



CAREER & LIFESTYLE MAGAZINE



2020 Media Kit

www.CL-Magazine.com

A Publication of the Women
of Color Foundation



CAREER & LIFESTYLE MAGAZINE

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

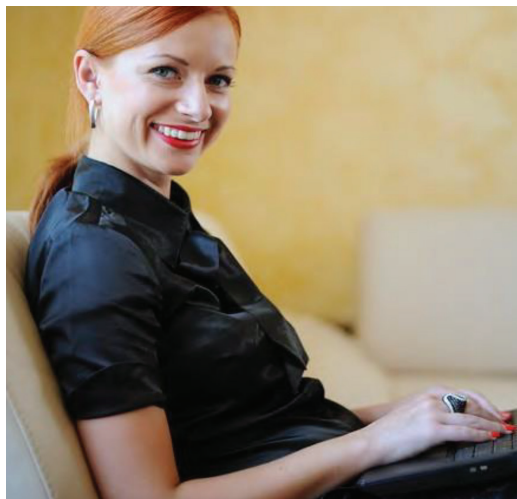
Relationships
Small Business Development
Spiritual Health
Tech Trends
To Your Health
Travel/Vacation Destinations
Try This at Home
Women Trailblazers
Workout Guide & Exercise Tips
Diversity & Inclusion
Women in Politics

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

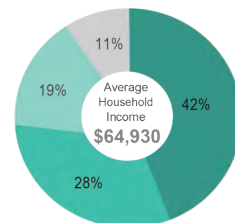
CIRCULATION 23,400

80% Women - 18,720

20% Men - 4,680

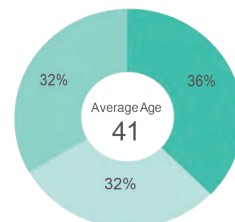
AVG. HOUSEHOLD
INCOME **\$64,930**

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



AVERAGE
AGE **41**

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



2020 - Rate Card & Editorial Calendar

Rate Card		1x	2x	4x	
4-Color	2-Page spread	\$10,000	\$8,000	\$6,000	SPECS: Trim Size 8.5" x 11"
	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	Bleed Positioned .125" from trim
	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	Trim Crop Marks Positioned outside bleed area by .125"
	Cover 3 inside back	\$6,500	\$5,500	\$4,500	
	Cover 4 back cover	\$7,500	\$6,500	\$5,500	

Issue Date	Features	Ad Close	In Publication
Winter / Spring	-New Years Resolutions You Want to Try and Keep! -Updating Your Home Decor	3/15	3/31
Spring / Summer	-Does Dieting Really Work? -Millennials: Amazing Allies!	6/14	6/30
Summer / Fall	-When to Make a Career Change? -Teaching Our Children: Tell Them Reading is Fundamental!	9/13	9/30
Special Edition	-Cleveland's Women of Power! -Non-profit Organizations Making a Difference in the Region	12/13	12/31

Contacts

Publisher & Chief Editorial Officer

Alexandria Johnson Boone

866.962.3411

440.815.2389 fax

alex@cl-magazine.com

Advertising & Sales

advertising@cl-magazine.com

866.962.3411 toll free



OUR EDITORIAL
CONTRIBUTORS ARE

INDUSTRY experts

IN OUR REGION, ACROSS
THE COUNTRY, AND
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!

Montrie Rucker Adams

Shakyra Diaz

Richard T. Andrews

Linda Dooley

Maia Beatty

Philip Germany

Linda D. Bradley, MD

Renita Jefferson

Charmaine D. Brown

Erica Merritt

Ellen Burts-Cooper, PhD

Antwan Steele

MEET THE TEAM

Alexandria Johnson Boone
Publisher & Chief Editorial Officer

Michelle E. Urquhart
Senior Copy Editor

Jennifer Coiley Dial
Creative Director

Simone E. Swanson
Senior Strategist, Subscriber & Community Development

Rodney L. Brown
Photographer & Photo Editor

Bernadette K. Mayfield
Special Projects Manager

Paula T. Newman
Business Manager

Cheretta Moore
Database & Information Manager

