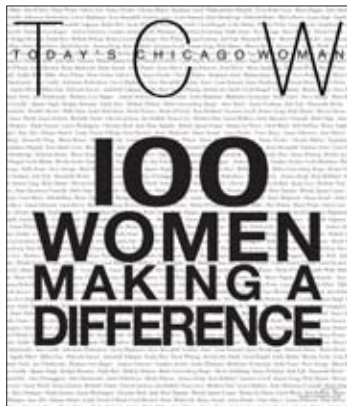


# T C W



MEDIA KIT 2012

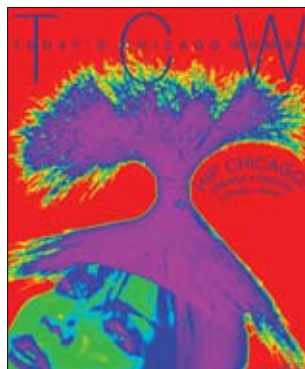
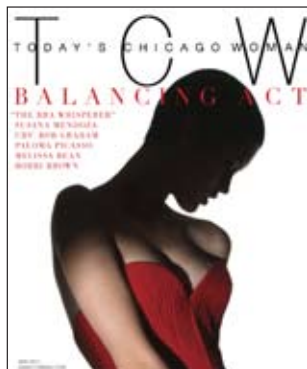
## WHO IS TODAY'S CHICAGO WOMAN?

**TCW readers represent the most sought after market for American advertisers:** affluent women responsible for purchasing decisions in the home and at the office. Here, in her own words, is Today's Chicago Woman:

***"I'm a modern woman** responsible for making purchasing decisions on everything from banking to travel, healthcare, education, retail and entertainment. I am serious about my career and think about eventually opening my own business. Regardless of age, I work hard and enjoy an enviable lifestyle."*

***"As a woman about town,** I care about the way I look and follow trends in fashion and beauty. Investing time and money into my appearance is not a luxury, it's a necessity."*

***"I love my life** and have a healthy, positive regard for who I am and what I've accomplished. I strive for personal and professional fulfillment everyday."*



## A WOMAN'S PURCHASING POWER

It's simple: women are the major purchasing influence at home and at work. If you're not reaching women, you're not reaching the decision makers. You're not tapping in to the "power of the purse."

- Women are no longer a niche market or a minority, but an economic **force** with economic **power**.
- Women make or influence **88% of all consumer spending**, and control over \$3.3 trillion in consumer spending.
- Women have a major role in corporate purchasing departments. As founders of over **75% of all new businesses** over the past decade, women are the primary market for small business product and service providers.
- Among top wealth-holders, the average **net worth** for women is **higher** than for men.
- Women bring home the **majority** of the income in U.S. households.
- Women-owned businesses account for over **one-third** of all the firms in this country and provide employment for **one out of every four** U.S. company workers.
- Women earn the **majority of college degrees**. They currently account for 57% of all college students compared to men at 43%.
- TCW readership spends **\$19.1 billion** annually - that's nearly **\$15.9 million** a month - on products and services even in this economy.
- TCW readers dine out, spending **\$770.2 million** at restaurants throughout the year. On beer, wine and spirits, over **\$118.4 million** is spent annually and that excludes non-alcoholic beverages and bottled water.
- On travel, **\$443.6 million** is spent by TCW readers on hotels, air fare and auto rentals.

**"Women control the cash flow in fully 86 percent of U.S. households**, including the 27 percent of households headed by single women, and the 57 percent of households occupied by married couples, where the wife spends not only her own paycheck, but most of her husband's as well. **In short, women are the world's biggest spenders.**"

**Women are the Chief Purchasing Officers** in 88 percent of American homes. The consumer economy by itself represents over two-thirds of the U.S. GDP, which is to say that women as consumers control most of the money right there. In the business sector, **corporate women make at least 50 percent of spending decisions for big companies**. And when it comes to small business, women business owners have accounted for two out of three start-ups for the last 15 years."

