

Empowering Women Entrepreneurs Worldwide



2024 MEDIA KIT

CHOICES



WOMEN ENTREPRENEURS
ASSOCIATION

The Official Publication of The Women Entrepreneurs Association



Welcome to CHOICES

Choices magazine has been the leading voice in professional development since its founding in 2006.

In the crowded landscape of business magazines, many publications focus on delivering broad, company-wide strategies for growth. But there's only one that zeroes in on empowering individuals with the tools and insights they need to elevate themselves.

Each issue of Choices magazine spotlights extraordinary women who have pushed passed limits, defied expectations, and are transforming industries. You will also discover practical tips, techniques, and motivational quotes to inspire your entrepreneurial journey.

Choices magazine focuses on professional and personal growth and features an easy-to-read format and beautiful photography.

You can subscribe to receive a printed copy, read it online, or print a copy yourself.



4 Issues Per Year
15,500 Subscribers
10,000 Libraries
38 Resellers Worldwide
Print-On-Demand



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.



Advertising with CHOICES is an opportunity to

Align with a Trusted Brand

Partner with Choices, a magazine loved by women entrepreneurs for its empowering stories and innovative solutions. Reach an audience ready to embrace your brand.

Reach an Educated and Ambitious Audience

Engage with ambitious, educated women entrepreneurs who seek personal and professional growth. This is your ideal audience for products and services that inspire success.

Engage with Women Entrepreneurs and Startup Founders

Choices magazine connects you with a community of driven women business leaders and startup founders, eager for tools and solutions to fuel their success, giving your brand direct access to an audience ready to invest in what you offer.

Engage with Women Entrepreneurs and Startup Founders

Covering every aspect of the entrepreneurial journey, Choices magazine aligns your brand with business success, wellness, and expert insights that empower women entrepreneurs in their personal and professional growth.

Collaborate with a Leading Media Brand

Leverage eye-catching, strategically placed ads in Choices to connect with a highly engaged audience of women entrepreneurs at an exceptional value.

Let's Grow Together! Advertise with Choices and be part of women's entrepreneurial journey!



46.4%
AGE 28-57

30.2%
AGE 58-67

12.4%
AGE 18-27

8%
AGE 68-77

3%
AGE 77+

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.

Choices magazine is available in 10,000 libraries across the United States and carried by 38 resellers worldwide.

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.

CHOICES

SPRING 2024 THE OFFICIAL PUBLICATION OF THE WOMEN ENTREPRENEURS ASSOCIATION



CHAMPIONING WOMEN'S VOICES WORLDWIDE
THE BUSINESS OF EMOTIONS
BANISH BURNOUT
THE POWER OF MINDSET AND SELF-BELIEF
MANAGING ANXIETY ON THE ROAD TO SUCCESS
3 PRACTICAL TIPS FOR YOUR WEEKLY ROUTINE

CHOICES

SUMMER 2024 THE OFFICIAL PUBLICATION OF THE WOMEN ENTREPRENEURS ASSOCIATION



EMPOWERING WOMEN LEADERS WORLDWIDE
RISE IN RESILIENCE
BUILD STRONGER TEAMS
ENERGIZE YOUR LEADERSHIP
THE POWER OF EXECUTIVE PRESENCE

CHOICES

WINTER 2024 THE OFFICIAL PUBLICATION OF THE WOMEN ENTREPRENEURS ASSOCIATION



ALL ABOUT ENTREPRENEURS
OVERCOME IMPOSTER SYNDROME
UNLOCK YOUR POTENTIAL
EMPOWERING WOMEN IN BUSINESS
ENTREPRENEURSHIP WITHOUT BURNOUT
START THE NEW YEAR WITH A BANG

15,500
SUBSCRIBERS

2006
ESTABLISHED

18 Years
IN PUBLISHING

Quarterly
RELEASE

ISSUE	RESERVATION	MATERIALS DUE	PUBLICATION DATE
WINTER	11/22/24	11/29/24	01/01/25
SPRING	02/21/25	02/28/25	04/01/25
SUMMER	05/23/25	05/30/25	07/01/25
AUTUMN	08/24/25	09/01/25	10/01/25

Effective: January 1, 2024

Publisher: Turning Point International

Premium Charges: No bleed charge.

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

Rates: All pricing is based on camera-ready art. Ad design services are available upon request at a rate of \$100 per hour.

For more information: 702.291.8883 wecare@womenentrepreneursassociation.com

FOUR COLOR	1X			
Full-page	\$1,500	Full Page	1/2 Page	Spread
1/2-page	\$800			
1/3-page	\$600	1/3 Page	1/4 Page 1/8	
1/4-page	\$525			
1/8-page	\$300			
Spread	\$2,250			
Cover + 3pg Article	\$5,000			
Back Cover	\$2,400			

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"



Connect
Collaborate
Celebrate

WomenEntrepreneursAssociation.com

CHOICES

ADVERTISING INQUIRES

Align your brand with the leading voice in business, entrepreneurship, and personal development for women.

Call: +1.702.291.8883

Email: WeCare@WomenEntrepreneursAssociation.com



WOMEN ENTREPRENEURS
— ASSOCIATION —

Thank you for your interest in advertising with *Choices* magazine! Your support not only helps us continue delivering valuable content to women entrepreneurs but also strengthens our community. By partnering with us, you're contributing to a movement that empowers, uplifts, and inspires women to achieve their dreams and make an impact in the world. We're excited about the possibility of working together to create positive change for women all over the world! 🙏

To your success!★

Judi Moreo
Tracey Starr
Co-Founders
[Women Entrepreneurs Association](http://WomenEntrepreneursAssociation.com)