



Reach the Women of Northeast Ohio

WOMEN ACCOUNT FOR 83% OF ALL CONSUMER PURCHASES:

- 94% of home furnishings • 93% OTC pharmaceuticals
- 93% food • 92% vacations • 91% new homes
- 89% bank accounts • 85% auto purchase
- 81% riding lawn mowers • 80% healthcare
- 66% PCs • 57% consumer electronics

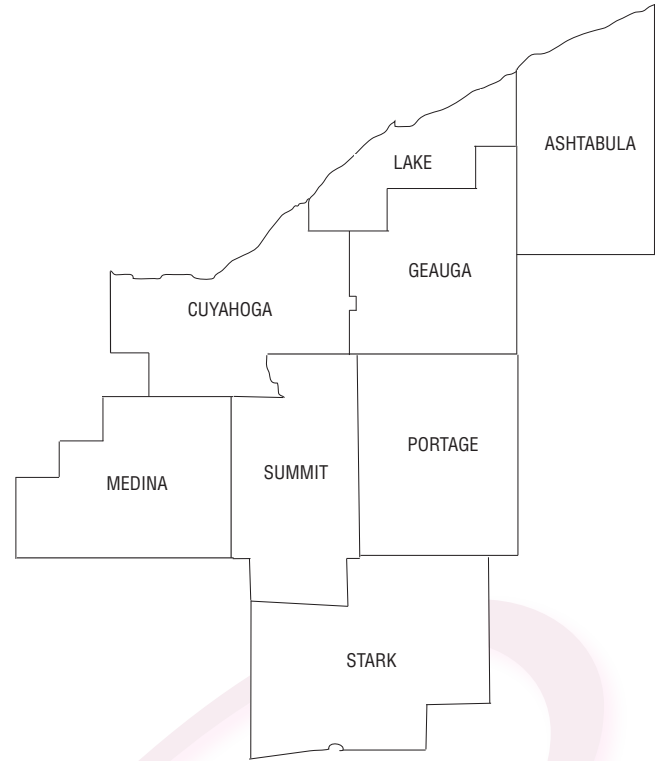
Though long considered a niche market, U.S. women in fact constitute the number three market in the world, with their collective buying power exceeding the economy of Japan

41% of the 3.3 million Americans reporting incomes of \$500,000 or more are women

76 million # of credit cards women carry

8 million more credit cards than men

sources: Center for Women's Business Research, Business and Professional Women's Foundation, Business Women's Network




The Women's Journals™ are educational and informative magazines distributed locally throughout public placement in each county. They are available in 7 of Northeast Ohio's growing counties.

Reach over 300,000 women readers in Northeast Ohio

Women are today's decision makers. We're focused on them. Are you?

Have a direct conversation with educated women readers through one edition or multiple editions.

 The Cleveland Women's Journal™ - West Edition
Readership 66,000

 The Lake County Women's Journal™
Readership 72,000

 The Cleveland Women's Journal™ - East Edition
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 The Medina County Women's Journal™
Now Also Serving Parts of Wayne County
Readership 48,000

 The Geauga County Women's Journal™
Readership 38,000

 The Summit County Women's Journal™
Serving Stark & Portage County
Readership 100,000

 The Ashtabula County Women's Journal™
Readership 27,000