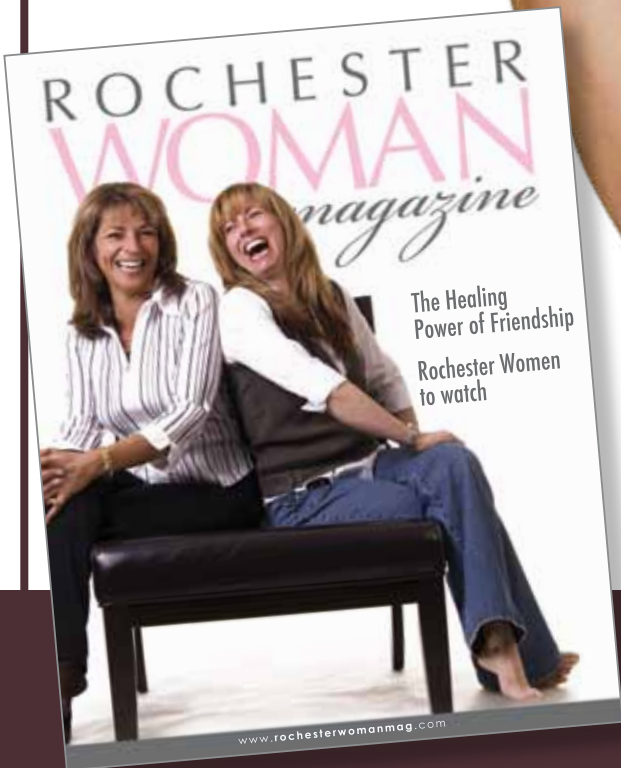
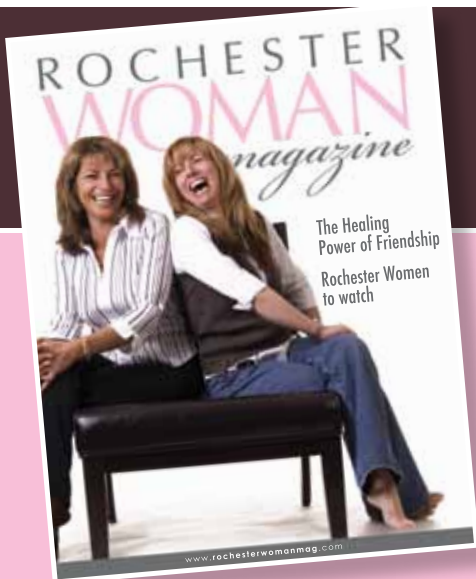


A Whole **NEW LOOK** in 2010
Inspire, Inform & Entertain

ROCHESTER
WOMAN
magazine



www.rochesterwomanmag.com



2010

Rochester Woman Magazine is starting out **FRESH** in **2010!**

Our game plan is simple. Listen to what Rochester women want to read about, then deliver.

inside

- ETC.
- Fabulous Finds
- New Look, New You
- Mind, Body & Spirit
- Food that Speaks
- Rochester Women Inspire
- The Main Event
- Getting Ahead
- For A Good Cause
- Making Dollars & Sense

& much more!



The Premier Magazine ...

for Rochester's professional women. Rochester Woman Magazine has been informing, educating, entertaining and inspiring for over the past eight years. It now has a whole new look and feel just for you! Not only can you find us in local businesses, but now, you will see us electronically. Whether you have a computer, PDA, Blackberry, or iPhone, all our great content will be right at your fingertips.

Unlike any other publication in the Rochester area, our feature articles address major topics that interest local women. Each issue includes articles on health, fashion, fitness, finance, home matters, dining, lifestyle, and personal perspectives as well as a spotlight on a local Rochester woman to watch and fabulous finds.

Aside from promoting local women owned and supported businesses, our annual Rochester Woman Business and Resource Directory is a valuable resource for connecting women in the Rochester area. Our Community Resource Listings include numerous clubs, organizations, support groups and resources to help women make connections, friends and find support.



2010

Advertising Rates



	1x	2x	3x
Back Cover	\$2665	\$2125	\$1885
Inside Cover	\$2365	\$1900	\$1675
Full Page	\$1970	\$1570	\$1090
1/2 Page	\$1450	\$1150	\$985
1/3 Page	\$1160	\$925	\$780
1/4 Page	\$845	\$625	\$560
1/6 Page	\$435	\$345	\$260

Shopping Gallery: is one of the few select sections of the magazine that also appears on our web site. Each fabulous find will be fully hyperlinked so browsers can see your product and then link directly to your web site! Only \$300/issue. Sign up for two or more issues \$250/issue!

Format: All printed ad submissions must be submitted at 300 dpi.

Advertising deadline is the 10th of the month prior to publication. For more information please call **585-924-4883**.



Rochester Woman



- 50%** Work Full or Part-Time
- 75%** Earn \$51K or more
- 80%** Ages 30-60 (avg. 42)
- 83%** Plan a major purchase (home remodel, auto, computer) in the next year
- 50%** Not Married
- 80%** Dine out twice a month or more
- 70%** Have been reading RWM for more than one year
- 95%** Read the ads in Rochester Woman!

Ready to run through life with **YOU!**

ROCHESTER WOMAN *magazine*

www.RochesterWomanMag.com

Women can find all of the great information they love 24/7 online at www.RochesterWomanMag.com. You can find articles from both past and present issues, download a copy of the current Rochester Woman Magazine, search through our interactive advertisements and features, sign up for our e-mail newsletter and complimentary magazine subscription. Plus, you can meet our past women of focus, learn about upcoming events and activities and connect with other local women. Rochester Woman Magazine's Special Advertising Sections will include our Fabulous Finds and The Greater Rochester Woman Business Resource Directory for 2010 which are all online and available for women to browse year-round.



Business & Resource Directory

Aside from promoting local women owned and supported businesses, our annual Rochester Woman Business and Resource Directory is a valuable resource for connecting women in the Rochester area. Our 2010 issue will roll out into the community in July.

Listings include 80 pages of local clubs, organizations, support groups and resources to help women make connections, friends and find information.

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585.924.4883