



WESTCHESTER WOMAN IS AN ONLINE MAGAZINE THAT AIMS TO INFORM, ENTERTAIN AND EMPOWER WOMEN IN WESTCHESTER, NY (MEN AND THE NON-BINARY ARE, OF COURSE, WELCOME TOO!)



★ HOW WE DO THAT ★

- * WE WRITE ABOUT WESTCHESTER NEWS IN A FUN, MODERN WAY
- * WE AIM TO CREATE AN INCLUSIVE COMMUNITY BY CELEBRATING WOMEN, THE LGBTQ COMMUNITY AND WOMEN OF COLOR
- * WE FEATURE INSPIRING PROFILES ON WOMEN AND OTHER LOCAL PEOPLE DOING COOL THINGS THAT BENEFIT WESTCHESTER
- * LOCAL EVENTS; PLACES TO SHOP, EAT AND HAVE FUN; DIY CRAFTS/HOW-TO PROJECTS
- * ADVICE/INFO ON LIFE, HEALTH, FINANCE, FASHION, SEX, RELATIONSHIPS AND BEAUTY

★ WHO WE ARE ★

DINA GRACE ZOE SCIORTINO IS THE FOUNDER AND EDITOR-IN-CHIEF OF WESTCHESTER WOMAN. SHE IS A DIGITAL MEDIA SPECIALIST WHO GREW UP IN WESTCHESTER, NY .

SHE IS PUBLISHED IN XOJANE, HUFFINGTON POST AND ALL THAT'S FAB, AND SERVED AS A REPORTER FOR THE DAILY VOICE, PATCH AND THE RIVERTOWNS ENTERPRISE

CONNECT WITH DINA AT [LINKEDIN.COM/IN/DINAGRACESCIORTINO](https://www.linkedin.com/in/dinagracesciortino)



AUDIENCE

* 10,000 PAGE VIEWS

* 8,000 UNIQUE VISITORS PER MONTH

* 3,500 + FOLLOWERS



DEMOGRAPHICS

- * 83% OF READERS ARE FEMALE ; 50% ARE MILLENNIALS
- * 72% ARE AGED 18 TO 44
- * MORE THAN 85 PERCENT OF OUR READERS RESIDE OR WORK IN WESTCHESTER
- * OUR REMAINING AUDIENCE IS FROM NY, CT, NJ

LET WESTCHESTER WOMAN HELP GET YOUR PRODUCTS AND SERVICES IN FRONT OF WOMEN AND MILLENNIALS WHO LIVE IN ONE OF THE RICHEST COUNTIES IN THE US

- * WOMEN ACCOUNT FOR 85% OF ALL CONSUMER PURCHASES INCLUDING EVERYTHING FROM CARS TO VACATIONS
- * WOMEN REPRESENT THE MAJORITY OF THE ONLINE MARKET; 22% SHOP ONLINE AT LEAST ONCE A DAY; 92% PASS ALONG INFORMATION ABOUT DEALS OR FINDS TO OTHERS; 58% WOULD TOSS A TV IF THEY HAD TO GET RID OF ONE DIGITAL DEVICE
- * MILLENNIALS ARE THE LARGEST GENERATION SINCE THE BABY BOOM; BY 2020, MILLENNIALS WILL SPEND A WHOPPING \$1.4 TRILLION ANNUALLY - OR 30% OF ALL RETAIL SALES IN THE US ALONE; AFFLUENT MILLENNIALS SPEND \$2 TRILLION ANNUALLY; WILL MAKE \$3.4 TRILLION BY 2018, AND INHERIT \$59 TRILLION IN PERSONAL WEALTH
- * 50% OF MILLENNIALS ARE WILLING TO PAY FOR PURCHASES IF IT SUPPORTS A CAUSE; 36% WILL DO IT EVEN IF THEY HAVE TO PAY MORE
- * SINCE MILLENNIALS ARE A MOBILE CONSUMER GROUP AND DON'T RESPOND TO TRADITIONAL MARKETING, WE CAN HELP YOU ENGAGE AND RELATE YOUR PRODUCT AND SERVICES TO YOUR MILLENNIAL CUSTOMERS