*Marti Barletta, CEO, The TrendSight Group*

"If you want anything **said**, ask a man. If you want anything **done**, ask a woman." Margaret Thatcher  
**Advertise** in TCW — it's the most cost-efficient way to reach Chicago working women.

## DEMOGRAPHICS

TCW targets professional women who make decisions about where their personal and corporate budgets are spent. For nearly three decades, professional women have relied on TCW to be their buying guide around the city. It has become clear that TCW is the only publication in Chicago that effectively influences this market. The combination of TCW magazine and TCWmag.com reaches 294,142 readers a month and of that number 50,147 only read TCWmag.com

### SEX

- 86% Female
- 14% Male

### AGE

- 18% 25 to 34
- 35% 35 to 44
- 32% 45 to 54
- 15% 55 and over
- Median Age: 46

### MARITAL STATUS

- 49% Married
- 29% Separated/Divorced/Widowed
- 22% Never Married

### EDUCATION

- 82% Attended College or More
- 18% Post-graduate Study

### EMPLOYMENT

- 81% Full-Time
- 24% Proprietor or Owner
- 36% Senior Management

### INDIVIDUAL INCOME

- 4% under \$44,999
- 10% \$45,000 to \$64,999
- 25% \$65,000 to \$89,999
- 28% \$90,000 to \$134,999
- 33% over \$135,000

### MEDIAN HOUSEHOLD INCOME

- \$138,000

### AVERAGE MONTHLY READERSHIP

- Total reached 294,142; of this number 50,147 read only TCWmag.com

**Tap into the impressive buying power of Chicago's professional women by advertising in their publication.**

*Source: The Media Audit. International Demographics, Inc.*

# TCW

Smart women. Smart read.

## DISTRIBUTION

**Each month, 70,000 issues of TCW** are distributed by Chicago Tribune Distribution Services to approximately 1,200 drop-off points throughout Chicago and the North Shore. Independent research by McKittrick & Associates indicates that the pass-along value is 2.9. **An average of 294,142 professionals** are reading TCW between print and web every month, according to the media audit.

**Distribution areas include:** The Loop, Gold Coast, Streeterville, Lincoln Park, Lincoln Square, Lakeview, Hyde Park, Bucktown, Wicker Park, Ravenswood, Rogers Park, Uptown and the North Shore.

Copies are placed in **high traffic commercial and residential areas** at the beginning of each month. Distribution sites include: high-rise apartment and condominium buildings, retailers, health clubs, libraries, banks, colleges and universities, restaurants, hospitals and major office buildings. Honor boxes and city multi-publication bins are filled on a regular basis throughout the month. (Please visit our website for a complete list of honor boxes.)

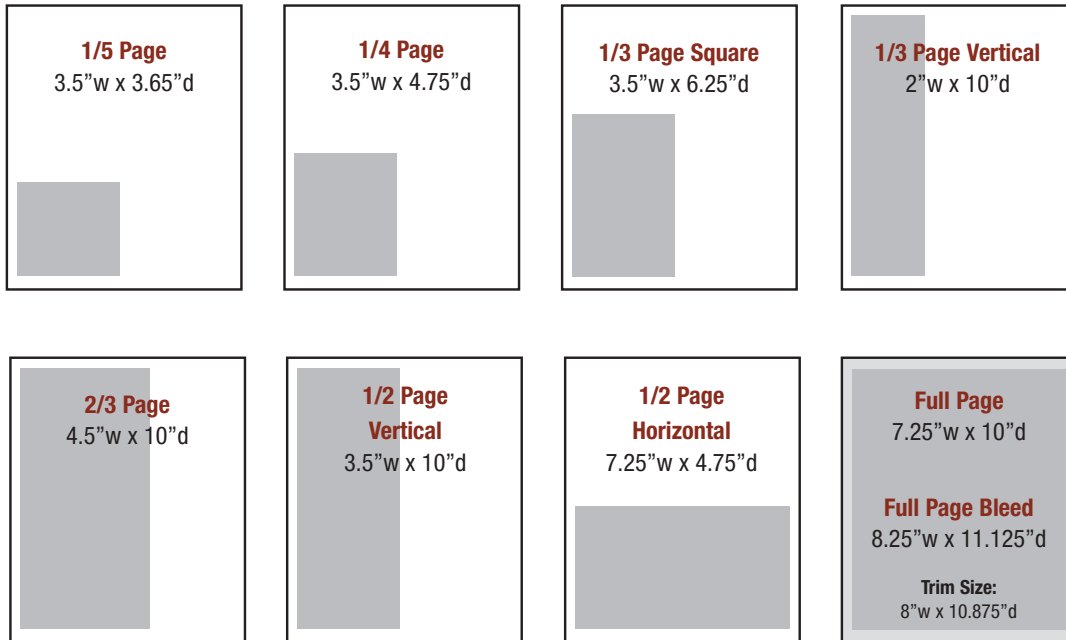
**TCW is available to special organizations and events** for women, including The Junior League of Chicago, The Chicago Network, Women's Bar Association, National Association of Women Business Owners, Women's Power Breakfast – Operation Push, Womens' Leadership Council, YWCA Leader Luncheon, Chicago Foundation for Women, The Executives' Club of Chicago Women's Leadership Series, POWER: Opening Doors for Women, The Chicago Council on Global Affairs Women and Global Development Forum and a variety of other female professional and trade organizations that request copies.



