



WINTER 2012

EXHALE

LIFESTYLE MAGAZINE FOR WOMEN

Mission and Audience

The mission of Exhale is to inspire, support and celebrate today's busy women

Women are no longer just a niche market. They are now a force in the market with substantial economic power. Women buy or influence 83% of all consumer spending, and control over \$3.3 trillion in spending. Their influence will continue to grow as women now earn the majority of college degrees.*

The mission of Exhale is to offer a unique perspective on the urban lifestyle for women today. Exhale focuses on the intersecting issues around health and wellness for ourselves and our families; community and culture; fashion and personal style; and the struggles and rewards of juggling all of the facets of our fast paced lifestyles. We care about our style, and we also care about contributing to our communities. All of these issues converge to inform and celebrate the rich and varied lives of women today.



AUDIENCE

Exhale is distributed throughout the Boston area. Nielsen Claritas PRIZM** research from the zip codes where Exhale is most densely distributed gives us a snapshot into our reader's world.

Exhale is reaching consumers who:

- Are young, mobile urbanites
- Are progressive, young singles and couples, students and professionals
- Are Caucasians, Hispanics, African-Americans and Asians.
- Are early adopters of new products from: laptops, to movies, to clubs, to cocktails
- Are multilingual
- Often have children
- Are tech-savvy
- Live in fashionable neighborhoods and on the urban fringe
- Possess high incomes, advanced degrees and sophisticated tastes to match their credentials
- Frequent fitness clubs, clothing boutiques, restaurants, and all types of bars—from juice to coffee to wine
- Reside in trendy apartments and condos

* www.sheconomy.com

** Nielsen Claritas PRIZM is a set of geo-demographic clusters for the United States, developed by Claritas Inc., which was then acquired by The Nielsen Company. It was a widely used customer segmentation system for marketing in the United States in the 1990s and continues to be used today.

Editorial HIGHLIGHTS *for winter issue*

Profile Stories

Winter issue will feature compelling profile stories about women that are movers and shakers in their professions, whether it's addressing important social issues or are innovative in their fields — these women are making a difference

Our January covers story will be on **Lisa Pierpont**, the founder the local website Boldfacers. A media veteran, Pierpont's online strategy has distinguished her in the Boston media market, and her fashion smarts have earned her a consistent spot on Boston's best dressed lists.

Health Matters

Health resolutions for the New Year

Fertility Facts and Advice

Fitness options for the winter months

Personal survivorship story — one woman's story about beating cancer

Lifestyle

Food & Wine: The ladies of Divas Uncorked make their recommendations

Fashion: Spring 2012 Preview

Beauty: The challenges of winter skin

Finance: Smart ways to use your tax refund

Travel: Fitness retreats to get away from winter blues!

Arts: Joyce Kulhawik spotlights upcoming theater

Rates and specifications

All ads are 4— color and rates are net

Ad size	Non bleed	Bleed	Trim	Price
2 page spread	16.25 x 10.375	17 x 11.125	16.75 x 10.875	\$10,000
Full page	7.875 x 10.375	8.625 x 11.125	8.375 x 10.875	\$4,000
Inside Front Page	7.875 x 10.375	8.625 x 11.125	8.375 x 10.875	\$5,000
Inside Back Page	7.875 x 10.375	8.625 x 11.125	8.375 x 10.875	\$5,000
Half Page Horizontal Spread	16.25 x 5	17 x 5.375	16.75 x 5.25	\$4,500
Half Page Horizontal	7.875 x 5	n/a	n/a	\$2,000
1/3 Vertical	3.125 x 10.389	3.625 x 11.125	3.5 x 10.875	\$1,600
1/4 page	3.875 x 5	n/a	n/a	\$1,000
1/8 page	3.875 x 2.375	n/a	n/a	\$500
Back Cover	7.875 x 10.375	8.625 x 11.125	8.375 x 10.875	\$5,000

Issues deadlines

Issue	Space Reservation Date	Materials Due	Street Date
Winter	11/14/2011	12/2/2011	January 2, 2012
Spring	2/17/2012	3/2/2012	April 2, 2012
Summer	5/18/2012	6/1/2012	July 2, 2012
Fall	8/17/2012	9/7/2012	October 1, 2012

Exhale magazine reaches women through our print publication, online, social media and events that we sponsor as well as our own events. We provide our advertisers with opportunity for exposure on all of these platforms.

Please contact Tim Stansky for details and opportunities

(617) 261-4600 ext. 123

tim@exhalelifestyle.com

Special Winter Issue Section

Advancing Women: CAREERS

Advancing Women: Careers is a special ten page advertorial section focusing on career and professional development opportunities for educated women. Companies that are interested in women in the workplace and recruiting for the most talented candidates will have an opportunity to market their company to a highly qualified group of women. This is also an ideal opportunity for Universities and private enterprises that offer career advancement programs, to market their services.

