

# sonomaWOMan

CREATING THE GOOD LIFE...



2 0 0 8 M E D I A K I T

**SW**

**CREATING THE GOOD LIFE**

**S**onoma Woman recognizes that Sonoma County women want stories about women, by women, and for women. Our new magazine offers to-the-point, how-to, where-to, and when-to information that supports local women in the many facets of their busy lives.

Sonoma Woman connects with over 80,000 households bi-monthly, offering meaningful articles on community, careers, business, health, family, relationships, finances and fun. Furthermore, Sonoma Woman will be a unique artistic adventure, featuring local women writers, artists, chefs and photographers. Each issue will feature, inspire and empower women by linking them to opportunities for professional growth, personal development and community involvement.

Sonoma Woman supports local businesses and organizations by introducing them to women who value their products and services. And by highlighting local poets, artists and chefs, we link our readers to the creative currents in the region.

Sonoma Woman is dedicated to meeting the interests and passions of our region's intelligent and involved women and provides advertisers with an avenue to reach them.

**REGULAR FEATURES:**

- Reflects
- Writes
- Creates
- Travels
- Desires
- Up Close

**CIRCULATION & DISTRIBUTION**

Sonoma Woman launched its premiere issue in July 2006 with an estimated circulation base of 90,000. It is distributed free of charge to subscribers of The Press Democrat in Sonoma County, the Argus Courier and direct-mailed to reception areas of selected salons, spas and physician offices.

**2008 DISTRIBUTION CALENDAR**

	Publication Date:	Reservation Date:
May/June:	May 29	April 29
July/Aug:	July 17	June 17
Sept/Oct:	September 18	August 19
Nov/Dec:	November 6	October 7

**AD SIZES AND RATES (NEW!)†**

Ad Size	Dimensions	1X	4X**	6X**
Back Cover* & P2,P3	9.667" x 11.625"	\$2,905	\$2,720	\$2,200
Full Page	9.667" x 11.375"	\$2,640	\$2,475	\$1,700
1/2 page horizontal	9.667" x 5.625"	\$1,775	\$1,665	\$1,000
1/2 page vertical	4.75" x 11.375"	\$1,775	\$1,665	\$1,000
1/4 page	4.75" x 5.625"	\$915	\$855	\$600
1/8 page	4.75" x 2.75"	\$525	\$495	\$400

†Full color included    \*\*Four- and Six-edition rates require a contract

Sonoma Woman is a publication of The Press Democrat  
To advertise, contact your Account Executive.