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# Tallahassee Woman™

## 2019 MEDIA KIT

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# OUR mission

Our mission at Tallahassee Woman is to capture the spirit of Tallahassee women who strive to live their lives to the fullest. Our goal is to inform, inspire and entertain women in the community and encourage them to live authentically and love life.

**i3** years of highlighting  
the women  
in and around  
Tallahassee



Tallahassee  
**Woman**<sup>TM</sup>  
MAGAZINE

the magazine women read cover to cover

# OUR content

WE INFORM AND INSPIRE BY SHARING THE TOPICS AND WOMAN-TO-WOMAN STORIES THAT YOU CARE ABOUT, AND KEEP YOU READING THE MAGAZINE FROM COVER TO COVER.

## BUSINESS

- Articles for the professional woman, workplace solutions, and entrepreneur resources
- Biz Scene—Pictures and highlights from business events
- Money Talks—What every woman needs to know to be financially savvy
- Women to Watch—Awards, accolades and milestones to highlight and celebrate women

## FAMILY

- Relationships—Strategies, tools and advice for navigating marriage, family ties, friendships and more
- Children—Topics and tips for every parent—it takes a village, after all

## FOOD

- Best Bites—Local restaurants dish on their favorite bites
- The Dish—Cuisine ideas, recipes, and entertaining for everyday life and for special occasions

## LIVING LOCAL

- Around Town—Snapshots of Tallahassee women enjoying special occasions in the community
- Haute Happenings—Highlights of the monthly events happening in and around the area
- Organizations—Inspirational places and groups making a difference in Tallahassee
- Sweet Home Tallahassee—Sponsored section for ALL things Tallahassee, including Southern charm, businesses, colleges, and services.
- WE Elevate—Women we admire who are reaching out and using their lives to uplift others and support women
- What Women Should Know—A special sponsor section for our advertisers on topics of interest to women

## STYLE

- Fashion—Featuring looks for every woman and season, beauty tips, and a guide for the latest styles
- Home Sweet Home—Information and inspiration for home design, decorating, beautiful yards and gardening tips, home improvement projects, and entertaining

## TRENDS

- This and that on topics that are trending and get us talking—books, knowledge, shopping, style trends, technology, and wellness
- She Says Social—A report on what our readers share with us on social media

## WELLNESS

- Bodies in Motion—Exercise and fitness topics to keep our bodies moving and lives balanced
- Healthy Living—For the mind, body and spirit—topics that cover the spectrum of wellness, including physical and mental health
- Real Life—Inspiration for living life authentically and following your dreams

## WE INSPIRE

- Things that inspire every woman—poetry, stories that touch your heart, moments that make your heart smile, thoughts of joy and grace, and illumination of the soul

# IN EVERY ISSUE

**AROUND TOWN** Snapshots of the people of Tallahassee enjoying special events in and around the community.

**HAUTE HAPPENINGS** A highlight of special events around the area.

**WOMEN TO WATCH & WE ELEVATE**

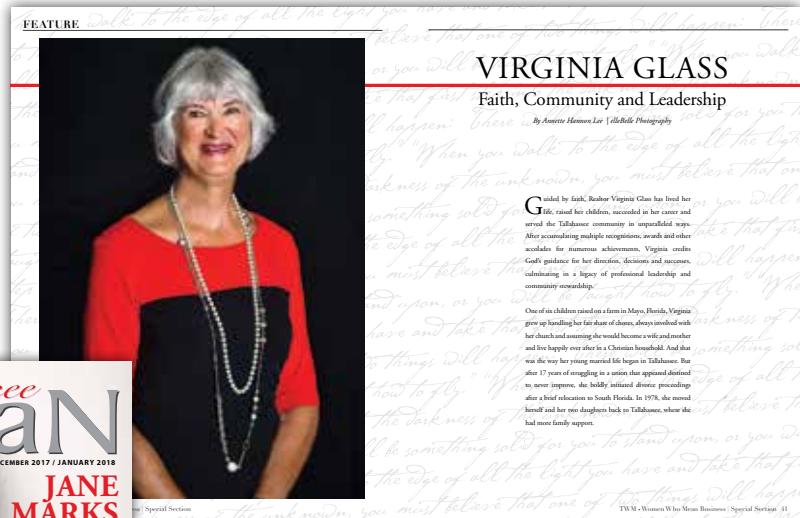
Tallahassee women on the way up, reaching out and making a difference.



# OUR readers

WOMEN SAY THEY LOVE READING TALLAHASSEE WOMAN...  
FROM COVER TO COVER.

