



Advertise in County Woman



Overview

“*County Woman*” newspapers offers businesses the unique opportunity to reach an important, targeted consumer group (women) through a focused educational/informational approach. “*County Woman*” is unlike all other publications in our area, this paper is a vehicle for providing categorized, objective information targeted to women but relevant to all.

How is County Woman different?

- The paper provides the reader with a convenient uncluttered reference to information in high visibility categories (Table of Contents).
- The design of each page is built around the advertiser—your message does not “get lost” between local news articles and other advertisers.
- Businesses provide objective, educational material regarding their areas of specialty. This heightens readers’ interest and encourages the reader to keep and share the paper with others.
- The paper is distributed and replenished at locations for a full 6 to 8 week period for maximum exposure.
- One rate provides you with readership throughout the entire county, no purchasing by the zip code.
- Distribution is not random, drop points and locations are selected by demographics of the people typically visiting the location.
- This publication does not cover “headline news”, controversial subjects, or classifieds.
- *County Woman* Newspapers captures the market that is most likely to purchase your products and services.

Demographics

- **Educated women between the ages of 29–65**
- **Household income level 37K–100+K**
- **Working/married women with various aged children**

County Woman Newspapers

P.O. Box 9408 ~ Hamilton, New Jersey 08650

Tel: 609-890-4054 Fax: 609-890-4052

mcwomano@optonline.net





Burlington County Woman Newspaper Distribution

Over 500 Drop Locations

We have an extensive list of locations throughout Burlington & Camden County that receive quantities of 25 to 100 papers every issue. These locations include hundreds of medical offices, salons, fitness centers, retail stores, day care centers, convenience stores, banks, county offices and more.

Household Distribution

Each issue is bagged and delivered to 6,000 upscale homes (property values over \$300,000) throughout Burlington County.

Custom Rack Locations (Racks are replenished)

Mt. Laurel Library	Willingboro Library
West Jersey Hospital	Moorestown Library
Virtua Memorial Hospital	YMCA (Marter Ave.)
Larchmont Medical Building 1	Larchmont Medical Building 2
Lourdes Hospital	Rancocas Valley Surgical (2)
Burlington County OB/GYN	Medford Medical Center (2)
Burlington County Library	Delran Twp. Municipal Building
Harrison Career Institute	TLC Healthcare
MageeMoss Rehabilitation Center	Garden State Medical Center
High Speed Line (Haddonfield & Cherry Hill)	

Mercer County Woman Newspaper Distribution

Over 500 Drop Locations

We have an extensive list of locations throughout Mercer County that receive quantities of 20 to 100 papers every issue. These locations include hundreds of medical offices, salons, fitness centers, retail stores, day care centers, convenience stores, banks, county offices and more.

Household Distribution

Each issue is bagged and delivered to 9,000 upscale homes (property values over \$250,000) throughout Mercer County.

Custom Rack Locations (Racks are replenished)

John's Reading Center	Wachovia Bank (Hamilton)
Black Forest	Princeton Fitness and Wellness Center
Yardville National Bank	Lawrence Twp. Library
Princeton Radiology	Hamilton YMCA
Hamilton Twp. Library	Curves for Women
Simply Radishing	Schafer Gymnastics
RWJUH @ Hamilton	Pine Creek Miniature Golf
Salad Works	

**Complete distribution data for BCW and MCW is available upon request.*





Advertiser Testimonials

“I am so thrilled with the response of women to my marketing in the MCW. It has paid for itself many times over. It seems women love the concept of a newspaper geared towards them. It’s the only advertising I do.”

–Owner, Curves for Women in Hamilton, NJ

“Burlington County Woman Newspaper is an excellent paper devoted to promoting health and educating the public on women-related issues. The articles submitted by the professionals are informative, educational and enjoyable to read. I frequently pass out the newspaper to our new patients, who have related health questions on the topic of my published article. Our patients’ comments in regard to the paper are always favorable. The newspaper has generated new patient referrals. Our office is very happy to be included in this wonderful publication. Our congratulations to the Editor and Publisher for the work well done.”

–Dr. Lo, Marlton Pain Control & Acupuncture Center

“I’ve been getting a great response with my ad in the MCW. Thanks for doing a great job!”

–Partylites Consultant

“A valuable educational resource that enables consumers to make educated healthcare decisions.”

–Dr. Baskies, Rancocas Valley Surgical Associates, PA

Reader Testimonials

“When I see BCW in local shops or places of business, I always pick it up because of its focus on women. A publication that serves women of the area provides a valuable service by definition”

–Jean, Tabernacle

“I have been reading your newspaper for the last several months and I have wanted to tell everyone there to keep up the good work. The paper is put together very well and there are always some good, informative articles.”

