

**"...Baby Boomer women are proving to be an unexpected consumer gold mine that had previously been overlooked."**

Source: Brown & Orsborn, authors of BOOM: Marketing to the Ultimate Power Consumer - The Baby Boomer Woman



**While others have overlooked this demographic, Girlfriendz zeroes in on it!**

## WHAT IS GIRLFRIENDZ?

Girlfriendz offers trustworthy advice from credentialed professionals, tips to make life easier, and well-researched, compelling articles for the thinking woman. A full-color quarterly, Girlfriendz is an oversized magazine that stands out from the others.

What also sets Girlfriendz apart is that our roots are local while our focus is national. Advertisers benefit from much more affordable rates than national magazines, while readers enjoy content they just can't find in regional publications.

Our audience is intelligent, and on the move. They have dreams and the money to make them happen.

## DEMOGRAPHICS

- Girlfriendz aged 45-60+
- Household Income: \$85,000 - \$500,000+
- Home owners living in the tri-county area
- Circulation: Mailed to 30,000 select households in Camden, Burlington and Gloucester Counties

## WHAT'S INSIDE?

Here's what you won't find inside Girlfriendz: a Community Calendar. Because we don't feature the day-to-day.

We feature the every-day:

- Be Your Own Valentine: What Every Woman Needs to Know About Buying Herself Fine Jewelry
- Women Returning to College After 40
- How Dealerships Are Making Car Buying Effortless for Women
- Dress for Success and Still be Comfortable
- How to Choose a Financial Planner: You've Been Meaning to Do It; Take the First Step!

**girlfriendz**  
The Thinking Woman's Magazine

phone: 856-667-1218 · Toll Free outside of NJ: 800-270-8010 · fax: 856-321-1108  
385 Kings Hwy North · Cherry Hill NJ 08034  
[www.girlfriendzmag.com](http://www.girlfriendzmag.com)





## FACTS

- Women make 80% of home improvement decisions.<sup>8</sup>
- Fifty-nine percent of women purchase automobiles by bank loan or credit union.<sup>2</sup>
- Women make 80% of all family purchasing decisions<sup>6</sup>
- Women purchase 65% of all new cars, 53% of used cars, and influence 95% of all auto purchases.<sup>1</sup>
- Sixty-five percent of women take their own vehicles to a repair shop for service.<sup>1</sup>
- Over 66% of computers are purchased by women.<sup>8</sup>
- Single women make up 22% of all home purchases<sup>6</sup>
- Women now own nearly 30% of all businesses in the U.S.<sup>6</sup>

## Of Women aged 45-60...

- Sixty-four percent of women, living in NJ, PA & DE say that they are their family's Health Influencer.<sup>3</sup>
- Sixty-two percent say they work at trying to maintain a youthful appearance.<sup>4</sup>
- Fifty percent watch what they eat in order to keep their weight under control.<sup>4</sup>
- Sixty-seven percent like to pamper themselves as a means of fending off daily stresses, with spas, yoga and Pilates.<sup>4</sup>
- Eight out of ten women say they don't plan to retire.<sup>7</sup>
- More than 43% say that when they like something, they buy it, regardless of whether it's on sale.<sup>4</sup>
- There are more 45-54 year olds than there are 25-34 year olds, and 45-54 year olds outspent the 25-34 year olds by almost \$400,000,000.<sup>5</sup>

Sources: <sup>1</sup>Road & Travel Magazine; <sup>2</sup>New Vehicle Financing Study, Bank Advertising News and the Gallup Organization; <sup>3</sup>Cybercitizen Health v5.0 Study, 2005, manhattanRESEARCH; <sup>4</sup>Women2Women Communications Group of Campbell-Ewald; <sup>5</sup>US Bureau of Labor Statistics Annual Consumer Expenditures Survey, 2003; <sup>6</sup>US Women's Chamber of Commerce, <http://www.uswcc.org>; <sup>7</sup>AARP; <sup>8</sup>BOOM: Marketing to the Ultimate Power Consumer – The Baby Boomer Woman, by Mary Brown and Carol Orsborn Ph.D.



**FULL COLOR OR B/W**

	<b>1X</b>	<b>2X</b>	<b>4X</b>	<b>6x</b>
FULL PAGE	3675	3500	3300	2975
1/2	2045	1850	1800	1625
1/3	1700	1550	1400	1250
1/4	1365	1185	995	850
1/8	975	925	840	755