Tallahassee Woman is a unique publication by women for women that covers the issues, trends and the spirit of today's Tallahassee woman. Our demographic is women in all decades of life from the 20s through 60s that live, work and play in Tallahassee and the surrounding communities. Information covered is selected to inform and entertain our readers as well as to enhance their lifestyle.



## What people are saying about Tallahassee Woman...

"Thanks for featuring all of these amazing women! They are doing great things."

—Shannon Mills Guanche

"Thank you Tallahassee Woman for honoring our own!!"

—Patricia McCray

"Always excited to see your team's hard work through a beautiful and trendy magazine."

—Elizabeth Ekk of Ekk Realty Group

"Thank you for the magazine! It's nice to have a magazine that speaks to (and about) our local women!"

—Heather Cox Rosenberg

## OUR advertisers

"For over a decade we have been a TWM partner in advertising, which has made the phones ring and the e-mails come in. It has been a GREAT partnership! We have been involved with the Women Who Mean Business events by sponsoring and networking. I'm just here to tell you it's a GREAT BUY to be a part of Tallahassee Woman Magazine! We are excited to be a part of it and plan on continuing as long as we are around. Look at the quality of the magazine—it's pretty, it grabs your attention and we are very pleased with the advertising we do with TWM!"

—Bart Gunter—Executive Vice President  
Rogers, Gunter, Vaughn Insurance/HUB Florida

Tallahassee  
**Woman**<sup>TM</sup>  
MAGAZINE

well-loved by women

# OUR circulation

SINCE 2006, TALLAHASSEE WOMAN MAGAZINE HAS INFORMED, ENTERTAINED AND INSPIRED WOMEN—“THE MAGAZINE WOMEN READ FROM COVER TO COVER”

- More than **120,000** printed copies are distributed annually.
- Complimentary bi-monthly publication featuring style and home trends, business, career, health tips, highlighting local events, and more for the women in our community.
- With an online viewing average of **2,100 per issue**, digital issues online provide interactive pages, live links and accessibility from mobile devices.
- Affordable advertising rates with perks and bonuses for advertisers.
- In addition to the printed and digital magazine, we have embraced the use of social media platforms, specifically Facebook, Twitter, Pinterest and Instagram to reach our target market.
- Each issue, **20,000** copies are printed, with readership estimated at 2.5 times higher by industry standards. In addition, a single issue of the magazine is often read over and over, since they can be found in waiting rooms and other high traffic areas that women frequent, as well as copies shared between friends and families.
- The magazine is also available as a digital edition online in full, including editorial, advertisements and live links to advertisers' websites from their ads.
- Magazines are direct-mailed to income-qualified Tallahassee residences, professional women and woman-focused businesses. Mailing is targeted to residences primarily in the northeast area of Tallahassee in zip code 32312, where incomes range from \$115K to \$165K, with an average household income of \$135K, and an average home value of \$479K.
- In total, **Tallahassee Woman is distributed to over 600 locations**. The Tallahassee Woman team personally distributes to over 380 select locations, including medical offices, library branches (Leon, Gadsden, Wakulla, Jefferson and Thomas), hair salons, spas, nail shops, financial institutions, schools, boutiques, women's clubs, fitness centers, restaurants, hotels and other key businesses frequented by women. Tallahassee Woman is also provided to conferences, meetings, church groups and other events where women frequent. In addition, an independent local publication distribution company delivers to an additional 225+ locations, including state offices, university locations, and other women-frequented sites. The magazine is also available via conveniently located signature distribution boxes throughout the capital city area. A list of select pick-up locations is available on our website at [talwoman.com](http://talwoman.com).
- Copies are also available at newcomer entry points to the community, such as the Greater Tallahassee Chamber of Commerce and through the Tallahassee Visitors Center.

# OUR EDITORIAL

# 2019 calendar\*

## 2019 IS THE YEAR OF WE "WOMEN EMPOWERED" #YearOfWE

Join us in 2019 as TWM leads an inspiring exploration of the topics, stories, people, and events that empower the women of Tallahassee. Together, WE will help transform the community with insightful ideas, exceptional editorial, and mindful leadership as we support our mission to enrich the lives of women.

### 6 ISSUES

### ADVERTISING OPPORTUNITIES

#### February/March 2019

**WE Make History:** Celebrating the women who stand out and stand up for their community and each other.  
+Spring Style is Blooming! And, WE take a closer look at the heart–heart health, relationship tips for couples, and moving forward after hardships.