Audit Bureau of Circulations Member

# TCW

Smart women. Smart read.



## Mechanical Requirements

All ads should be submitted in PDF format Acrobat version 4.0 or higher. BEFORE CONVERTING TO PDF FORMAT MAKE SURE:

1. ALL IMAGES are 300 dpi at 100%.
2. Color images are CMYK, *NOT* RGB.
3. All fonts are embedded (postscript level 2 & 3 compatible).

**For help in the PDF process:** A detailed explanation of how to create a PDF file can be found on our printer's website: <http://dsc.rrd.com/DSC2/index.cfm>

- |                          |  |
|--------------------------|--|
| <b>Printing:</b>         | • 4-color heat web offset, perfect bound and trimmed |
| <b>Paper, Cover</b>      | • 100# Sappi Somerset #3 Gloss (w/ Gloss UV)         |
| <b>Paper, Inside</b>     | • 45# UPM Ultra Gloss #4                             |
| <b>Screen:</b>           | • 133 line screen                                    |
| <b>Publication size:</b> | • 8" wide x 10 7/8" high                             |

**PRODUCTION CHARGES** If ads are not completed when turned over to TCW, production charges for advertising design, scanning, typography and color proofs will be assessed and billed separately to the advertiser.

**FTP INFORMATION** Visit <ftp://tcw:5MKH4Kgm@tcwmag.com> to upload your ad to our FTP site.  
 USERNAME: tcw\_mag PASSWORD: tcw\_uploads

## 2012 Advertising Rates

	1x	3x	6x	9x	12x
<b>Full Page</b>	\$9000	6975	6490	6230	5665
<b>2/3 Page</b>	6975	5250	4750	4615	4305
<b>1/2 Page</b>	6650	4650	4230	4020	3595
<b>1/3 Page</b>	3955	2925	3065	2575	2380
<b>1/4 Page</b>	3350	2840	2605	2320	2095
<b>1/5 Page</b>	3150	2440	2150	1925	1780
<b>Back Cover</b>	14275	cover page charges include color costs			
<b>Inside Front</b>	12,600				
<b>Inside Back</b>	12,600				

### *Rates effective December 1, 2011*

Above rates are gross. Discounts available. Call for eligibility. Color charges are \$750 for 1/2 page or less and \$1,500 for a 2/3 page or larger. Color charges are net and in addition to space charges. For guaranteed position, add 20 percent surcharge. Call Sherren Leigh at 312.951.7600 x110 for further ad rate information.

