

Blue Water WOMAN *Magazine*

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:

March/June/October/December-January

Ad Deadline: First Day of the Month of Publication

CURRENTLY ONLY ACCEPTING ONE-YEAR COMMITMENTS.

No one-time ad placements.



Half Page:
\$800 (per issue/quarter)
Size: 7.5" wide x 4.8125" tall



Full Page:
\$1,500 (per issue/quarter)
Size: 7.5" wide x 10" tall



Full Page Advertorial:
\$2,500 (per issue/quarter)
Size: 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."

Blue Water Woman supports our community

We regularly support these and other local nonprofits:

- Blue Water Allies
- Blue Water Area Chamber of Commerce
- Blue Water Area Humane Society
- Blue Water Developmental Housing, Inc.
- Blue Water Safe Horizons
- Council on Aging
- Friends of the St. Clair River
- Habitat for Humanity
- Hunter Hospitality House
- NAACP
- Port Huron Museum
- Lake Huron Foundation
- P.S. You're My Hero
- Shine On
- Sanborn Gratiot Memorial Home
- St. Clair County Child Abuse and Neglect Council
- St. Clair County Community Services Coordinating Body
- The Arc of St. Clair County
- United Way of St. Clair County