Space Reservations by January 7

#### April/May 2019

**WE Evolve:** In this issue we embrace the newness of the spring season, and explore new opportunities in our lives—including style changes, recreation, relationships, and wealth management. Also included is a guide to physical, mental and financial health—education and wellness for mind, body and spirit. Plus, a special advertising opportunity for Tallahassee men who mean business who support the mission of women in our community.

+WWMB Journal—Women on the Move! Suit up and get going with women who are on the move with innovative business pursuits and uplifting leadership.

Space Reservations by March 5

#### June/July 2019

**WE Dream:** Live the life of your dreams—featuring adventure seekers and dream-makers, along with strategies on how to envision, elevate, empower and pursue the life you've always wanted.  
+Charting the course for summer style and fun, along with travel getaways.  
+Home buying and selling tips from the pros; DIY projects

Space Reservations by May 6

#### August/September 2019

**WE Inspire:** What inspires you? WE will be taking a closer look at the diverse people, traditions, challenges and ideas that inspire us to make our lives, and the lives of others more meaningful.  
+Home sweet home—featuring the unique aspects that hold memories, create balance, and add beauty to the places and spaces we call home.

Space Reservations by July 5

#### October/November 2019

**WE Create:** From collaborating on projects, ideas, and creating art, music, theatre, and books—women are at the forefront of our creative capital.  
+Setting the mood for fall fashion and home décor, while WE create more opportunities for women advancement at home, in the workplace and the community.

+WWMB Journal—Women at Work  
Featuring stories and portraits of women at work in diverse fields.

Space Reservations by September 5

#### December 2019/January 2020

**WE Care:** As women of Tallahassee, WE care about each other, our families, friends, the community and the future of our city. This issue will feature the unique people, diverse organizations, and the moments that keep us caring, celebrating, and embracing life's greatest gifts. We also honor the women leaders and volunteers of non-profits.  
+TWM's holiday gift guide

Space Reservations by November 5

\*Editorial calendar subject to change

# OUR digital OUR social media

Not only is Tallahassee Woman distributed in print, but a digital version of the magazine (with active links to advertisers' websites) is available online. Thousands of additional readers in Tallahassee and beyond view the magazine online.

## Digital...

The digital version of every issue of the magazine is posted online at [TalWoman.com](http://TalWoman.com).

**BEST BITES**  
on the Menu

**The Blu Halo's Heavenly Bites**  
By Lynn Salomon | Photography by cibele Photography

**T**he angels smiled on Tallahassee's restaurant scene last year with the opening of The Blu Halo in the new Basserman Crossing Shopping Center. Known for heavenly entrees, dreamy desserts and an ultra-chic interior, the restaurant has won over many a discerning palate. The Blu Halo is fast becoming Tallahassee's original destination for fine dining.

Originally, co-owner Keith Tramick envisioned an elegant martini bar in the round. Joined by investors Jimmy and Lisa Grgurevic and Rick Kenney, he was persuaded to add a restaurant. After a year of planning, the Florida University (FSU) grad and golfing buddies had their idea refined—down to the fresh seafood, exemplary service and posh surroundings, the likes of which could only be found in larger cities like Miami and New York.

Executive Chef Tyler McManus was recruited to serve "Progressive American" cuisine with price points to attract diners from all reaches of Tallahassee. Having refined his cooking skills in locations from Napa, California, to DeLand, Florida, Chef McManus has created a menu that is sure to impress. Dishes can be made from scratch, even the steak sauces, and the produce that goes to the bar is organic.

For starters, the \$10 Tuna Poke features cubed tuna grade tuna tossed in a sesame ginger ponzu sauce which is then topped with gyoza (tempura shrimp). The dish is served with a side of wasabi and pickled ginger. The \$12 Shrimp & Grits is a Southern classic with a twist. The shrimp is pan-fried and paired with a creamy grits dish.

A make-your-mouth-water dish is the \$12 Surf & Turf combination filet mignon with a morsel of scallop. As the high end, weighing in at a whopping \$25, the filet mignon is paired with a scallop and a side of BBQ chicken kebabs with peach glaze. West Indies-style lamb chops are also a great way to kick off the evening or to end the bar.

