

# Reach Your Target Audience

The *Cape May* COUNTY  
Woman

A Bi-Monthly Resource for Women of Cape May County

## *A publication dedicated to educating women*

making the first phone call. This is paramount to businesses that rely on the “personal touch.” In addition to our readers being able to make educated and informed choices, our contributors benefit by having access to a savvy and discerning readership – the Women of Cape May County!

### *Our Mission:*

The mission of Cape May County Woman is to be the objective and educational resource for the women of Cape May County. Our focus is on high-quality articles that are of interest to women of all ages, background, and ethnicity.



**The Cape May County Woman** publication is part of a nationally syndicated publication that has been rated the #1 Educational Newspaper for Women in the United States, according to a survey by U.S. World and Review. We are published bi-monthly and distributed free of charge throughout Cape May County.

**The Cape May County Woman™** seeks to educate and inform women and their families, of Cape May County in meaningful ways. We challenge our contributors to demonstrate their expertise, insight, and enthusiasm for their professions and businesses by writing objective and educational articles.

Our contributors become known as “experts” in their field, while providing the readership with valued information about products, services and resources available to them – a huge benefit from a free publication!

Our publication format allows readers to gain an understanding of “who” the contributor is prior to



Editorials are more effective than placement ads. Not only do people give more credibility to editorials; but they also are far more likely to catch the reader's eye than a placement ad.

*"The test coverage on editorials is worth something above and beyond regular advertising."  
P.J. Boatwright, V.P. Custom Projects for Fortune Group.*



## Why should YOU advertise your business in Cape May County Woman?

### This is what our advertisers say about the County Woman Newspapers:

*"Without question, an outstanding way to educate patients."*

Vincent Perrotta, M.D., Peninsula Plastic Surgery

*"The Women's Journal is the most successful advertising we have ever done."* Focal Point Opticians

*"A priceless educational vehicle to allow patients quality, objective information about our various procedures."*

Andrejs V. Strauss, M.D., Director of Oncology,  
Beebe Medical Center

*"Outstanding readership and patient response to our articles."*

Richard J. McCann, D.M.D., P.A.

*"Magnificent response to our advertising."*

Dave Crowley, President, Bethany Bay Resorts

*"The best customer response our company has ever had from advertising."* Joan Carrero, Director of Marketing,

NASE Insurance

*"I receive more new patients from my orthopedic surgery articles than from any other medium other than direct referral."*

Norman Marion, M.D., Chief of Orthopedic Surgery,  
Warren Hospital

*"We receive 10 times the amount of new business and exposure from the Woman Newspapers than any other advertising."*

Richard Horgan, President, Richard Horgan Insurance



### Women's Buying Power

- 94 % Home Furnishings
- 93% OTC pharmaceuticals
- 93% Food
- 92% Vacations
- 91% of new homes
- 89% bank accounts
- 85% auto purchases
- 81% riding lawn mowers
- 80% healthcare
- 66% PCs

### Women account for 85% of all consumer purchases.

- Women carry 76 million credit cards, 8 million more than men.
- In 2001, US women's purchasing power constituted the number 3 market in the world; the collective buying power exceeded the entire economy of Japan.
- By 2010, women are expected to control \$1 trillion, or 60% of the country's wealth, according to research conducted by Business Week and Gallup.

*(Sources: The Business and Professional Women's Foundation, Trendsight, Business Women's*

# Watch your business grow

The readership of Cape May County Woman is over 42,500 and distribution is targeted to areas where women, shop, exercise, work, and live. The Cape May County Woman's distribution is extensive and county wide with over 400 locations.

The Cape May County Woman tm is distributed at select locations including: Medical Buildings, Richard Stockton College, Borders Book Stores; Health Clubs, Grocery Stores, Private Learning Centers, Office Buildings, Bank Lobbies, Doctor's Offices, Libraries, Pharmacies, Retail Stores, Restaurants/Cafes, Fitness Studios, Automotive Centers, Lawyer's Offices, Hospitals, Dance Studios, Community Centers, Hair & Nail Salons, Spas, Business Parks, Rehabilitation Centers, Information Centers, **AND MANY MORE !**

As a contributing writer, you benefit from several unique features in our publication, including a target audience, exclusivity, testimonials, and widespread distribution of our free paper in key locations.

## **TARGET AUDIENCE**

The CMCW will become a primary resource for the women of Cape May County. Furthermore, based on our syndicated journals, the CMCW will find our readership to be 2.46 per copy with an average lifespan of 8 weeks. This above-average readership is due to current information being referred to friends and family who directly benefit from our contributing articles and editorials.

## **EXCLUSIVITY\***

How would you like to eliminate your competition by being the only professional with your specialty anywhere in our publication? Here's your chance to distinguish yourself as the authority in your field by taking the information you discuss with each client and making it available to more than 40,000 readers in waiting rooms, hospitals, libraries, and the comfort of their homes. \*(Based on a 6-issue commitment)

## **REFERENCES**

Inside each issue you will see readership responses and professional testimonials from our contributing writers and advertisers. Establish yourself as the primary source of information in your specialty in the Cape May County area.

