

career cl-magazine.com + lifestyle

Robin Wilson

Taking the Personal
Home Textile Industry
by Storm!

2022
Media Kit



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



CIRCULATION 23,400

80% Women - 18,720

20% Men - 4,680

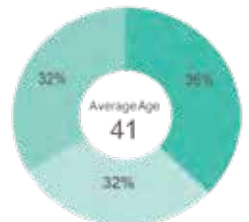
AVG. HOUSEHOLD INCOME **\$64,930**

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



AVERAGE AGE **41**

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



2022 - Rate Card & Editorial Calendar

Rate Card		1x	2x	4x		
4-Color	{	2-Page spread	\$10,000	\$8,000	\$6,000	SPECS: Trim Size 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	Bleed 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	Trim Crop Marks 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	

Issue Date	Features	Ad Close	In Publication
Winter / Spring	<ul style="list-style-type: none"> • What's New for You in 2022? • Tips for Finding Your Next Career! 	3/17	3/31
Spring / Summer	<ul style="list-style-type: none"> • Home-based Businesses: The New Business Model • Cybersecurity and Fraud 	6/16	6/30
Summer / Fall	<ul style="list-style-type: none"> • Living a Grateful Life: Renewing Your Faith • Women of Color Foundation: Celebrating 20 Years! 	9/16	9/30
Special Edition	<ul style="list-style-type: none"> • Surviving 2022: Thriving in 2023! • Holidays Do's and Don'ts • Year End Giving: What's Your Plan? 	12/17	12/31

Contacts

Publisher & Chief Editorial Officer

Alexandria Johnson Boone

866.962.3411

440.815.2389 fax

alex@cl-magazine.com

Advertising & Sales

advertising@cl-magazine.com

866.962.3411 toll free



OUR EDITORIAL
CONTRIBUTORS ARE

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!

Montrie Rucker Adams

Shakyla Diaz

Richard T. Andrews

Linda Dooley

Maia Beatty

Philip Germany

Linda D. Bradley, MD

Renita Jefferson

Charmaine D. Brown

Erica Merritt

Ellen Burts-Cooper, PhD

Antwan Steele

MEET THE TEAM

Alexandria Johnson Boone
Publisher & Chief Editorial Officer

Michelle E. Urquhart
Senior Copy Editor

Jennifer Coiley Dial
Creative Director

Simone E. Swanson
Senior Strategist, Subscriber & Community Development

Rodney L. Brown
Photographer & Photo Editor

Bernadette K. Mayfield
Special Projects Manager

Paula T. Newman
Business Manager

Cheretta Moore
Database & Information Manager

