

The Most Effective Way to Get Your Message to Long Island's Most Important Consumers – Long Island Women

Since 2001, LONG ISLAND WOMAN has effectively been reaching a cross section of upscale and educated women throughout Nassau & Suffolk counties who seek products and services that make their lives more meaningful, comfortable and enjoyable.

These are the women who make many of the important purchasing decisions that affect them and their families' lives. These are involved consumers who seek useful information to guide them in their decision making process.

LONG ISLAND WOMAN provides them with the information they need and want and is your direct connection to this important target market. We've earned the trust and loyalty of this highly desirable and valuable readership.

No other area publication targets and reaches this sought after consumer as effectively as LONG ISLAND WOMAN!

Editorial

LONG ISLAND WOMAN provides a quality award winning editorial environment with an attractive design that is smart, entertaining and informative. It is designed to keep the reader involved and interested from the beginning of the publication to the end.

LONG ISLAND WOMAN is recognized for its exclusive high profile celebrity cover stories/interviews.

Our extensive monthly calendar, Happenings, is the only monthly calendar that caters to the varied interests of Long Island women and features the most extensive listing of support groups on Long Island.

Long Island Woman has won numerous awards every year since 2002 for its quality editorial content.

- Long Island Woman has a readership of over 140,000* every month that targets and reaches educated and affluent women.
- Free controlled and monitored circulation (38,000 copies**) at over 950 select target-market locations including, libraries, health clubs, doctor's offices, hospitals, spas, salons, fashion shops, banks, eateries, etc.
- Publisher has over 32 years of experience publishing successful targeted niche publications on Long Island.
- Your ad also appears (for free) on our page-flip digital edition where your ad links directly to your website.

*based on 3.8 pass-a-long **plus or minus 2,000 copies



For more information call 516-505-0555 x1 • ads@liwomanonline.com

LONG ISLAND WOMAN, PO Box 176, Malverne, NY 11565 • www.liwomanonline.com • fax: 866-675-3811

Readership

Marital Status

Married67%
Single33%

Age

21-345%
35-4932%
50-6448%
65+15%

Highest Education Level

High School Graduate11%
Some College29%
College Graduate34%
Post Graduate26%

Income

Under \$25,0003%
\$25,000 - \$49,99913%
\$50,000 - \$74,99920%
\$75,000 - \$99,99921%
\$100,000 - \$149,99923%
\$150,000+20%

Each Month LONG ISLAND WOMAN Readers Hold On To Their Copies

About one week 25%
About 2-3 weeks 27%
Until next issue 28%
Save for reference. 20%

LONG ISLAND WOMAN Readers Have Read ...

1 of the last 4 issues. 16%
2 of the last 4 issues. 23%
3 of the last 4 issues. 20%
4 of the last 4 issues. 41%

Pass-a-long Average

3.8 readers for each copy of LONG ISLAND WOMAN

80% of LONG ISLAND WOMAN readers are the primary **healthcare** decision makers of their families.

84% of LONG ISLAND WOMAN readers are the primary **vacation** planners for their families.

85% of LONG ISLAND WOMAN readers are the primary **entertainment** planners for their families.

88% of LONG ISLAND WOMAN readers are the primary decision makers when it comes to make **furniture** purchases for their families.

86% of LONG ISLAND WOMAN readers are the primary **catered affair** planners for their families.

40% of LONG ISLAND WOMAN readers are involved in the **healthcare** decisions for their **parents** or in-laws.

72% of LONG ISLAND WOMAN readers would like to see more **theater/entertainment** advertising in LONG ISLAND WOMAN.

68% of LONG ISLAND WOMAN readers would like to see more **travel** advertising in LONG ISLAND WOMAN.

64% of LONG ISLAND WOMAN readers would like to see more **restaurant** advertising in LONG ISLAND WOMAN.

Results of a Long Island Woman Reader Survey, August 2010

Women account for 85% of all consumer purchases:

91% of New Homes • 92% of Vacations
80% of Healthcare • 65% of New Cars • 89% of Bank Accounts
93% of Food • 93 % of OTC Pharmaceuticals

Women make more than 80% of all consumer purchasing decisions:

Women determine 80% of consumption,
purchase 60% of all cars and own 40% of all stocks.

Sources: Yankelovich Monitor, A.T. Kearney, Greenfield Online for Arnold's Women's Insight Team, Trendwatching, M2W

Long Island WOMAN

is read by over 100,000 Long Island women – every month.