Women now surpass men in the number of undergraduate college degrees. In the 25-29 age group, 9 percent of women and 6 percent of men held advanced degrees. This held true for white, black and Hispanic women. *US Census 2010.

Advertising Opportunities

Premium Package:

- Full Page 4C Ad
- 700 words of copy
- Up to two color photographs
- Section posted on website and promoted via social media (Twitter, Facebook)

Cost: \$6,000 Net

Supporting Package:

- Half Page 4C Ad
- 300 words of copy
- One color photograph

Cost: \$3,000 Net

Deadlines:

Space closing: **November 4, 2011**

Copy will be written by Exhale staff with the direction of your team and the deadline for final approval of the copy is **November 18, 2011**.

Ad material closing: **November 18, 2011**

Please contact **Tim Stansky** for details.

(617) 261-4600 ext. 123

tim@exhalelifestyle.com



FILE SPECIFICATIONS

Please use only these file formats and specifications when sending advertising electronically:

For PDF documents:

Make sure to embed all fonts (subset all below 100%) when distilling.
Do not down sample artwork resolutions. Please set the distiller job options to compatibility with Acrobat 4 or higher.
The color mode should be CMYK.

For Adobe InDesign documents:

Use only Mac Type 1 Postscript fonts. Photos should be at 300 dpi, line art at 1200 dpi. Include copies of all fonts used (printer and screen components, please), and make sure all graphics (TIFF, EPS, JPEG) are sent along with the InDesign CS or CS2 file. If emailing, please stuff the document and accompanying files and fonts into Stuffit archive. You may also send ads as 300 dpi TIFF or EPS Photoshop files or Adobe Illustrator file (with type converted to outlines and saved as an EPS file). When sending just photos, use TIFF or JPEG format. Photos should be at 200 dpi, line art at 1200 dpi.

Print Specification

**Cover Paper: 80lb #3 gloss text,
Text Paper: 45lb #3 gloss text
150 line screen**

Please do not design ads using Microsoft Word or Publisher.
This will only be accepted for the content of the ad.

Email ads to: Sandra@exhalelifestyle.com

***Exhale's editorial staff reserves the right to review and edit your articles for compliance with Exhale's journalistic standards**

Please contact Tim Stansky for details and opportunities
(617) 261-4600 ext. 123
tim@exhalelifestyle.com

DISTRIBUTION

Number of copies: 50,000

Exhale is distributed by Phoenix Media/Communications Group and through our partnerships with women organizations.

A SNAPSHOT OF WHERE YOU CAN FIND EXHALE

Allston	Cambridge	Hyde Park	Provincetown
Arlington	Chestnut Hill	Jamaica Plain	Quincy
Avon	Danvers	Lexington	Randolph
Belmont	Dedham	Lynn	Roxbury
Beverly	Dorchester	Malden	Salem
Brockton	East Boston	Medford	Saugus
Boston	Franklin	Newton	Somerville
Brookline	Gloucester	Norwood	South Boston
Burlington	Hingham	Peabody	Worcester

VENUE TYPES:

Bookstores, Coffee Shops, Drugstores, Health Facilities, Hotels, Office Buildings, Restaurants, Supermarkets, Museums and Salons, Spas, Universities, Health Centers

EXAMPLES:

Healthworks Fitness • **Boston Sports Clubs** • **Planet Fitness** • **Blue Frog Bakery**
Flour Bakery • **Cambridge Marriott** • Cambridge City Hall • **Coolidge Corner Cinema** • Deisel Café
Somerville Library • **Curves** • LA Sports Club • **Elephant Walk** • **Mario Russo** • **James Joseph Salon**
Mantra • **Jae's Café** • **Fairmont Copley Hotel** • **Foodies Urban Market** • Milner Hotel • **Petit Robert**
Bistro • Four Seasons Hotel • **Whole Foods** • Cambridge Hospital



DISTRIBUTION

EVENTS:

Each quarter, Exhale magazine distributes 10,000 issues via our strategic partnerships. As part of our mission to connect smart women with important issues, and with each other, Exhale is available to special organizations and events, including:

Simmons Women's Leadership Conference

YWCA Academy of Women Achievers

Breast Cancer Research Foundation Hot Pink Party

Roxbury International Film Festival

Boston Latino Access Awards

Girl Scouts Leading Women's Award

Rosie's Place — Funny Women Serious Business

Dimock Community Health Center Steppin Out Gala

Boston Local Food Festival

Oscar Night Gala — Ellie Fund

The Commonwealth Institute — multiple events through out the year

Get Konekcted Professional Networking events

American Heart Associations Go Red Luncheon

Partial List.



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