**PREMIUM PAGES**

BACK COVER	4800
INSIDE BACK COVER	4200
INSIDE FRONT COVER	4200
PAGE 1	4500
PAGE 2	3900

CENTER SPREAD	3900
1/2 RIGHT-PAGE ONLY	2300
1/4 RIGHT-PAGE ONLY	1600

**POWER ADS**

FULL PAGE	350
1/2 PAGE	350

For full and 1/2 page ads only

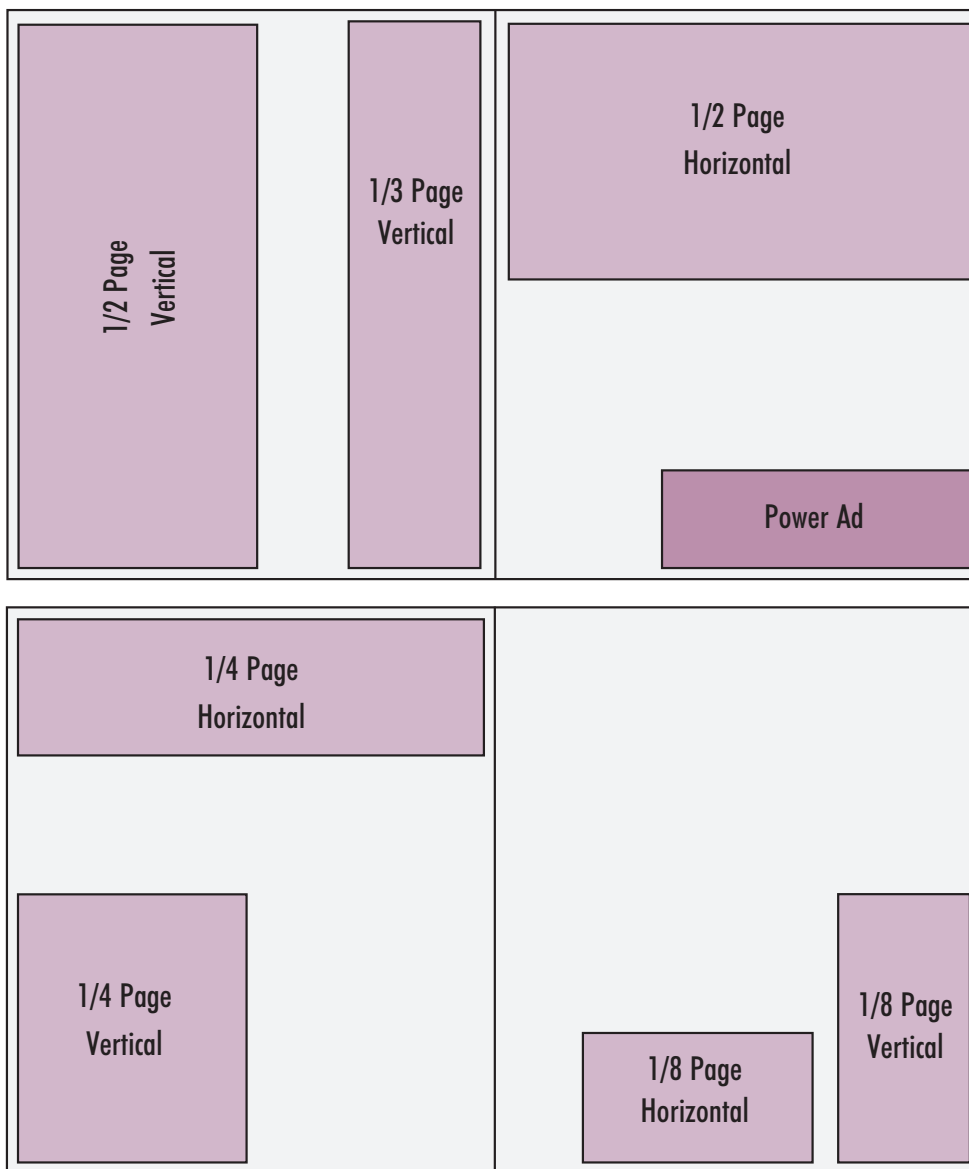
**DESIGN**

In-house design is available. Minor text revisions are completed at no charge (electronic artwork files to be supplied by advertiser). Ads that are not complete, and require typesetting, editing, scanning or other design modifications are subject to fees.

**PAYMENT TERMS**

50% upon signed agreement; balance due 15 days prior to publication.





**DIMENSIONS**

Cover trim size:	9.625 x 11.5
Cover bleed size:	10.134 x 12
Full Page	8.625 x 10.5
1/2 Horz	8.625 x 5.167
1/2 Vert	4.25 x 10.5
1/3 Vert*	2.70 x 10.45
1/4 Horz	8.625 x 2.5
1/4 Vert	4.25 x 5.187
1/8 Vert	2.75 x 5.187
1/8 Horz	4.25 x 2.75
Power Ad	5.75 x 2

**ACCEPTABLE FORMATS**

**QuarkXPress, In-Design, PDF files:** printer quality (300 DPI+) with fonts embedded, crop marks and bleeds.

**Adobe Illustrator:** convert fonts to outlines, link graphics  
Include all photos, fonts and graphics.

Bleeds on cover (inside front & back)

A hard copy proof and/or pdf proof is required with all ads.

Dimensions are in inches.

\*1/3 is available as a vertical only.