Let Us Help You Reach This Important Market



For more information call 516-505-0555 x1 • ads@liwomanonline.com

LONG ISLAND WOMAN, PO Box 176, Malverne, NY 11565 • www.liwomanonline.com • fax: 866-675-3811

Testimonials

Readers

"Long Island Woman does an excellent job of really catering to what women on Long Island, of varying age brackets, need and want." Danielle Guarracino (Farmingdale)

"I was impressed by the content of the magazine and have even contacted one of your advertisers thus far and there are a few more that I need to contact. I felt the information was relevant for my age group and current circumstances and I feel other women like me would definitely benefit from your publication." Nikia Brown (Middle Island)

"Love all the health and calendar information to keep up with what's new and what's going on on Long Island." Zara Holzmacher (Massapequa)

"I really look forward to each issue. Keep up the great work." Ellen Cleary (Huntington)

"I find the magazine very useful and an enjoyable read. Your Happenings calendar helps me plan things to do. Keep up the good work. A+." Arlene Purcell (Selden)

"I find everything very informative. My husband reads it also. We enjoy it very much." Myra Kirby (Valley Stream)

"This was my first issue and I shared it with my mother and sister and we all loved it. We got great ideas and information from it and look forward to picking up the next issue!" Jennifer Sanchez (Lindenhurst)

"A very interesting read. I enjoy the articles and you really learn something new from them. Keep up the good work!" Cynthia Rund (Plainview)

Advertisers

"We are delighted with the results of our advertising in LONG ISLAND WOMAN. Many of our patients come from the ads placed there. It has been well worth the investment for these last 4 years. We intend to continue and are grateful for all the time and attention we receive."

Rita Linchitz of Linchitz Medical Wellness (Glen Cove)

LONG ISLAND WOMAN has proven to be one of our best advertising vehicles. It has brought us many new patients from all over Long Island. Thank you for all your support and creativity!"

Dr. Stephen T. Greenberg (Woodbury)

"LONG ISLAND WOMAN has been a tremendous advertising medium for my practice by reaching informed women that are seeking the goal of optimal health and wellness."

Dr. Sharon Stills of Naturopathic Solutions (Plainview)

"I am thrilled with LONG ISLAND WOMAN and was pleasantly surprised to receive calls immediately upon placing my ad. It has consistently proven to be a successful medium for my practice."

Dr. Kelly O'Malley-Mattone of Aesthetic Associates (Great Neck)



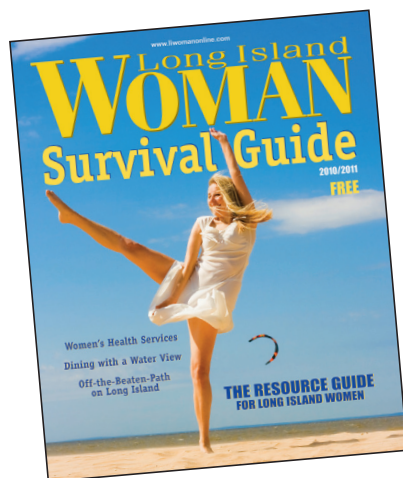
2012 Schedule

LONG ISLAND WOMAN has a loyal monthly readership.
Make sure your message is there for them to see every month.

<u>Month</u>	<u>Street Date*</u>	<u>Ad Reservation Deadline**</u>	<u>Camera Ready Deadline</u>
JANUARY <i>Health & Wellness Guide</i>	Tuesday, December 20	Thursday, December 1	Thursday, December 8
FEBRUARY	Monday, January 30	Thursday, January 5	Thursday, January 12
MARCH	Tuesday, February 28	Thursday, February 9	Thursday, February 16
APRIL	Tuesday, March 27	Thursday, March 8	Thursday, March 15
MAY	Tuesday, April 24	Thursday, April 5	Thursday, April 12
JUNE	Tuesday, May 22	Thursday, May 3	Thursday, May 10
2012/2013 SURVIVAL GUIDE	Tuesday, June 19	Thursday, May 31	Thursday, June 7
AUGUST <i>Health & Wellness Guide</i>	Tuesday, July 24	Thursday, June 28	Tuesday, July 3
SEPTEMBER	Tuesday, August 28	Thursday, August 2	Thursday, August 9
OCTOBER	Tuesday, September 25	Thursday, September 6	Thursday, September 13
NOVEMBER	Tuesday, October 30	Thursday, October 11	Thursday, October 18
DECEMBER <i>Meet The Health Professional</i>	Tuesday, November 27	Thursday, November 8	Thursday, November 15

Schedule subject to change. *Distribution begins on listed Street Date and will be completed within one week.

Survival Guide 2012/2013



The Indispensable Annual
Resource Guide
For Long Island Women

REACH YOUR CUSTOMERS
YEAR ROUND IN THIS SPECIAL
ANNUAL GUIDE.

You've Got To Be In It!

