



**WOMEN  
OF DENVER**

# 2019 MEDIA KIT

## CONNECTING + INSPIRING WOMEN

### Who We Are:

Women of Denver (WOD) is the most diverse and active women's organization in Denver. With over 50 events per year our dynamic network helps women increase their business acumen, sharpen leadership skills and connect with other high-achieving women.

Our mission is to connect and inspire 100,000 women through educational events and progressive thought-leadership, so they can acquire the knowledge and confidence to earn their worth.

### The Benefits of Sponsorship:

Women account for over 85% of all consumer purchases including everything from autos to health care. By partnering with Women of Denver your brand is able to reach these women through a format that is empowering, and authentic. The benefit of working with us is that Women of Denver provides a diverse range of avenues for reaching your target customers in a way that is more engaging and will create a lasting impression.

WOD offers a number of excellent options to engage your target audience for maximum impact. Opportunities include live events, digital marketing and print magazines.



## CONTACT

Krystal Covington | 720-515-3078 | [krystal@thewomenofdenver.com](mailto:krystal@thewomenofdenver.com)



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# SPONSORSHIP PACKAGES

## WOD MEDIA BLITZ PROGRAM

Build your brand's name recognition with Women of Denver and reach your target market in record time. Our media blitz will get your company's message into the community in several ways including:

- 5 minute presentation at 1 Women of Denver Summit
- 5 minute presentation at 1 Women of Denver workshop
- Two-page spread in 1 Women of Denver quarterly magazine issue
- Business feature on the Women of Denver website
- Email blast featuring your business story and offer
- Social media posts on Facebook, LinkedIn, Twitter and Instagram



**\$4,997 (\$7,900 VALUE)**

## DIGITAL FEATURE BLITZ

Build digital recognition, SEO and long-term visibility by reaching your target market through a targeted digital campaign. Our digital feature blitz will get your company's message into the community in several ways including:

- Two-page spread in 1 Women of Denver quarterly magazine issue
- Business feature on the Women of Denver website
- Email blast featuring your business story and offer
- Social media posts on Facebook, LinkedIn, Twitter and Instagram

**\$1,997 (\$2,950 VALUE)**

**30,000 Digital Magazine Readers**

**25,000 Monthly Website Views**

**8,000 Monthly Website Visitors**

**7,500 Social Media Followers**

**3,000 Email Subscribers**

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# QUARTERLY MAGAZINE

## TWO-PAGE SPREAD

\$1,800 PER ISSUE | ANNUAL \$5,400 (\$1,800 off)

## FULL-PAGE

\$950 PER ISSUE | ANNUAL \$2,850 (\$950 off)

## 1/2 PAGE

\$525 PER ISSUE | ANNUAL \$1,575 (\$525 off)

## 1/3 PAGE

\$300 PER ISSUE | ANNUAL \$900 (\$300 off)

## 1/6 PAGE

\$150 PER ISSUE | ANNUAL \$450 (\$150 off)

## SPONSORED EDITORIAL

Two-page spread up to 800 words with an editorial writer, copy editor and photographer assigned to your project. Prominent call to action and logo on page.

**\$1,250**

One-page article up to 400 words with an editorial writer and copy editor assigned to your project, along with photos you provide to us. Prominent call to action and logo on page.

**\$650**



See past issues at [issuu.com/womenofdenver](http://issuu.com/womenofdenver)



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# QUARTERLY SUMMITS

We offer event sponsorship opportunities four times per year through our Quarterly Summit Event. This event is held from 9 a.m. to 2 p.m. in March, June, September and December. Make a strong brand impression with 100+ attendees during an uplifting and educational event.

## PRESENTING SPONSOR

Women of Denver Quarterly summit, brought to you by YOUR BRAND. Includes 6' sales table, logo on event page, at least 10 social media posts with your logo included, and up to 10 minutes formal presentation time during event.

**\$4,500**

## STAGE SPONSOR

Includes 6' sales table, logo on event page, 2 social media posts on Facebook and Twitter, and up to 5 minutes presentation time during event.

**\$2,500**

## SUPPORTING SPONSOR

Includes 6' sales table, logo on event page, and 1 social media post on Facebook and Twitter.

**\$500**

## Demographics

**80% Between 30-53**

**14% Over 53**

**5% Under 30**

**65% Over \$75K**

**20% Between \$50-75K**

**10% Between \$25-50K**

**5% Between \$0-25K**





# MAGAZINE AD SPECS

## PUBLICATION TRIM SIZE

Magazine trims to 8.375" x 10.875" Please keep live matter 0.5" from all sides. Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.

## AD REQUIREMENTS

Preferred format: PDF with fonts and 300 dpi images embedded

Submit via email to [Krystal@TheWomenofDenver.com](mailto:Krystal@TheWomenofDenver.com) or Dropbox to [KrystalCovington@gmail.com](mailto:KrystalCovington@gmail.com)

## NON-BLEED AD SIZES:

Two-page spread: Non-bleed: 15.875" x 9.75"

Full Page Non-bleed: 7.25" x 9.75"

1/2 Horizontal Non-bleed: 7.25" x 4.75"

1/6 Horizontal Non-bleed: 4.75" x 2.25"

1/6 Vertical Non-bleed: 2.25" x 4.75"

1/3 vertical Non-bleed: 2.25" x 9.75"

## BLEED AD SIZES:

Two-page spread Bleed: 17.25" x 11.125" (Full bleed measurement includes a 0.125 inch bleed on all four sides)

Full Page Bleed: 8.625" x 11.125" (Full bleed measurement includes a 0.125 inch bleed on all four sides)