## **DISTRIBUTION**

CMCW distribution is extensive with numerous direct drops (and growing). Free papers are provided at different locations as well as targeted home delivery.

## **WHAT WE ARE NOT**

We do not print anything political or controversial. We do not cover local news or events.



*The Cape May County Woman is your direct link to the target market of women in Cape May County. It has been proven nationally to increase your advertising power and get your message through.*

Join the family of over 20,000 other professionals nationally and educate the women of Cape May County. This successful combination of education and advertising creates community awareness for your business and offers tremendous growth potential. To explore the advertising and editorial opportunities offered by the Cape May County Woman, call us today at

**1-866-398-0898**

**Visit us online!**  
[CapeMayCountyWoman.com](http://CapeMayCountyWoman.com)





The Cape May County Woman™ seeks to educate and inform women and their families, of Cape May County, in meaningful ways.

## The Cape May COUNTY Woman



### Questions?

Contact Lynn Lore at 1-866-398-0898  
or email [Lynn@CMWoman.com](mailto:Lynn@CMWoman.com)

Website: [www.CapeMayCountyWoman.com](http://www.CapeMayCountyWoman.com)

### Submission Guidelines

Please keep in mind that your editorial is to be written in an unbiased, educational, and informative format. This means the information could be taken to any professional in your particular field for use. You might want to consider answering different questions that are asked of your facility or doctor each time you schedule a new client. When you educate and inform perspective clients on different areas of your particular type of business, they will automatically choose you as the provider of those services. The Women's Journal editorial is a proven format that has worked well for our contributors for over 31 years.

• **TITLE:** Please let us know how you want to title your article. It should include words that grab the reader's attention.

• **PHOTO:** Send your photos as attachments via e-mail. They must be in JPEG, TIFF or PDF form and at least 300 dpi. Identify who is in each photo.

• **BYLINE:** Indicate whether the editorial is written by you (if you wrote it yourself) or presented by you (if supplied by your association). Be sure to include credentials (MD, PhD, etc).

• **EDITORIAL:** Articles need to be e-mailed to [Lynn@acwoman.com](mailto:Lynn@acwoman.com) as soon as possible so they can be edited for grammar. Please use Microsoft Word, and send as a (.doc) document. Please do not use bullets; they make formatting very difficult. Please do not put articles in columns.

Must be sent as an ATTACHMENT.  
A full page article should be about 700-900 words.  
A half page article should be about 300-450 words.

• **TESTIMONALS:** You may also include (2) small testimonials from your clients or patients. All information must be sent as ATTACHMENTS via e-mail (NOT embedded in the body of the email).

Though optional, testimonials have been proven to be successful marketing tools. These are included in your total word count.

• **BIOGRAPHY:** Here is your chance to provide your personal credentials, phone number and information about you and your business. Include a brief biographical sketch of the author and/or company at the end of the article. This is included in your total word count.

• **DISPLAY AD:** Send your camera-ready advertisements to us as attachments via e-mail in PDF. They must be at least 300 dpi, and if you purchased color, please submit in CMYK, otherwise your black and white should be all K. Please note that photos extracted from a website are not high quality, and will not reproduce well. You can convert your ads to PDF for free at [www.pdfonline.com](http://www.pdfonline.com). For full page display ad may range from 4"x4" to 6"x6". For half page display ad may range from 2"x2" to 3"x4".

• **DEADLINE:** All editorials, ads and photos are due by the 10th of the month prior to publication (2/10, 4/10, 6/10, 8/10, 10/10, 12/10). If for any reason you cannot make this deadline, you need to notify your account representative immediately. If we do not receive all information by deadline or if you have not made arrangements for extra time, a previous article will be used or we will print a copy of your business card.

**The article will be printed as written. We do not change the content but may edit for grammar and formatting. Please call 1-866-398-0898 or e-mail Lynn Lore at [Lynn@CMWoman.com](mailto:Lynn@CMWoman.com) if you have any question.**

# Cape May COUNTY Woman

## Advertising Specifications



*Cape May County Woman is a bi-monthly magazine that is a primary educational resource publication for the women of Cape May County.*



*Reserve your space today!*

### **Full Page Exclusive**

10" w X 11.5" L  
700 - 900 words  
Includes photo, biography, testimonials, and display ad.

### **Special Exclusive**

6" w X 8" L ( 3/4 page representation)  
500-600 words  
Includes photo, testimonials, and display ad.

### **One-Half Page Non-Exclusive**

10" w X 5.75" L  
300-450 words  
Includes testimonials, and display ad

### **One-Quarter Page Non-Exclusive**

5" w x 5.75" L  
50-150 words, testimonials, and display ad.



To reserve your ad space, Call toll-free 1-866-398-0898

Or email [Lynn@CMWoman.com](mailto:Lynn@CMWoman.com), Website: [www.CapeMayCountyWoman.com](http://www.CapeMayCountyWoman.com)