## 2012 Advertising Deadlines

Issue	Space Reservations	Materials Due	Distribution
January	December 2	December 5	December 21
February	January 2	January 10	January 27
March	January 31	February 8	February 24
April	February 29	March 8	March 27
May	April 2	April 10	April 26
June	April 30	May 8	May 25
July	May 31	June 7	June 26
August	July 2	July 9	July 26
September	July 31	August 7	August 24
October	August 31	September 4	September 25
November	October 1	October 9	October 26
December	October 31	November 7	November 26

**PAYMENT AND PRE-PAYMENT POLICIES** Advance payment is due on or before the 10th of the month preceding publication, unless credit has been established. Payment must accompany production materials when sent to TCW (production charges are billed to the advertiser separately). Advertisers are responsible for advertising space charges and associated production fees in the event an advertiser's agency defaults on payment due TCW.

**RATE PROTECTION & CANCELLATIONS** Advertisers with contracts are protected at their contract rate 60 days after the effective date of new rates. Cancellations are not accepted after deadlines.

## LETTER FROM THE PRESIDENT

In 2011, Today's Chicago Woman celebrated its 29th anniversary and over the past quarter century I have watched this publication evolve like the women in its pages. There is certainly something to be said for staying power, but we also know that TCW reflects the modern woman, the woman now earning a higher salary, maintaining a higher standard of living and responsible for the majority of all purchasing decisions.

With a solid track record of three decades, TCW is the essential link between Chicago area consumers and advertisers. TCW is the largest free monthly publication in the Chicagoland area and women often refer to TCW as their "girlfriend in print." Here are a few reasons why:

TCW addresses real concerns of professional women. Each issue includes Woman About Town; Jobs & Money; Health, Beauty & Fitness; Fashion & Style; Wedding Belles; and Wine & Dine features. Readers trust our editorial content and on average spend about 45 minutes with each issue.

TCW is everywhere from conferences to coffee shops, and with over 1,200 distribution points, the magazine is literally the talk of the town. We distribute to high demographic areas, blanketing lakefront high rises and upscale neighborhoods, including Chicago's Gold Coast, Lincoln Park, Loop, West Loop, South Loop and select areas on the North Shore. TCW has over 100 media partnerships annually with professional associations, networking groups, conferences and meetings- an extremely efficient way to reach working women.

TCW is a member of the Audit Bureau of Circulations, the premier auditing service that verifies the quantity of magazines printed, circulated, subscribed to and picked up. This assures advertisers that they are getting exactly what they are promised.

The bottom line is that TCW delivers customers. We look forward to showing you how TCW can work for you and welcome you to the pages of Chicago's only magazine for women.

Sincerely,



Sherren Leigh  
Founder/President  
312.951.7600 ext. 110  
sleigh@tcwmag.com  
twitter.com/SherrenLeigh  
www.facebook.com/sherren.leigh

## DISTRIBUTION VIA MEDIA PARTNERSHIPS

American Business Women's Association  
American Lung Association  
Athena Foundation  
A'Vents by August  
Bright Pink  
Benedictine University  
Between Friends  
Chicago Fashion Foundation  
Chicago Financial Services  
Chicago Foundation for Women  
Chicago International Film Festival  
Chicago Latino Fashion Week  
Chicago Women in Publishing  
Diversity MBA  
Empowering Women Network  
Environmental Protection Agency (Region 5)  
Fashion Group International  
Federal Reserve Bank of Chicago  
Federation of Women Contractors  
Girl Scouts of Greater Chicago and Northwest Indiana  
Goldie B. Wolfe Miller Women Leaders in Real Estate  
Howard Brown Health Center  
International Visitors Center of Chicago  
Junior League of Chicago  
Ladies Who Launch  
Loyola University Chicago, Entrepreneur Program  
M2W  
Macy's  
Metropolitan Family Services  
National Association of Asian American Professionals  
National Association of Women Business Owners  
National Urban League  
Network of Women Entrepreneurs  
Office of the City Treasurer  
Operation Push, Women's Power Breakfast  
Operation Walk Chicago  
Power Networking Luncheon  
POWER: Opening Doors for Women  
Professional Women in Food Service  
Rainbow Push Coalition  
S2W  
Saks Fifth Avenue  
Society of Women Engineers  
Soroptimist International Club of Chicago  
St. Coletta's of Illinois Foundation  
Step Up Women's Network  
The Black Women's Expo  
The Chicago Council on Global Affairs  
The Chicago Network  
The Executives' Club of Chicago  
The Fairway Network  
The Family Institute  
The North Michigan Avenue Women's Network  
The Women's Leadership Network, Inc.  
University of Chicago Women's Business Group  
Windy City Woman of Color  
Women Employed  
Women for Lisa Madigan  
Women Impacting Public Policy  
Women in Cable & Telecommunications  
Women in Film Chicago  
Women's Health Foundation  
Women in Management  
Women in Planning and Development  
Women in Power  
Women's Advertising Club of Chicago  
Women's Association of the Chicago Symphony Orchestra  
Women's Athletic Club  
Women's Bar Association of Illinois  
Women's Business Development Center  
Women's Club of Evanston  
Women's Council of Realtors  
Women's Forum  
Women's Professional Sales Network  
Y-Me Chicago  
Young Women's Auxiliary of Evanston  
Young Women's Leadership Charter School  
YWCA Metropolitan Chicago

