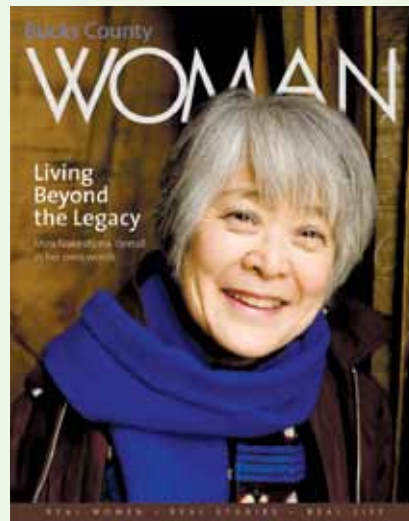
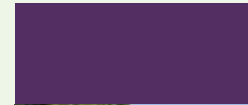
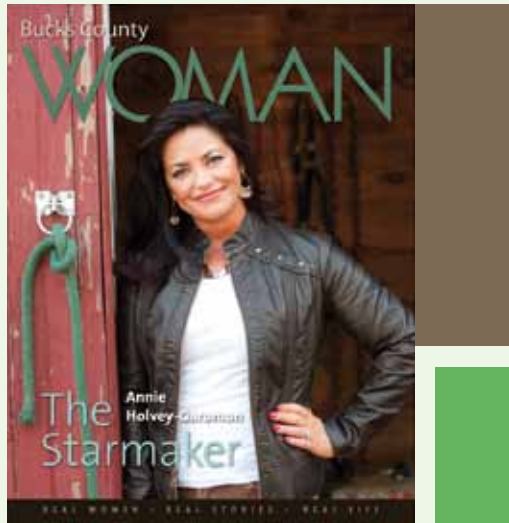


Bucks County

# WOMAN

magazine



2011 media kit



*"Bucks County Woman has become an integral part of our marketing effort to find the retail fashion customer interested in the highest quality and best service available. It's a must for our ad buy each year."*

*Paul Levin, Shirley & Co., Swimwear & Resortwear*

*"I had a customer from Vermont view earrings from our store in Bucks County Woman while visiting the area. She called me when she arrived home to buy them and mail to her asap! The best return is seeing your advertising work."*

*Dominique Daniela*



**Bucks County Woman Magazine embodies the lifestyle and tastes of its readers, covering all topics that are relevant to them.**

**Bucks County Woman Magazine** is an indispensable read completely dedicated to women. It is a publication of national quality with a local focus. With an insider's view toward the unique aspects of this dynamic community, we cover the best this region has to offer including art, entertainment, dining, interior design, fashion, health, fitness, beauty, culture, home, garden, travel, leisure, community events and organizations.

Women make or influence 83% of all consumer purchases and Bucks County is home to more than 315,000 women. Our distribution targets those living or working in higher-income communities throughout the county with ages ranging from 25-65.

Bucks County Woman Magazine is as committed to our advertisers as we are to our readers and the community. Creating an advertising campaign with us gives your business an edge over the competition and the ability for rapid growth.

**Distribution:** 30,000 magazines printed and placed in locations frequented by women including medical offices, spas, salons, health clubs, coffee shops, restaurants and gourmet food stores in addition to direct mail and subscription.

## Editorial Calendar 2011

ISSUE DATE	FEATURE	SPECIAL ADVERTISING SECTION	CLOSE DATE
February March	Home Design	Interior Designers / Realtors	December 30, 2010
April May	Gardening	Landscape Designers / Pool & Spa Builders	March 2, 2011
June July	Food & Wine	Restaurants / Caterers	May 4, 2011
August September	Health/Wellness	Physicians	June 29, 2011
October November	Fall Fashion	Education	August 31, 2011
December January	Holiday	Med Spas / Fitness Centers / Plastic Surgeons	November 2, 2011

## Featured Topics

Health	Home	Travel	Food
Wellness	Garden	Leisure	Beverage
Fashion	Beauty	Friends	Finance
Style	Self	Family	Technology

Bucks County Woman embodies the lifestyle and taste of its readers, covering all topics that are relevant to them. It advises and guides its readers on all aspects of life, as well as how to support their communities. Bucks County Woman readers can trust that this one magazine can direct them with quality, style and experience.

# Women make or influence 83% of all consumer purchases!

- 94% of home furnishings are purchased by women.
- 80% of health care decisions are made by women.
- 92% of vacations are purchased by women.
- 91% of homes are purchased or influenced by women.
- 51% of consumer electronics are purchased by women.
- Women purchase 65% of all new cars and 53% of used cars, and they influence 95% of all auto purchases.
- Women buy 80% of riding lawn mowers.
- Women initiate 80% of all home improvement purchasing decisions.

*Source: Tom Peters, Women Rule 2002*

## Demographics

Average household income: \$116,801

Average household net worth: \$182,359

Average household expenditures: \$77,917

Average sale price of home: \$501,770

Average age: 39.6

Graduated college: 61%

90,000 readership

Target audience: women 25-65

## Special Events

In addition to our magazine, Bucks County Woman creates unique event experiences, providing maximum exposure and branding of your products and services. We attract strategically targeted audiences and can implement a program to help generate growth for your company. Bucks County Woman effortlessly delivers special events with maximum impact. For more information contact our events department at [events@buckscountywoman.com](mailto:events@buckscountywoman.com).



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**WOMAN** magazine

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