

# Why Advertise with Latter-Day Woman Magazine?



## Online Advantage

Did you know people pay more attention to advertisements in digital magazines than advertisements in printed magazines? When the reader can engage with the advertisement through a link, audio or video, your product gets more attention than a static advertisement.

Since Latter Day Woman Magazine is entirely accessible online through our magazine web site, more people will see your advertisement by visiting our site for new updates that are regularly posted. Our exclusively digital magazine also means we're not damaging the environment through the energy and waste involved with printing.



## Worldwide Readership

People all over the world have been reading Latter Day Woman Magazine since 2008. Since we launched our magazine's new look in 2010, we already have more than 1,000 viewers every day in 70 countries across the world, and our readership is growing daily. While anyone can access the magazine, most of our readers are LDS women who are between 20 and 75 years old.

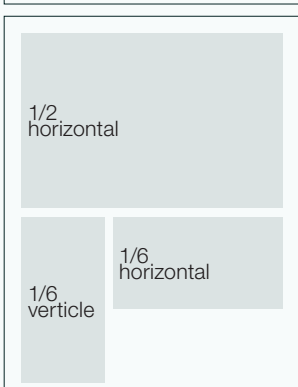
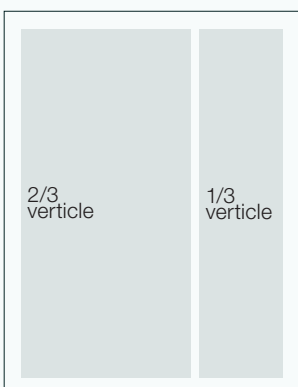
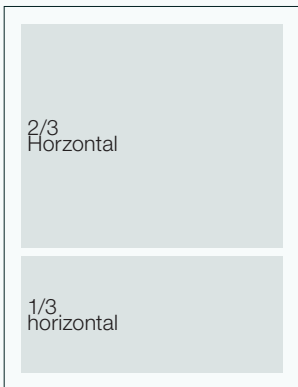
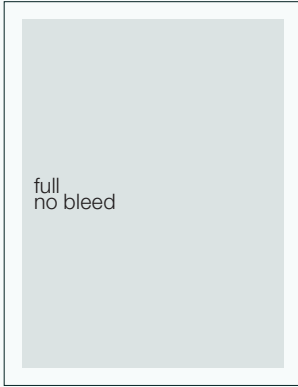
## Giving Back

A percentage of all our advertising revenue goes to our Women of Strength Foundation to help women in war-torn regions rebuild their lives through financial and emotional support, job skills training, rights awareness, and leadership education.

## Maximize your Advertising

Optimize your advertisements with audio and video. Contact us for more information.





## Editorial Calendar

Our quarterly magazine editions are Spring, Summer, Fall and Winter.

2011 Issues	Space Deadline	Ad Due	Released
Spring	January 21	February 1	March 1
Summer	April 22	May 1	June 1
Fall	July 22	August 1	September 1
Winter/Holiday	October 31	November 14	December 1

### Quarterly Themes:

Spring: Fashion, Beauty and Self Image

Summer: Health and Fitness

Fall: Home & Family.

Winter: Holiday Issue



## Ad Rates & Specs\*

size	1 edition	2 editions	1 year (4 editions)
1/6 th page	100.00	90.00	80.00
1/3rd page	160.00	145.00	130.00
1/2 page	220.00	200.00	175.00
2/3 page	280.00	250.00	225.00
full page	350.00	315.00	300.00
full spread	560.00	500.00	450.00

\*Prices are on a per-issue basis

Add Audio or Video for an extra \$10.00

## Online Banners

### LDW Magazine Site

Featured Advertiser (one only) 250 x 250 | 100.00/month or 250/quarter

Premiere Advertiser 125 x 125 | 75.00/month or 175/quarter

### LDW Blog

180 x 180 | 75.00/month or 250/quarter

180 x 110 | 60.00/month or 190/quarter

### LDW Social Community

Up to 160 x 600 | 50/month or 150/quarter

Premier Header Banner (one only) 982 x 114 | 100.00/month or 250/quarter

2/3 verticle 4.9444 X 10  
2/3 horizontal 7.5 X 6.6742  
1/3 verticle 2.3889 X 10  
1/3 horizontal 7.5 X 3.3333  
1/6 horizontal 2.625 X 4.9444  
1/6 verticle 2.3889 X 4.9444

full spread with bleed 17 X 11  
full spread with no bleed 16 X 11  
full page bleed 8.5 X 11  
full page no bleed 7.5 X 10  
1/2 horizontal 7.5 X 5

Latter • Day  
**woman**  
MAGAZINE

## Product of the Week Spotlight



Advertise with us and for 20.00 we will spotlight your product or service on our LDW blog, Latter-Day Woman facebook page, and yourLDW@twitter.

## Submission Guidelines

The most common problem in submitting artwork is pixelation which occurs when a low resolution image (72 dpi) is submitted or pulled from the web and enlarged.

Artwork must be created and submitted at high resolution (300 dpi minimum), preferably in a PDF file. (We can accept TIF and EPS files, but must be high resolution).

Online video submission must be a maximum of 25 megs and either in FLV or SWF file format.

Designing your Advertisement, No time to design your ad?  
For an additional \$50, our professional designer can do it for you.

## Contact

To advertise in Latter Day Woman Magazine or to find out about our other online advertising options contact us at:

email: [Advertising@latterdaywoman.com](mailto:Advertising@latterdaywoman.com)

Phone: 888-988-5554

[www.LDWMagazine.com](http://www.LDWMagazine.com)



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