AD RATES



(RATES SUBJECT TO CHANGE PER MONTH BASED ON AUDIENCE GROWTH)

WESTCHESTER WOMAN SPONSOR BANNER (1/3 SHARE VISIBLE FROM HOMEPAGE, ALL ARTICLE POSTS) - \$150 PER MONTH OR 3 MONTHS FOR \$300

(728 X 90 DESKTOP, 320 X 100 MOBILE)

AD ZONE UNDER POST TITLE - (1/4 SHARE, VISIBLE FROM ALL ARTICLE POSTS) - \$55

(728 X 90 DESKTOP, 320 X 100 MOBILE)

AD ZONE IN THE MIDDLE OF POST - (1/4 SHARE, VISIBLE FROM ALL ARTICLE POSTS) - \$45

(728 X 90 DESKTOP, 320 X 100 MOBILE)

AD ZONE AT BOTTOM OF POST - (1/4 SHARE, VISIBLE FROM ALL ARTICLE POSTS) - \$25

(728 X 90 DESKTOP, 320 X 100 MOBILE)

TOP RIGHT SIDEBAR ADS - (1/4 SHARE, VISIBLE FROM ALL ARTICLE POSTS, NOT VISIBLE FROM HOMEPAGE ON MOBILE) - \$25

BOTTOM RIGHT SIDEBAR ADS - (1/3 SHARE, VISIBLE FROM ALL ARTICLE POSTS, NOT VISIBLE FROM HOMEPAGE ON MOBILE) - \$25

(300 X 250 DESKTOP, MOBILE)

SPONSORED VIDEO - (CUSTOM VIDEO CONCEPTION/PRODUCTION, VIDEO POSTED ON YOUTUBE AND OUR SITE, 5 SOCIAL MEDIA SHARES, FACEBOOK BOOST) - \$500 AND UP (VISIT DINAGRACEZOE.WEEBLY.COM FOR EXAMPLES)

SPONSORED POST - (CUSTOM WRITTEN POST, SEARCH ENGINE OPTIMIZED, 5 SOCIAL MEDIA SHARES, FACEBOOK BOOST) - \$300 AND UP (VISIT DINAGRACEZOE.WEEBLY.COM FOR EXAMPLES)

NEWSLETTER AD - (1/4 SHARE BANNER AD POSTED IN WEEKLY NEWSLETTER) - \$20

ATTEND/PROMOTE EVENT ON SOCIAL MEDIA- \$200

SOCIAL MEDIA POST - \$20 PER POST (INCLUDES FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN)

DO YOU HAVE A PRODUCT/SERVICE AND WANT US TO CONDUCT A REVIEW OR GIVEAWAY? WANT TO MAKE A TRADE OR SEE SOME EXAMPLES OF OUR PREVIOUS CAMPAIGNS? CONTACT US!

INFO@WESTCHESTERWOMAN.ORG | (914) 801-7969



★ CAN YOU HELP SUPPORT OUR MISSION? ★

* READ OUR CONTENT AT WESTCHESTERWOMAN.ORG AND ASK YOUR FRIENDS/FAMILY TO DO THE SAME

* SIGN UP FOR OUR NEWSLETTER HERE

* FOLLOW US ON SOCIAL MEDIA:

- FACEBOOK.COM/WESTCHESTER WOMAN
- WESTCHESTER_WOMAN
- @WCNY
- LINKEDIN.COM/IN/DINAGRACESCIORTINO

* CONTRIBUTE/TRADE FUNDS, GOODS OR SERVICES - DONATE HERE OR EMAIL US!

* SEND US GOOD VIBES AND SPREAD THE GOOD WORD!

★ CONNECT WITH US! ★

LET'S TALK ABOUT HOW WE CAN HELP EACH OTHER!

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