

WOMAN

OUR MISSION

Since our very first issue, our mission has been to celebrate, empower and inspire our local readers. We understand that women are the chief information officers for their families. By connecting our readers to local experts in our community who aim to educate and share their specialized knowledge, we hope to enrich the lives of our local readers and their families.

HISTORY

Southern Maryland Woman was launched in 2008. The publishers, Oda and Melissa Solms-Baruth, a mother and daughter team, recognized the need for a local publication dedicated to women. Southern Maryland Woman magazine made its debut in the summer of 2008 and has grown ever since, thanks to the support from our loyal advertisers and readers across the region. Melissa passed away in 2014 and each issue is created in her loving memory.

EDITORIAL FORMAT

Our unique editorial format challenges our contributors to demonstrate their expertise, understanding and passion for their businesses by writing insightful, timely, objective and thought-provoking articles. Every issue is packed with information for women of all ages. Editorial sections include health & wellness, home & garden, business & finance, and travel & leisure.

FEATURE STORIES & PROFILES

Our covers feature local women (and occasionally men) in the community who inspire us for one reason or another. Along with our feature stories and expert profiles, the diversity of topics covered ensures that our readers are never short of useful information and inspiration. The combined knowledge of our expert contributors is enhanced by our team of editors, photographers and designers, all committed to producing an engaging, informative and attractive community publication for local women.



SOUTHERN MARYLAND WOMAN MEDIA KIT | 2021

OUR BENEFITS

READERSHIP

Southern Maryland Woman prints 12,000+ magazines per issue, boasting more than 30,000 readers each issue and 180,000 per year. We design our publication for women ages 30+.

DISTRIBUTION

Southern Maryland Woman magazine is distributed throughout St. Mary's, Charles and Calvert counties. We distribute to more than 100 places where women frequent: grocery stores, retail shops, medical facilities, libraries, fitness centers, cafes, restaurants, professional offices and more.

MAILING

Up to 3,000 copies are mailed directly to high-income homes each issue. Ask us about purchasing additional mail routes for your marketing goals.

WE ARE YOUR DIRECT CONNECTION TO LOCAL WOMEN.

SMART BUSINESSES RECOGNIZE THE NEED TO MARKET TO WOMEN DIRECTLY. "Women make approximately 80% of health care decisions for their families and are more likely to be the caregivers when a family member falls ill."

- UNITED STATES DEPARTMENT OF LABOR

"American women are the largest economy on earth. Women are instigators-in-chief of most consumer purchases. 94% of home furnishing purchases are made or influenced by women. 92% of vacation decisions are made or influenced by women. 91% of new homes decisions are made or influenced by women."

- TOM PETERS, AMERICAN BUSINESS AUTHOR





AND, NO OTHER SINGLE PUBLICATION IN THE REGION FOCUSES DIRECTLY ON WOMEN AS A TARGET AUDIENCE.

SOUTHERN MARYLAND WOOMAN

THE POWER OF PRINT – AND CONTENT.

Cut through the digital clutter with print.

Print magazines as a tactic for content marketers have been steady for the past couple of years. As more smart marketers seek to cut through the digital clutter, print is expected to have an even greater comeback. This means targeted, niche publications are valuable in and of themselves and are an ideal complement to online marketing efforts. Southern Maryland Woman magazine targets a specific audience—local women. There is virtually no waste of resources because you know exactly who is seeing your ad and reading your article.

Additionally, content marketing continues to grow in popularity and is now more effective than ever. Not only does content lend greater credibility, in the age of information, it is far more likely to catch the eye of a potential new client. Readers are more likely to recall the source of an interesting article and share it with friends and family verses a display ad alone.

SOUTHERN MARYLAND WOMAN

Our editorials offer our advertisers the ability to share a traditional display ad in addition to paid content, reaping the best of both worlds.

OPTIMIZE WITH ONLINE

Southern Maryland Woman has a digital edition as well as an accompanying website and e-newsletter where our content is housed and read online. We also post all new content on our social media channels. These digital options make our articles simple to share and easily accessible online. All of our contributors' articles and feature stories are archived on the web at *SouthernMarylandWoman.com*.

Link your online article to your website, share it with your e-newsletter subscribers, and post it to your favorite social networking sites to maximize your marketing dollars.



ASK US ABOUT OPPORTUNITIES FOR ADDED EXPOSURE.



READY TO ADVERTISE? RESERVE YOUR SPACE TODAY!

Visit
SouthernMarylandWoman.com/Advertise
to purchase your advertisement or editorial.

	RA'	TES & S	IZES	
	1X	3X	6X	WxD
FULL PAGE	\$1,000	\$950	\$900	9 x 10.875" with bleed 8 x 9.875" no bleed
HALF PAGE	\$700	\$600	\$500	8 x 4.8" horizontal 3.85 x 9.875" vertical
QUARTER PAGE	\$400	\$350	\$300	3.85 x 4.8"
EIGHTH PAGE	\$250	\$200	\$150	3.85 x 2.25"
	1X	3X	6X	WxD
BACK COVER	\$1,500	\$1,400	\$1,200	9 x 10.875" with bleed
INSIDE FRONT	\$1,200	\$1,100	\$1,000	9 x 10.875" with bleed
INSIDE BACK	\$1,200	\$1,100	\$1,000	9 x 10.875" with bleed
	EVE	ENT LIST	ΓING	
	1X	3X	6X	
EVENT LISTING	\$250	\$200	\$150	

"One huge, affluent segment wields more spending clout than any other:

Baby-Boomer women. Born between 1946 and 1964, these women represent a portion of the buying public no marketer can afford to ignore. With successful careers, investments made during the "boom" years, and inheritances from parents or husbands, they are more financially empowered than any previous generation of women."

– Mary Brown, Carol Orsborn, Ph.D.,

Marketing to the Ultimate Power Consumer, The Baby-Boomer Woman

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DEADLINES

Content and advertisements are due by the first of the month prior to publication. Please notify your account representative if you need an extension. If we do not receive all information by deadline or if you have not made arrangements for extra time, a previous article or display ad will be reprinted. We reserve the right to edit for grammar, clarity and formatting.

"Women have a multiplier effect. They are multiple markets in one. Because women serve as primary caregivers for children and the elderly in virtually every society in the world, women buy on behalf of the people who live in their households..."

- Bridget Brennan, Why She Buys

EDITORIAL SUBMISSION GUIDELINES

Your editorial should be written in an unbiased, educational and informative format.

When you educate potential clients or patients on different topics within your area of expertise, they will most likely choose you as the provider of those services. This is an effective method of long-term branding.

EDITORIAL PAGE FORMAT

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

PHOTO: Send photos as separate attachments via e-mail and not within the body of the email. JPEG format is preferable with a dpi of at least 300.

EDITORIAL: Full page articles should be between 400-500 words. Please use Microsoft Word and send as an attachment.

BIO: Here is your chance to provide your professional credentials and information about yourself and your business. Bio should not exceed 100 words.

DISPLAY AD: Our design team will create a custom display ad for your business – simply send us your logo and ad copy. Alternatively, you can submit your camera-ready ad.

ISSUE DATES

January/February
March/April
May/June
July/August
September/October
November/December