Please note: start with a salad! The \$80 Storer Salad is reminiscent of the Columbia Restaurant's famous 1905

60 tallahassee woman • april / may 2017

home and garden

**A BLUE & WHITE EASTER WITH CHIC CHINOISERIE**

**B**y Maria Elena Margarita

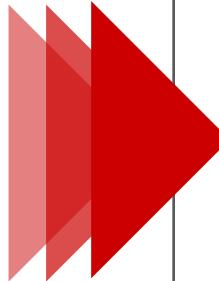
This spring, add elegance to your Easter traditions. Chinoiserie (pronounced shoo-wah-er-ee) will turn any tablescape into holiday splendor. According to the Merriam-Webster Dictionary, chinoiserie means "the style of Chinese decorative arts and motifs, especially in European art and design; especially: the style of English porcelain and furniture of the 18th century." The blue-and-white repetitions reflect a Western aesthetic inspired by Eastern designs. Historically, the style rose to popularity during the 1700s due to its beauty, variety, and ease of use. A look, fresh centerpiece on the table, and matching paper-mache eggs will offer an extra touch of Easter spirit. A timeless Grace Kelly-like fashion and hairstyle will complete the look. Dressing up is fun with ease and beauty. Easter is for everyone, whether or not you're feeling blue (and while this year, enjoy gathering around the dinner table with food and family.)

Styling and makeup by Terry Palmer | Photography by Stacy Baldwin  
Model: Maria Elena Margarita | Hair: Kristin | Shoes: Nine West | Jewelry: David Yurman  
Dress and shoes provided by Nordstrom | Hair styling provided by Colleen Morgan at Atticus Salon  
Centerpiece provided by The Highland Gardener | Easter eggs and Easter basket by Terry Palmer

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## Social Media...

TALLAHASSEE WOMAN IS ON **FACEBOOK**,  
**TWITTER**, **PINTEREST**, AND **INSTAGRAM**  
PROVIDING UPDATES, INCLUDING EVENTS,  
PHOTOS, ANNOUNCEMENTS AND MORE.



# special

## MONTHLY ADVERTISING RATES

Using your **credit card** spread your payments over the contract time period.

AD SIZES	6 ISSUES	3 ISSUES
2 PAGE SPREAD	1715	1815
INSIDE FRONT COVER	1075	1143
INSIDE BACK COVER	998	1108
BACK COVER	1100	1163
PAGE 3	973	1028
FULL	953	1008
2/3	733	773
1/2 ISLAND OR 1/2 VERTICAL	638	663
1/2 HORIZONTAL	605	638
1/3	403	425
1/4	330	350
1/6	233	243

## CONTACT US TODAY TO ADVERTISE!

Call (850) 893-9624 or send an e-mail  
to us at [ads@talwoman.com](mailto:ads@talwoman.com).

*Tallahassee*  
**Woman**<sup>TM</sup>  
MAGAZINE

advertising packages for every budget

# OUR **rates** BI-MONTHLY

PRICES ARE PER ISSUE

AD SIZES	6 ISSUES	3 ISSUES	1 ISSUE
INSIDE FRONT COVER	2150	2285	2540
INSIDE BACK COVER	1995	2215	2352
BACK COVER	2200	2325	2590
PAGE 3	1945	2055	2285
FULL	1905	2015	2240
2/3	1465	1545	1715
1/2 ISLAND OR 1/2 VERTICAL	1275	1325	1490
1/2 HORIZONTAL	1210	1275	1425
1/3	805	850	940
1/4	660	700	780
1/6	465	485	535

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## SPECIAL OPTIONS

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2 PAGE SPREAD	3429	3627	4032
WWMB PROFILE	FULL PAGE - 1200	HALF PAGE - 700	

## **ADDED VALUE** FOR OUR ADVERTISERS\*

- Online digital edition includes your ad and link to your website at no additional cost.
- Product inclusion in the popular section *Faves & Raves*
- Opportunity for the section *What Women Should Know* or *Sweet Home Tallahassee*
- Facebook Live opportunities.
- Unique offers throughout the year available only to you.

\*Must meet certain contract requirements

Contact us today to advertise! Call (850) 893-9624  
or send an e-mail to us at [ads@talwoman.com](mailto:ads@talwoman.com).

# OUR specs

On full page ads, the bleed color or image must extend .25" beyond each side (bleed). All important text or images must be at least .5" inside the final trim size (live area). Not applicable to fractional ads.

