

# career + lifestyle magazine



# editorial content + graphic design

In a clean, modern design, our quarterly publication is packed with useful current information and trends.

## Editorial Sections

Arts & Entertainment  
Career  
Entrepreneurism  
Family  
Health & Wellness  
Lifestyle Trends

## Editorial Features

Beauty Tips & Trends  
Career Board  
Community & Employee Engagement  
Community Calendar  
Education  
Estate Planning  
Family/Work Balance  
Fashion Tips & Trends  
Financial Planning  
Philanthropy  
Professional Development

Recipes & Healthy Cooking  
Relationships  
Small Business Development  
Spiritual Health  
Tech Trends  
To Your Health  
Travel/Vacation Destinations  
Try This at Home  
Women Trailblazers  
Workout Guide & Exercise Tips  
Diversity & Inclusion  
Women in Politics

## CUSTOM MARKET SOLUTIONS

We give **life** to your message by utilizing:

- Digital Publication for faster, broader reach
- E-blasts and Newsletters (see page 5 for details)
- Local, Regional, and National Events
- Social Media
- Strategic Community and Organizational Partnerships
- Our extensive database of nearly 30,000+ emails of individuals across the globe





# 2025 Rate Card

## RATES

	1 Issue	2 Issues (cost is per ad)	4 Issues (cost is per ad)
Full Color	2-Page Spread	\$ 10,000	\$ 8,000
	Full Page	5,000	4,000
	1/2 Page	2,500	2,000
	Back Cover	7,500	6,500
	Inside Front Cover	6,500	5,500
	Inside Back Cover	6,500	5,500

## SPECS

### Ad Size:

### Trim Size:

### Bleeds:

Full Page

8.5" tall x 11" wide

.125" all sides

1/2 Page (horiz)

5.25" tall x 8.25" wide

No Bleeds

1/2 Page (vert)

10.75" tall x 4.25" wide

No Bleeds

**career**  
**+ lifestyle**  
magazine

### Publisher

Alexandria Johnson Boone  
[alex@cl-magazine.com](mailto:alex@cl-magazine.com)

### Chief Editorial Officer

Jennifer Coiley Dial  
[jen@cl-magazine.com](mailto:jen@cl-magazine.com)

### Advertising & Sales

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866.962.3411 toll free



our editorial  
contributors are  
**industry  
experts**  
in our region,  
across the  
country, and  
across the globe!

# career + lifestyle magazine

Our diverse mix of feature writers, columnists and guest writers offers something for everyone. Irrespective of background or status of the readers, they will always find something that will relate to where they are in their lives, careers, and families, whether they are college students or retirees now looking for the entrepreneurial opportunity of their dreams. Columnists are educators, entrepreneurs, executives, and students from across the globe. Their range of age, race, and social economic status is reflective of the landscape of our target audience/potential readers.

Our readers will get information about careers, business and life strategies from people who look, talk, work, and live like them!

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## MEET THE TEAM

### **Publisher**

**Alexandria Johnson Boone**

### **Editor**

**Jennifer Coiley Dial**

### **Creative Director**

**Barbara Somrack**

### **Senior Copy Editor**

**Michelle E. Urquhart**

### **Business Manager**

**Paula T. Newman**

### **Assistant to the Publisher**

**Bernadette K. Mayfield**

### **Social Media Strategist & Researcher**

**Melissa Gorris**

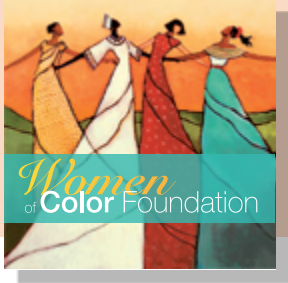
### **Senior Strategist, Subscriber & Community Development**

**Simone E. Swanson**

### **Database and Information Coordinator**

**Cheretta Moore**





# 2025 Email Blast Request

The Women of Color Foundation owns, manages and updates on a daily basis, an extensive email database – **nearly 30,000 email addresses** – on 91 separate lists to help target your message. And, we **never** sell our lists nor individual names/email addresses to anyone, ever.