*This list is updated on a regular basis.*

## HOMEPAGE SPECS

The screenshot shows the TCW homepage layout. At the top is a navigation bar with categories: BLOGS, CAREERS, HEALTH, BEAUTY & FITNESS, LOVE & DATING, FOOD & WINE, INTERVIEWS, STYLE, ABOUT TOWN, VIDEO, and a SUBSCRIBE button. A search bar and social media icons for Facebook, Twitter, and LinkedIn are also present.

Below the navigation is a "Homepage Leaderboard" featuring the TCW logo, a photo of a woman, and the text "L.K. Bennett London" and "LIFE IS THE OCCASION".

The main content area includes a "November Features" section with links to "Man of the Month: Frank Clark", "Redefining Moms", "Health Care for Small Businesses", "Should I Take Soy Supplements?", "The Dating Checklist", and "Your November To Do Calendar". A featured article titled "30, Single and Spending" is also visible.

A "Latest Blogs" section lists several articles, including "SBA CAPLines Program Revamped", "Fun For All at the Chicago Toy and Game Fair", "Tax Savings 2011", "Professional Headshots Mean Business", "PWCC Luncheon: Ina Pinkney and Gale Gand", "Green Energy is Here, To Switch or Not to Switch?", "New Study Underway for Common Heart Condition", and "Terrazzo Flooring New Home Decorating Trend".

On the right side, there are two "Homepage Sidebars". The top sidebar is for "PURCHASE DIGITAL ISSUES" featuring a woman in a leather jacket and the text "JOY! TO GIVE TO GET." Below it is an "Advertising" section with a "Download the 2011 Media Kit" button and a link to "Our Advertisers".

At the bottom of the page is a "Homepage Footer" for FURLA, featuring a handbag and the text "RÀ DI MARTINO, FINALIST FOR THE 2005 FURLA AWARD" and "106 Oak Street, Chicago".

Homepage Leaderboard:  
728x90 px  
Max file size: 40K

Homepage Sidebar:  
300x250 px  
Max file size: 40K

Homepage Sidebar:  
300x100 px  
Max file size: 40K

Homepage Footer:  
935x100 px  
Max file size: 40K

## DIGITAL ADVERTISING SPECIFICATIONS

UNIT	DIMENSIONS	MAX FILE SIZE
Homepage Leaderboard	728 X 90 (pixels)	40K
Homepage Sidebar	300 X 250 (pixels) (can include rich media)	40K
Homepage Sidebar	300 X 100 (pixels each)	40K
Homepage Footer	935 X 100 (pixels)	40K

### INTERIOR

44 pages total under subheads: Blogs; Careers; Health; Beauty & Fitness; Love & Dating; Food & Wine; Interviews; Picture Pages; Video and Subscribe