Trim size: 8.375" x 10.875"

Bleed: 8.625" x 11.125"

Live area: 7.875" x 10.375"

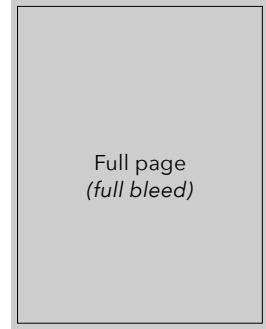
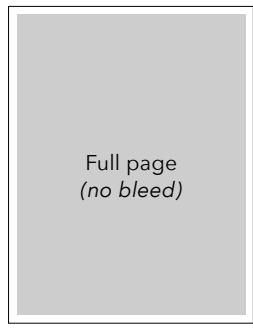
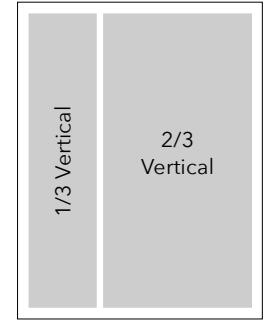
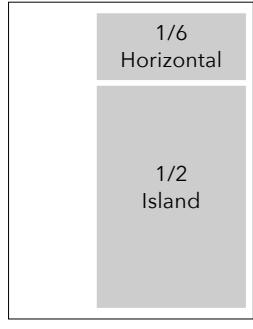
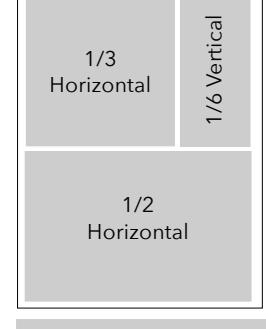
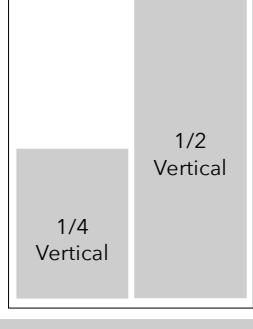
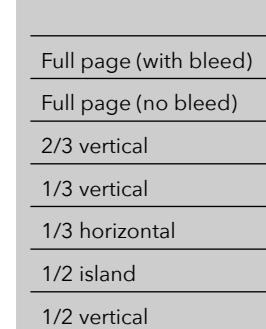
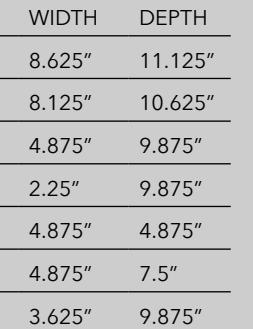
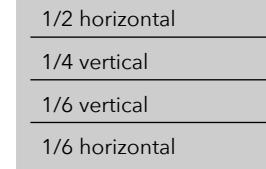
**TERMS:** Advertiser may pay by check or credit card. All insertion orders for new accounts must be accompanied by advance payment. Advertisers and their agencies will be held jointly responsible for unpaid invoices. If it becomes necessary for the magazine to sue for financial recovery, the advertiser and/or his agent will be held liable for court costs and attorneys' fees.

**AGENCY COMMISSION:** 15 percent to recognized advertising agencies on space, color and position if paid in 30 days.

**ARTWORK:** **Rates are for advertisement space only.**  
Design services available for additional charge. E-mail artwork in **high resolution (300 dpi)** PDF files to [ads@TalWoman.com](mailto:ads@TalWoman.com).

## SEND ALL PAYMENTS AND CONTRACTS TO:

Tallahassee Woman Magazine  
Post Office Box 16616  
Tallahassee, FL 32317-6616  
Phone: (850) 893-9624  
Fax: (850) 254-7038  
E-mail: [ads@talwoman.com](mailto:ads@talwoman.com)

	Full page (full bleed)	
	Full page (no bleed)	
	1/3 Vertical	
	2/3 Vertical	
	1/6 Horizontal	
	1/2 Island	
	1/3 Horizontal	
	1/2 Vertical	
	1/6 Vertical	
	1/4 Vertical	
	WIDTH	DEPTH
Full page (with bleed)	8.625"	11.125"
Full page (no bleed)	8.125"	10.625"
2/3 vertical	4.875"	9.875"
1/3 vertical	2.25"	9.875"
1/3 horizontal	4.875"	4.875"
1/2 island	4.875"	7.5"
1/2 vertical	3.625"	9.875"
1/2 horizontal	7.5"	4.875"
1/4 vertical	3.625"	4.875"
1/6 vertical	4.875"	2.25"
1/6 horizontal	2.25"	4.875"

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# Tallahassee Woman<sup>TM</sup>

MAGAZINE

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Michelle Mitcham, Heather Thomas, Jennifer Stinson, Kim Rosier, Christy Jennings Ploch, & Michelle Royster Hart

*WE believe in investing in women, our community and your business!*

Tallahassee Woman Magazine  
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