

Discover the power of connecting with your target audience through *Choices* magazine, the premier online quarterly magazine dedicated to women entrepreneurs. Our publication provides a personalized guide to success on the entrepreneurial journey. *Choices* magazine engages, educates, and inspires as a trusted resource, offering a captivating adventure in each issue.

## Why Advertise with *Choices*?

**Targeted Audience:** Reach a niche audience of women entrepreneurs who are actively seeking information, inspiration, and solutions to enhance their entrepreneurial endeavors. Our readership comprises ambitious individuals eager to stay informed and make informed decisions.

**Comprehensive Content:** *Choices* magazine covers all aspects of entrepreneurial life, fostering a comprehensive approach to success. Our articles delve into business and professional achievements and physical, mental, emotional, and spiritual well-being. By advertising with us, you align your brand with a publication that understands the multifaceted nature of success.

**Exclusive Insights:** Each issue features stories of life-changing moments contributed by fellow entrepreneurs, providing an authentic and relatable connection with our readers. Interviews with experts in various fields offer valuable insights and expertise, positioning your brand alongside credible voices in the entrepreneurial community.

**Diverse Topics:** Our content spans various subjects, offering readers information and ideas they may not encounter daily. From practical “how-to” advice on entrepreneurial problem-



solving to articles on financial approaches, resilience, cyber security, and effective relationship building, *Choices* magazine ensures a diverse and engaging reading experience.

**Engagement Opportunities:** Advertisers can engage with our audience through visually appealing and strategically placed advertisements. Whether it is promoting products, services, or events, *Choices* magazine provides a platform for your brand to shine, positioning it as an integral part of the entrepreneurial journey.

**For advertising inquiries and further details, contact us at (702) 291.8883 or [wecare@womenentrepreneursassociation.com](mailto:wecare@womenentrepreneursassociation.com)**



**Choices magazine attracts a broad spectrum of readers.**

Readers of *Choices* magazine encompass a diverse community of empowered individuals. Our audience is composed of ambitious women entrepreneurs dedicated to navigating choices that propel them towards an ever-evolving, upwardly mobile lifestyle. These are professionals adept at handling the delicate balance of life and career, grappling with the inevitable stresses that accompany success.

Our readership consists of women actively seeking insightful guidance on decisions affecting their careers, families, and overall lifestyles. They turn to *Choices* magazine as a trusted resource, eager to discover strategies that enable them to make informed choices leading to success and personal fulfillment.

Within our pages, readers find valuable insights into effective communication, a key element in enhancing their relationships both personally and professionally. With a keen interest in acquiring tools for better decision-making, our audience

poses the fundamental question: “What choices can I make to achieve success, prioritize self-care, and live a truly happy life?”

By aligning your brand with *Choices* magazine, you connect with an engaged and discerning readership, providing solutions that resonate with their aspirations and desire for a well-rounded, fulfilling life. Join us in empowering these dynamic individuals on their journey of making choices that matter.

DEMOGRAPHIC	%
AGE 18-27	12.4%
AGE 28-57	46.4%
AGE 58-67	30.2%
AGE 68-77	8%
AGE 77+	3%

**Effective:** January 1, 2024

**Subscribers:** 15,500

**Frequency:** Quarterly

**Publisher:** Turning Point International

**Premium Charges:** No bleed charge

**Frequency Discounts:** Advertising contracting for full-year (4 issues) receives a 20% discount.

**Rates:** All pricing based on camera ready art. Ad design services available upon request at a rate of \$70 per hour

<b>FOUR COLOR</b>	<b>1X</b>
FULL PAGE	\$500
1/2 PAGE	\$300
1/3 PAGE	\$200
1/4 PAGE	\$175
1/8 PAGE	\$100
SPREAD	\$750
INSIDE COVER	\$600
BACK COVER	\$800



ISSUE	RESERVATION	MATERIALS DUE	PUBLICATION DATE
WINTER	11/22/24	11/29/24	01/1/25
SPRING	03/8/24	03/15/24	04/1/24
SUMMER	05/31/24	06/03/24	07/1/24
AUTUMN	08/23/24	09/02/24	10/1/24

**Max Density:** 4 color: 240%

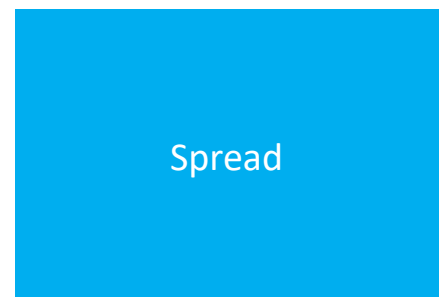
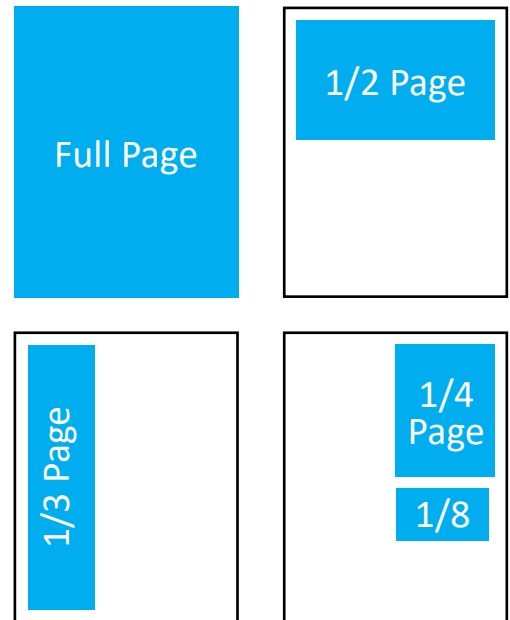
**Rich Black:** For best results, the following CMYK percentages are suggested for rich blacks: C 60%, M 40%, Y 40%, K 100%

**Gutter / Safety:** Keep all LIVE matter, not intended to trim, a minimum of 1/4" from TRIM edges. Recommended LIVE areas are listed in the table below.

**Format:** All advertisements must be submitted in high-resolution (minimum 300dpi) PDF, JPG or TIFF format. Please DO NOT include printers/crop marks.

**Submission:** Submit all advertising creative to: art@choicesonlinemedia.com

**Digital Edition Links:** Supply URL(s) and linkage instructions along with ad creative. You may submit PDF files with embedded hyperlinks if desired.



PAGE SIZE	LIVE	TRIM	BLEED
FULL PAGE	7.5" X 10"	8.5" X 11"	8.75" X 11.25"
1/2 HORIZONTAL	7.5" X 4.5	8.5" X 5.5"	8.75" X 5.75"
1/3 VERTICAL	2.5" X 10"	N/A	N/A
1/3 HORIZONTAL	7.5" X 3.25"	N/A	N/A
1/4 PAGE	3.75" X 5"	N/A	N/A
1/8 PAGE	3.5" X 2"	N/A	N/A
SPREAD	16" X 10"	17" X 11"	17.25" X 11.25"