### GUIDELINES

- All creative is due 5 business days prior to launch date
- www.TCWmag.com accepts Standard Banner (GIF, JPG), and Flash ad formats
- Third party ad tags are accepted. Please send internal redirects/redirects and iframe/javascript
- No looping restrictions
- All ads should be coded so that click-throughs launch a new browser window using target="\_blank"
- Subject to IAB Terms & Conditions: [www.iab.net/standards/termsandcond2.pdf](http://www.iab.net/standards/termsandcond2.pdf)

### FLASH GUIDELINES FOR DISPLAY

- A default GIF/JPEG is required
- All ads should be coded so that click-throughs launch a new browser window using target="\_blank"
- Flash ads need to have a clicktag encoded rather than a hard-coded click-thru command. The following code needs to be added manually to the .swf file:  
On (release) {  
    getURL(clickTAG,"\_blank");  
}
- For more information, consult Macromedia Flash:  
[http://www.macromedia.com/resources/richmedia/tracking/advertising\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/advertising_guide/)

### RICH MEDIA GUIDELINES

- Flash 8 or newer version preferred

### PRICING

- Prices are net and exclude agency fee

Homepage Leaderboard: \$2,500/month or \$4,000/month for exclusive placement

Homepage Footer: \$1,500/month

Homepage Two Column Area: \$500/month/column

Homepage Sidebar: \$900/month

Interior Leaderboard: \$1,750/month

Interior Footer: \$1,275/month

Interior Sidebar: \$500/month

## VALUE ADDED OPPORTUNITIES FOR ADVERTISERS

### WWW.TCWMAG.COM

Our website, [www.TCWmag.com](http://www.TCWmag.com), receives an average of 110,000 unique visitors a month. Just Google “Chicago women” or “Chicago woman” and TCW is the first organic link to appear. TCWmag.com is an extension of our print publication, with unique editorial, a diverse cache of bloggers, an advertiser directory and a sophisticated, reader-friendly design. TCW’s website provides advertisers with an economical opportunity to reach professional women through targeted online advertising.

### E-NEWSLETTER AND E-BLASTS

Twice a month, TCW sends a unique e-newsletter to our targeted email list of readers and decision-makers. Recipients appreciate the e-newsletter for its informative, engaging content, as well as its teasers to web and print content. When you place your ad on a TCW e-newsletter, your message is heard.

In addition to a presence on our bi-monthly e-newsletter, TCW provides the opportunity for partners to send dedicated e-blasts to our continuously growing email list. These e-blasts incorporate words and images into a marketing message designed to get readers’ attention.

### SOCIAL MEDIA

TCW maintains a strong presence on social networking sites, including a Facebook fan page and Twitter (@TCWmag). These outlets allow us to connect with readers in a timely, interactive way. Our friends and followers are eager to receive up-to-the-minute news on sales, events, promotions and other engaging information. Let us deliver your message to our online networks.

### TCW FOUNDATION

The Today’s Chicago Woman Foundation, a 501(c)(3) non-profit charity, was founded in 1989. This all-volunteer organization provides funding and education programs to women and their children through grants to area organizations. To date, over 100 area non-profits have received TCWF grants. Ideally, these grants are distributed to organizations with budgets under \$500,000, who provide services and/or shelter to homeless or battered women; counseling to victims of rape/incest; programs to address substance abuse and AIDS awareness. In addition, we conduct free educational seminars for executive directors and board members of non-profits addressing topics such as: how to increase visibility through the media; how to utilize today’s technology to fundraise; how to prepare promotional materials such as press kits and Power Point presentations. We also provide shelters with goods including personal hygiene kits; toys, books and miscellaneous items.

To support the TCW Foundation, TCW hosts various fundraisers throughout the year, including a spring Singles Party, introducing the “Top Chicago Singles” featured in our February issue, as well as a fall fundraiser. Show your support for a worthy cause by participating in a TCW Foundation fundraiser as a sponsor or by donating raffle items or other supplies. In return, you’ll receive branding presence at the event, in the publication and in all marketing materials.