

Blue Water WOMAN

Should your business reach the women's market?

- Women control more than 60% of all wealth in the United States (Source: Federal Reserve)
- Women make about 85 percent of household purchasing decisions, with heavy influence in more than 90% of new home purchases and more. (Source: Greenfield Online for Arnold's Women's Insight Team and Interpublic Group)
- Women make 90% of the healthcare decisions in a household. (Source: Yankelovich Monitor)
- Women make most of the shopping/retail decisions in a household, accounting for more than 61% of all computer and electronic purchases. (Source: Consumer Electronics Association)
- Women make 65% of new car purchase decisions. (Source: Yankelovich Monitor)
- Approximately 40% of U.S. working women now out-earn their husbands. (Source: U.S. Bureau of Labor Statistics)

Should your business reach the community at large?

- Regional publications contain content that readers cannot obtain anywhere else
- Your advertisements are permanently stored on the internet! All issues of Blue Water Woman can be found at www.BlueWaterWoman.com.
- All advertisers are included on the "Resources for Women" page on BlueWaterWoman.com!

What are you waiting for? Contact us today:

www.BlueWaterWoman.com

Editor/Publisher Patti Samar = pjsamar@aol.com

Quarterly Women's Magazine: February/May/August/November

Ad Deadline: First Day of the Month of Publication

Print circ: 5,000 PLUS Facebook posts AND BlueWaterWoman.com



business directory ad

\$125 (per issue/quarter)

(no bleeds allowed & business card information/format ONLY allowed)

Size: 3.625" wide x 2.406" tall

one-year
contract discount
10% off!
billed quarterly!



Quarter page:

\$250 (per issue/quarter)

Size: 3.625" wide x 4.8125" tall

one-year
contract discount
10% off!
billed quarterly!



Half page:

\$500 (per issue/quarter)

Size: 7.5" wide x 4.8125" tall

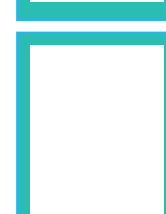
one-year
contract discount
10% off!
billed quarterly!



Full page:

\$1,000 (per issue/quarter)

Size: 7.5" wide x 10" tall



Full page Advertorial:

\$1,500 (per issue/quarter)

Ad size w/out bleed:

--7.5" wide x 10" tall

BWW will write a 400-word story about your business, and take a photo to accompany the story. Per law, it will be marked "Paid advertisement" at the bottom.

Blue Water Woman supports our community

In the past year, we have supported these and other local charities:

- Blue Water Area Humane Society
- Blue Water Developmental Housing, Inc.
- Blue Water Safe Horizons
- Community Foundation of St. Clair County
- Lake Huron Medical Center Foundation
- McLaren Port Huron Foundation
- Mid-City Nutrition
- Shine On
- Sanborn Gratiot Memorial Home
- St. Clair County Community Mental Health CMH Players
- United Way of St. Clair County