

▶ 85% of all consumer purchases are made by women

aw
area woman
celebrating 37 years

trusted reliable advertising

**REACHING
THE WOMEN'S
DEMOGRAPHIC
OF FARGO**

— 2022 advertising specifications —



A photograph of two women standing outdoors, looking to the right. The woman on the left is wearing a dark blue sleeveless dress and sunglasses, carrying several shopping bags. The woman on the right is wearing a white top and a patterned skirt, also carrying shopping bags. The background shows a white wall and a window.

who is the *area* WOMAN?

the target age of
our reader is 24-54

85% of all consumer purchases
ARE MADE BY WOMEN

91% of new homes purchased
ARE INFLUENCED BY WOMEN

80% of healthcare decisions
ARE MADE BY WOMEN

93% of financial decisions
ARE INFLUENCED BY WOMEN

92% of travel decisions
ARE MADE BY WOMEN

65% of auto purchases
ARE MADE BY WOMEN

80% of family decisions
ARE MADE BY WOMEN

89% of bank accounts
ARE OPENED BY WOMEN

93% of all food purchases
ARE MADE BY WOMEN

80% of all home improvement
purchases ARE MADE BY WOMEN

64% of all donations
ARE MADE BY WOMEN

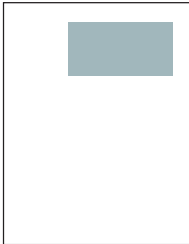
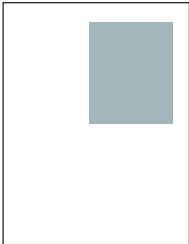
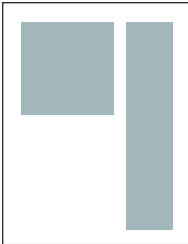
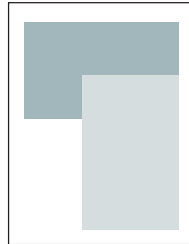
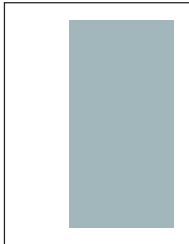
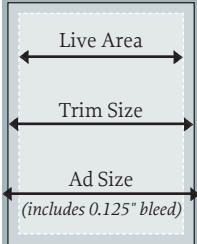
* statistic sources: [YANKELOVICH MONITOR] [GREENFIELD ONLINE]
[HARVARD BUSINESS REVIEW] [CHICAGO SUN TIMES] [HUFFINGTON POST]

RATES & SPECIFICATIONS

APRIL 2022

ADVERTISEMENT	1 TIME	2-4 TIMES	5-6 TIMES
sixth	\$545	\$525	\$505
fourth	\$685	\$615	\$585
third (square or vertical)	\$785	\$705	\$685
half (horizontal or vertical)	\$1445	\$1115	\$1015
two-thirds	\$1845	\$1495	\$1445
full page	\$2145	\$1995	\$1865
inside cover	\$2445	\$2195	\$2145
back cover	\$2745	\$2495	\$2445

Additional 10% added to balance for preferred placement. All prices are per issue. All prices are gross.

 <p>sixth HORIZONTAL 4.625w x 2.375h</p>	 <p>fourth VERTICAL 3.25w x 4.5h</p>	 <p>third SQUARE 4.625w x 4.875h VERTICAL 2.25w x 10h</p>	 <p>half HORIZONTAL 8w x 4.875h VERTICAL 4.625w x 7.375h</p>	 <p>two-thirds VERTICAL 4.625w x 10h</p>	 <p>full page AD SIZE 9.25w x 11.125h (includes 0.125" bleed) TRIM SIZE 9w x 10.875h</p>
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email ads to
MEGAN ELGIN,
Art Director
design@areawoman.com

or share with DropBox
or Google Drive

**advertising
DEADLINES**

ISSUE	DEADLINE	RELEASE
February + March	January 4	February 1
April + May	March 2	April 1
June + July	May 4	June 1
August + September	June 30	August 1
October + November	September 1	October 1
Holiday	October 26	Thanksgiving

ALL ADS MUST BE SUBMITTED WITH THE FOLLOWING:

CMYK color mode · Flattened as a PDF, EPS or JPG format · High-resolution at 300 dpi

All ads should be designed with a 0.25" margin. All fonts must be embedded. Proofs must be requested for print ready submitted ads. Ads that do not meet Area Woman's specifications will be sent back and not accepted until the necessary corrections are made.



FEBRUARY.MARCH



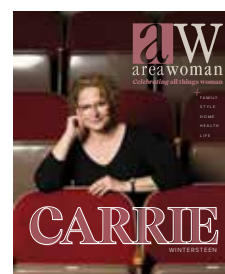
APRIL.MAY



JUNE.JULY



AUGUST.SEPTEMBER



OCTOBER.NOVEMBER



HOLIDAY

celebrating 37 years



ADVERTISING SALES:

Mike Sherman | mikesherman@ymail.com | 701.306.5119

Jon-Michael Sherman | jmsherman@areawoman.com | 701.306.1288

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ART DIRECTOR & AD DESIGN:

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areawomanmagazine.com

AREA WOMAN POLICIES:

- Area Woman reserves the right to increase and decrease circulation based on advertising placement, COVID-19 and acts of God.
- Area Woman reserves the right to refuse ads depicting women in a compromised point of view or image.
- Area Woman does not accept ad copy referring to happy hour or discount drinks.
- A finance charge of 1.5% applies to bills that remain unpaid after 30 days.
- Additional 10% added to balance for preferred placement.
- *Cancellations:* Ads are charged 50% of the ad rate. Contracts are pro-rated back to frequency completed.

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