
Women in Politics

Custom Market Solutions

We will give **life** to your message by utilizing:

- Digital editions
- E-blasts and newsletters
- Local, regional and national events
- Outdoor campaigns
- Print campaigns
- Radio campaigns
- Social media campaigns
- Special promotions & specialty items
- Strategic community and organizational partnerships
- Television campaigns

Demographic Profile



6,396+
are
married



5,423+
have
children



6,827+
have
degrees



7,245+
own
homes



7,397+
are
employed

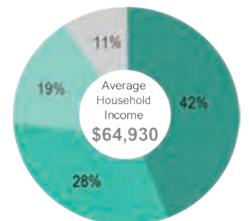
CIRCULATION 23,400

80% Women - 18,720

20% Men - 4,680

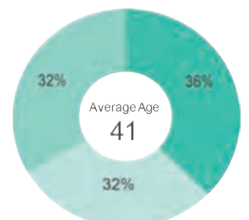
AVG. HOUSEHOLD
INCOME **\$64,930**

- \$60,000+
- \$75,000+
- \$100,000+
- \$150,000+



AVERAGE
AGE **41**

- Age 18-25
- Age 25-49
- Age 49-64



2021 - Rate Card & Editorial Calendar

Rate Card		1x	2x	4x	
4-Color	{	2-Page spread	\$10,000	\$8,000	\$6,000
		Full page	5,000	4,000	3,000
		2/3 page	3,300	2,640	1,980
		1/2 page	2,500	2,000	1,500
		1/3 page	1,750	1,360	1,020
B&W	{	Full page	\$3,000	\$2,000	\$1,000
		2/3 page	1,980	1,320	660
		1/2 page	1,500	1,000	500
		1/3 page	1,020	680	340
4-Color	{	Cover 2 inside front	\$6,500	\$5,500	\$4,500
		Cover 3 inside back	\$6,500	\$5,500	\$4,500
		Cover 4 back cover	\$7,500	\$6,500	\$5,500

SPECS:

Trim Size

8.5" x 11"

Bleed

Positioned .125" from trim

Trim Crop Marks

Positioned outside bleed area by .125"

Binding

Saddle stitch

Issue Date	Features	Ad Close	In Publication
Winter / Spring	-Giving During a Health and Racial Pandemic: Will Individuals & Foundations Shift Their Support? -How Will You Face a New Normal?	3/15	3/31
Spring / Summer	-Millennials: Amazing Allies! -Managing the U S Health Pandemic: Has Our Government Failed Us?	6/14	6/30
Summer / Fall	-Cleveland's Women of Power! -Non-profit Organizations Making a Difference in the Region	9/12	9/30
Special Edition	-A Report Card on the Racial Pandemic: What Progress Have We Achieved Together? -How Will 2022 Look for You?	12/13	12/31

Contacts

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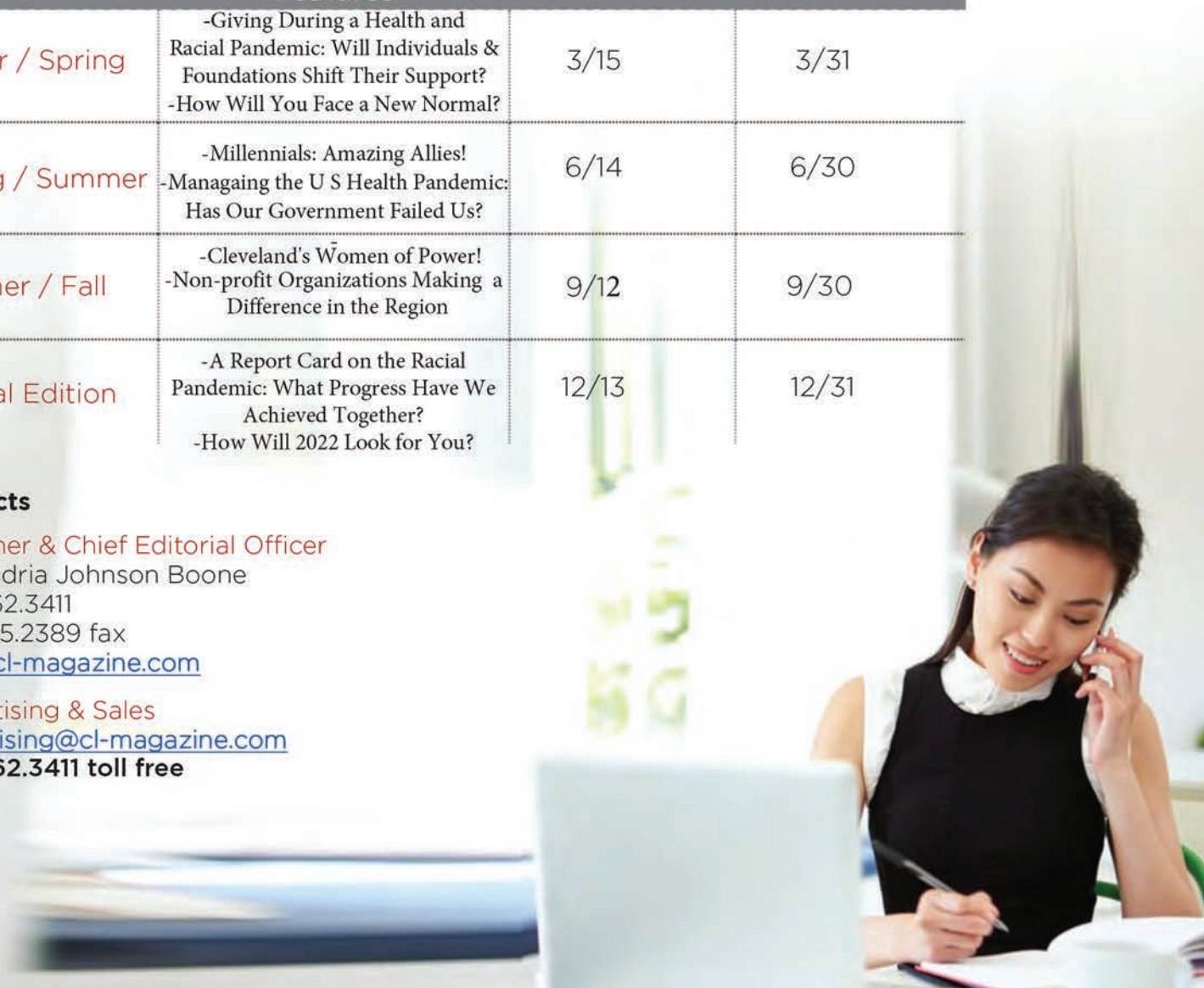
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OUR EDITORIAL
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INDUSTRY experts

IN OUR REGION, ACROSS
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AROUND THE GLOBE!

Our diverse mix of feature writers, columnists and guest writers offers something for everyone. Irrespective of background or status of the readers, they will always find something that will relate to where they are in their lives, careers, and families, whether they are college students or retirees now looking for the entrepreneurial opportunity of their dreams. The age, race, and social economic status of our contributors is reflective of the landscape of our target audience/potential readers. Our readers will get information about careers, business and life strategies from people who look, talk, work, and live like them!

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