–Jason, Princeton

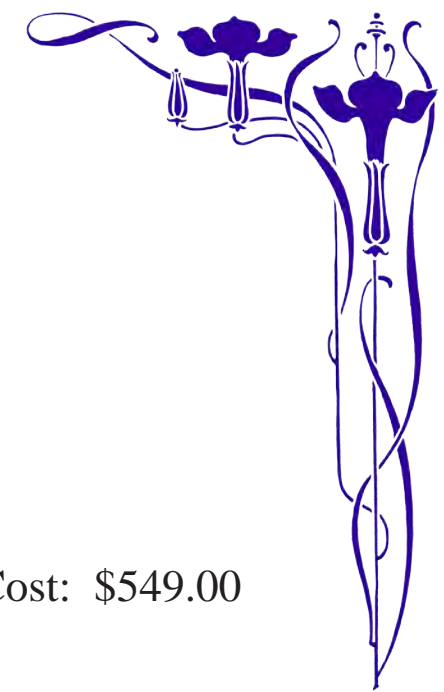
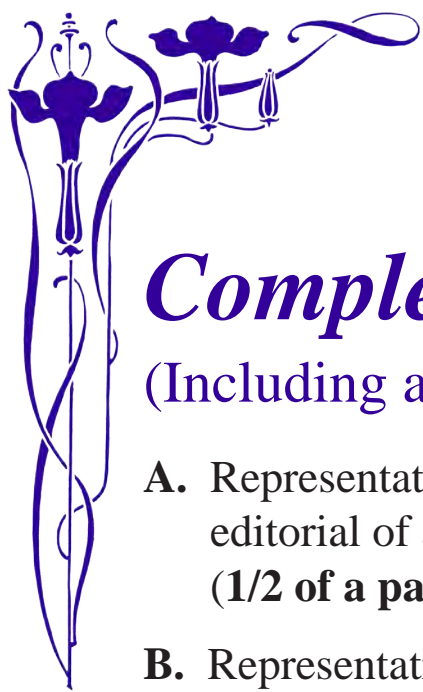
“It is full of very interesting, valuable information for women and covers many of the problems we face today.”

–Madge, Hamilton

“Every article and ad are especially geared to the interest of women like me. I’ve learned much. I have enjoyed the poems, illustrations, sayings and look forward to the next issue.”

–Connie, Mercerville





County Woman Rates

Complete Marketing Programs

(Including ad, editorial, photo & by-line per issue)

- A. Representation consisting of an ad 2 columns by 6" in length, editorial of approximately 300 words, a photo and by-line.
(1/2 of a page of representation) Cost: \$549.00
- B. Representation consisting of an ad 3 columns by 8" in length, editorial of no more than 500 words, a photo and by-line.
(3/4 of a page of representation) Cost: \$795.00
- C. **Full Page:** The entire page is dedicated to your company.
Ad and article at your discretion. Cost: \$1,249.00

Ad Rates (Per issue)

Size of the ad determines the rate. A page consists of 5 columns (1 col. width = 2"); ads are designed by column then inches in length (eg: 4" x 6" would be \$299). Ad width is exact* (gutter spacing between columns is .125") ad height can vary.

Business Card	\$95
2col (4") x 4"	\$199
2col (4") x 6"	\$299
3 col (3") x 6"	\$399
1/2 page (10" x 6")	\$549
Full Page (10" x 13")	\$1,249

Business Card Ad
(4" x 2")
\$95

*with the exception of the Business Card Ad

Cover Rates	Premiums
Back Cover	2 Color
Inside Front	4 Color ...
Inside Back	

*Listed rates are per issue.
Multi-issue discounts
are available.*

Editorial Calendar/Six Issues Per Year

Deadline for each issue is the 15th of the month prior to the next issue.
(Example: January/February deadline is December 15)

SPECIFICATIONS: Camera-ready ads only (see page 5). Articles to be e-mailed in MS Word to mcwoman@optonline.net. For more information call Terri Petry at 609-890-4054.





County Woman Specifications



Professional ad creation services and editorial copy writing are also available.

2 col x 6 Ad

(4" x 6")

\$299

3 col x 6 Ad

(6" x 6")

\$399

Half Page Ad

(10" x 6")

\$549

PRODUCTION SPECIFICATIONS:

Camera Ready Ads Only—ready to be photographed and turned into plates for offset printing (ie, built to exact specified dimensions & saved in accepted format)

File formats accepted—.doc, .pdf, .jpg, .gif, .eps, .pict, .bmp, .pnd, .psd, .tiff, .ai, can also accept .pmd but must include fonts & art

Color—gray scale, black & white, spot color—available only on front & back covers

**For information on pricing and availability contact
County Woman Newspapers at 609-890-4054 or mcwoman@optonline.net**

