

Savvy Woman



Advertising in **Savvy Woman** is a smart business decision.
Women account for 85% of all consumer purchases including everything from
autos to healthcare!

Savvy Woman*

- Complimentary Copies
- Your link to local women!
- Circulation of 20,000 + well - educated women
- Informs, inspires and entertains
- Serves as a resource for goods and services needed by local women
- Celebrates women throughout its pages
- Provides a breath of fresh air that encourages women to sit back, prop up their feet and get lost in its pages
- Helps to celebrate the female spirit

* Formerly published as the **Chicago South Suburban Woman Newspaper**
(www.csswpaper.com)

If local women are important
to you,
Savvy Woman
should be 1st in your
advertising mix.

Each issue includes the following features:

Education Home/Garden Health/Wellness

Automotive Beauty/Fashion Business

Finance Technology Books

Travel Parenting And More

Helena Rogers-Publisher
P.O. Box 462
Park Forest, Illinois 60466
Phone: 708-748-5306 Fax: 708-748-8307
hrogers@the-savvy-woman.com
www.the-savvy-woman.com



Savvy Woman

Savvy Woman Newspaper targets an educated, female demographic with insightful and informational articles on travel, fitness, books, self-improvement, parenting, finance, health, relationships, the arts, design, gardening, entertaining, food, you name it!

Ad Size and Rates:	1x	2x	3x			
Full Page (10" X 12.5")	\$995	\$945	\$895	Full Page	½ Page Vert.	½ Page Horizontal
Half Page (10" X 6.125)	\$650	\$618	\$585			
Half Page (12.5" X 4.875")	\$650	\$618	\$585	¼ Page	1/8	1/16
1/4 Page (4.875" X 6.125")	\$375	\$356	\$338			
1/8 Page (2.375" X 6.125")	\$275	\$261	\$248			
1/16 (Business Card)	\$100	\$95	\$90			

Deadlines - The 15th of each month prior to the next issue .

Special Positions- Back Cover, Inside Front & Back Covers- Contact : hrogers@the-savvy-woman.com for special rates.

Ad Submissions - Preferred format for ads: PDF or EPS file transmitted via the internet to designs@the-savvy-woman.com. Photos need to be at 300 dpi. We are unable to guarantee the results of reverses, burns and fine print. Ads rarely float and will generally be re-bordered to fit the correct size. Copy can be sent as a word file.

Color - 20% of standard rate. **Insert Rates** - \$50 per thousand; minimum order 10,000.

Payment - Payment due when ads are submitted or final approval given. Billed accounts are due 15 days from date of invoice. Accounts 30 days past due are subject to a late charge of 2% per month. 5% discount is offered for pre-payment of contracts in full.

Contracts - Frequency discounts are based on ads running within a set period. Failure to fulfill contract terms of multiple insertion will result in additional charges equal to the discounted sum.

Changes and Cancellations - Must be received in our office in writing by one week prior to the deadline of the respective issue. There are no refunds and credits shall be made only for errors materially affecting the value of the advertisement. **Savvy Woman Newspaper** reserves the right to reject advertising.

Ad Production – Savvy Woman Newspaper will create, typeset, and lay out advertising at no additional charge. However, special artwork, customized borders, logos, etc. will be billed at cost. Drawings, artwork, and copy for reproduction are accepted at advertiser’s risk and should be clearly marked to facilitate return.

**For advertising and editorial information, contact Helena B. Rogers, Phone: 708-748-5306
E-mail: hrogers@the-savvy-woman.com**



Savvy Woman

CATCH HER ATTENTION!!! CATCH HER ATTENTION!!!

Target Your Marketing Dollars

2009 Special Features

January/February 2009

Health and Fitness- Turn a new year into a new you as local experts provide information on fitness and healthy lifestyles

Wedding Planning- Make your day a day to remember with tips for wedding planning A-Z

March/April 2009

Home Design- Transform your home inside and outside

Healthcare Resources: Finding the best health solutions/information for you and your family

May/June 2009

Going Green-How to “go green”-learn about environmental issues, tips and advice on how to live more earth-friendly

Women on the Go-Find out about the essentials for having a great vacation experience

Handle Your Business: Advice about business, financial, legal matters

July/August 2009

Lessons on Learning- From advice for parents to continuing education for adults.

Outdoor Spaces and Places: Things to do and places to go to enjoy the great outdoors

September/October 2009

It's All About You- Be the best you can be-look and feel the way you want

Breast Health- Breast cancer awareness and promotion for overall breast health

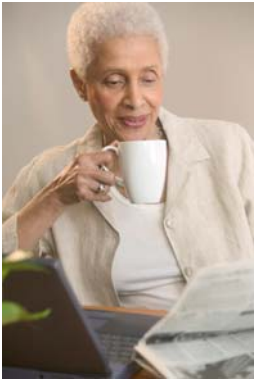
November/December 2009

Caring for A Cause-Find out information on non-profits and charities in the area and what you can do to help

Holiday Highlights-Celebrate the joys of the season with family and friends

Holiday Gift Guide

For advertising and editorial information, contact **Helena B. Rogers**
Phone: 708-748-5306 or E-mail: hrogers@the-savvy-woman.com



CATCH HER ATTENTION!!!

TARGET YOUR MARKETING DOLLARS

Targeted Distribution

Doctor's Offices
Libraries
Restaurants
Office Buildings
Spas
Boutiques

Dentist Offices
Village Halls
Stores
Hair Salons
Hospitals
Specialty Shops

“Public place distribution can and frequently does enable advertisers to reach a larger body of readers who are involved, demographically qualified and responsive to their advertising message.”

McPheters & Company Research

Readership Territory Covers:

Alsip Chicago-Beverly Chicago-Hyde Park
Chicago Heights Country Club Hills
Crestwood Dolton Evergreen Park Flossmoor
Frankfort Glenwood Harvey Hazel Crest
Homewood Lansing Lemont Matteson
Midlothian Mokena Oak Forest Oak Lawn
Olympia Fields Orland Park Palos Heights
Park Forest Richton Park South Holland
Tinley Park University Park Worth

Coming Soon:

New Lenox, Crete, Bourbonnais, Kankakee

Having an event?

Contact Helena B. Rogers to request complimentary copies.

hrogers@the-savvy-woman.com

708-748-5306