

# career + lifestyle

magazine

Spring/Summer 2022 • Volume 8 • Issue 2

cl-magazine.com

**We Are  
Women...  
Hear Us  
ROAR!**



**Cassandra Hill**

Christian Holistic  
Wellness Coach,  
Best-Selling Author  
and Speaker

**Alysha Larae Ellis**

Author, Marketing Maven,  
Award-winning Business Leader

**+ Stories of  
reflection,  
embracing  
your passion  
and self-discovery**

**2023**  
Media Kit

cl-magazine.com

A publication of the Women of Color Foundation



# 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

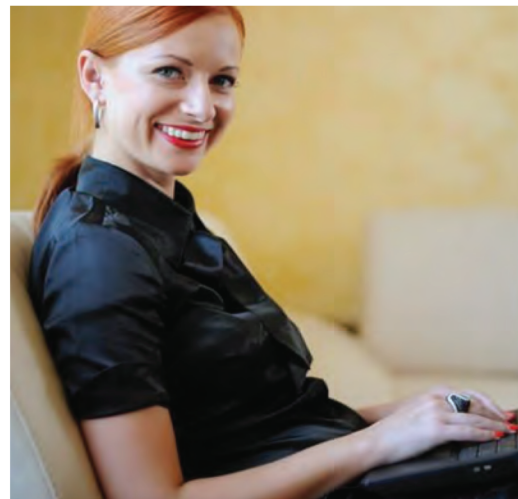
Women in Politics

## Custom Market Solutions

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

- Digital editions
- E-blasts and newsletters
- Local, regional and national events
- Outdoor campaigns
- Print campaigns
- Radio campaigns
- Social media campaigns
- Special promotions & specialty items
- Strategic community and organizational partnerships
- Television campaigns

## Demographic Profile



6,396+  
are  
married



5,423+  
have  
children



6,827+  
have  
degrees



7,245+  
own  
homes



7,397+  
are  
employed

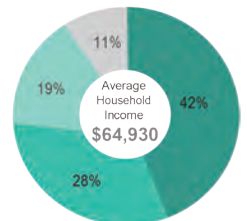
CIRCULATION 23,400

**80% Women** - 18,720

**20% Men** - 4,680

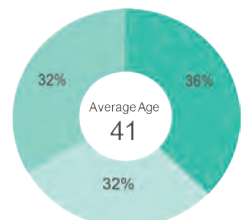
AVG. HOUSEHOLD  
INCOME **\$64,930**

- \$60,000+
- \$75,000+
- \$100,000+
- \$150,000+



AVERAGE  
AGE **41**

- Age 18-25
- Age 25-49
- Age 49-64





# 2023 - Rate Card & Editorial Calendar

Rate Card		1x	2x	4x	
4-Color	2-Page spread	\$10,000	\$8,000	\$6,000	<b>SPECS:</b> <b>Trim Size</b> 8.5" x 11"
	Full page	5,000	4,000	3,000	
	2/3 page	3,300	2,640	1,980	
	1/2 page	2,500	2,000	1,500	
	1/3 page	1,750	1,360	1,020	
B&W	Full page	\$3,000	\$2,000	\$1,000	<b>Bleed</b> Positioned .125" from trim
	2/3 page	1,980	1,320	660	
	1/2 page	1,500	1,000	500	
	1/3 page	1,020	680	340	
4-Color	Cover 2 inside front	\$6,500	\$5,500	\$4,500	<b>Trim Crop Marks</b> Positioned outside bleed area by .125"
	Cover 3 inside back	\$6,500	\$5,500	\$4,500	
	Cover 4 back cover	\$7,500	\$6,500	\$5,500	
					<b>Binding</b> Saddle stitch

Issue Date	Features	Ad Close	In Publication
Winter / Spring	-Living a Grateful & Spiritual Life -Minority Entrepreneur Profiles -Black Women Executives Making it Happen in Ohio -Women & Wealth: Planning Your Financial Future	3/17	3/31
Spring / Summer	-Discovering Your New Career in 2023! -Women & Wealth: Planning For Your \$\$\$ Future -Caring for our Beloved Seniors: Embracing the Role of Caregiver	6/16	6/30
Summer / Fall	-Parenting: How to get it Right! -Achieving True EQUITY: Real or Imagined? -Understanding the Importance of Social Media -COVID-19 Fallout: Salvaging Relationships	9/16	9/30
Special Edition	-Rebuilding Our Local Neighborhoods: A Nationally Renown Developer Weighs In -Millennial Black Women: HEAR THEM ROAR -Volunteerism: Developing Another Skill Set -Looking Towards 2024: What are Your Goals?	12/17	12/31

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OUR EDITORIAL  
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# INDUSTRY experts

IN OUR REGION, ACROSS  
THE COUNTRY, AND  
AROUND THE GLOBE!

**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. The age, race, and social economic status of our contributors 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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