On hundreds of occasions over the past several years, we have sent out “eBlast” event notices and fliers for: job fairs, town hall and other community meetings, job vacancy announcements, health fairs, various community organization events, fundraisers and small business events.

**If you’re looking to safely and securely market your upcoming events, we can definitely help you!**



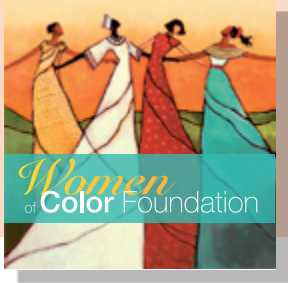
## MEMBERSHIPS

*(we reserve the right to determine the appropriate membership category)*

MEMBERS	CATEGORY	CORPORATE <i>2-Year Membership</i>	SMALL BUSINESS <i>1-Year membership, minority and women-owned businesses</i>	NON-PROFIT/ FOUNDATION <i>1-Year membership, 501c3 tax-exempt status required</i>
	# OF EBLASTS	up to 24	up to 3	up to 4
	COST	\$2,500	\$600	\$500

PARTNER MEMBERS <i>(Up to 20% discount for organizations that support WOCF events/ programs during the current program year)</i>	CATEGORY	CORPORATE <i>1-Year Membership</i>	SMALL BUSINESS <i>1-Year membership, minority and women-owned businesses</i>	NON-PROFIT/ FOUNDATION <i>1-Year membership, 501c3 tax-exempt status required</i>
	# OF EBLASTS	up to 10	up to 4	up to 5
	COST	\$1,500	\$600	\$400

ONE-TIME	CATEGORY	CORPORATE	SMALL BUSINESS <i>minority and women-owned businesses</i>	NON-PROFIT/ FOUNDATION <i>501c3 tax-exempt status required</i>
	COST	\$500/eBlast	\$300/eBlast	\$200/eBlast



# 2025 Email Blast Specs & Request Form

## NOTES:

- All artwork and payments must be submitted **one week prior** to the requested eBlast date.  
(Requests received less than one week prior to requested date will incur a \$100 rush charge.)
- Artwork must be submitted as a **PNG file (preferred) or JPEG.**
- Artwork submitted as a **PDF will incur an additional \$50 conversion fee**, per eBlast.
- Artwork that needs to be revised or corrected will incur an additional \$75 fee per eBlast.
- Artwork that needs to be designed/created will incur a graphic design fee per eBlast.  
(The Women of Color Foundation will provide a quote depending upon the scope of the request.)

Payments must be made via credit card or PayPal at the time the request/order form is submitted.

**No eBlasts will be completed without payment in advance.**

Once payment and artwork have been received, a “test” eBlast will be created and sent to the Member for review and final approval. Members must proofread all materials. Once approved, the WOCF will be held harmless for any errors or omissions. Upon final Member approval, the eBlast will be added to the scheduling queue.

**No more than one eBlast per Member will be scheduled per day or per week.**

**All eBlasts will be scheduled in the order in which final Member approval is received.**

## WE ACCEPT:



Please send all completed eBlast request forms and artwork to:

**[pnewman@womenofcolorfoundation.com](mailto:pnewman@womenofcolorfoundation.com)**

**Questions? Please call: (216) 391-4300 x308**

## INFORMATION *(please fill out completely)*

Company/Organization \_\_\_\_\_

Contact Person (if Business) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Credit Card # (if using) \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV 3-digit code \_\_\_\_\_ Signature \_\_\_\_\_

Pay Via PayPal: **[aboone@womenofcolorfoundation.com](mailto:aboone@womenofcolorfoundation.com)**



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The Women of Color  
Foundation is an  
IRS 501(c)3 tax-exempt  
organization.