



4 ISSUES - ONE GOAL To be the definitive guide for women who aspire to have it all.

Launching February 1, 2010

RAW | Representing All Women magazine is a call-to-action for women to Create Your Future Now. Dedicated to moving the Diva movement forward, RAW will educate and motivate women to get what they want from life by presenting practical advice on health, wealth and sex as well as profiling inspirational people and places.

RAW is sponsored by Representing All Women, a company founded by certified trainer and motivational speaker, Stephanie Beattie, the leader of Create Your Future Now workshops for success and author of 'You Can Have It all: Unleash Your Inner Diva'.

2010 Media Kit

TO CREATE EXTRA IMPACT, RAW WILL PRINTED AT AN EXTRA LARGE 9" x 10.875" SIZE, ON HEAVY WEIGHT, HIGH QUALITY GLOSSY PAPER.



Share in REPRESENTING ALL WOMEN

As a certified trainer and coach, I am passionately dedicated to helping people reach for whatever it is they truly want. In creating my business, Representing All Women, I envisioned a forum for building my motivational speaking programs through workshops, books, strategic partners and an indispensable magazine. RAW | Representing All Women magazine has been on my dream board for as long as I can remember and I am thrilled to be setting an official launch date of February 1, 2010.

The height of success is determined by how high your team can climb. I invite you to learn more about RAW magazine and how the Representing All Women brand can become an essential part of your marketing team's success. We have assembled innovative sponsorship and advertising packages designed to stretch your ad dollars further across a multi-platform campaign. Your input is welcome and I hope you will become part of sharing my vision of the empowered, independent woman.

Warm Regards,

Stephanie Beattie

Stephanie Beattie,
Founder of RAW | Representing All Women

The RAW Team

RAW will be produced by Expressions Custom Publications; a boutique agency specialized in delivering premium design and content. Julie Bateman and Laura Aiken, company founders, have a combined 19 years of experience in engaging the eye and mind of the reader.

“RAW is one of the most exciting creative processes we've had the honour to undertake. We believe in Stephanie's mission and the mandate of Representing All Women. It's wonderful to be a part of inspiring our fellow females. We can't wait to unveil what we have in store.” –Julie Bateman and Laura Aiken

Readership

- RAW is targeted at all women who are seeking significant growth in their life
- The RAW reader is motivated, hopeful and desiring upward mobility

Women's Purchasing Power has never been greater:

- Women influence 83% of purchases
- 62% of working women earn half or more of the household income

Editorial Highlights

Each edition of RAW magazine will explore the lives of inspirational women while featuring practical solutions to the problems RAW readers face on their journey to personal growth. RAW strives for a cutting edge and in-depth conversation with its reader that is as forthright and fearless as a conversation with her best friend.

Departments

Ask Steph
Events Calendar
Your Health
Your Wealth
Your Sex
Featured Quiz
Top 10 Products
Etiquette & Entertaining

Circulation and Distribution

RAW is published quarterly in February, May, August and November with a circulation of 10,000* in Ontario. Core distribution is centred in Toronto and the GTA, southwestern Ontario, Ottawa and Barrie.

RAW Distribution*

Representing All Women Client List 700
Fitness Centres/Programs 2000
Resorts/Hotels/Spas 5000
Wellness Centres/Medical Buildings..... 1500
Representing All Women Workshops..... 800

*Circulation and distribution breakdown are subject to change.

2010 Material & Booking Dates

| ISSUE | BOOKING | MATERIAL |
|---------------|-------------|-----------|
| Premier Issue | December 30 | January 4 |
| Spring | April 5 | April 9 |
| Summer | July 6 | July 9 |
| Fall | October 5 | October 8 |

All ad cancellations must be delivered in writing to the publisher prior to one month before publication date. Failure to do so will result in a full charge for booked space.

Please submit all images in CMYK at a minimum of 300dpi. Ensure that all files are supplied in one of the following file formats: .pdf, .tif, .ai, .eps, .jpg or .psd. Print ready PDF files are preferred. All fonts must be converted to outlines, and all spot or pantone colours must be converted to CMYK. Production included.

Production charges: Ads that require reformatting or resizing are subject to a \$50 production charge. Ad design is available for an extra fee.

Ad Rates

QUARTERLY MARKETING PARTNERSHIPS

DIAMOND

Magazine

- Outside back cover full page/full colour ad placement
- Sponsorship of the ask stephanie advice column or quiz
- Digital edition with live links

Online

- Banner ad in e-newsletter
- Large pop-up box ad on website

total investment per issue: \$2523

Gold

Magazine

- Inside front or inside back cover
- Digital edition with live links

Online

- Box ad in e-newsletter

Total investment per issue: \$2145

Silver

Magazine

- Full page, full colour ad
- Digital edition with live links

Online

- Box ad in e-newsletter

Total Investment per issue: \$1934

2010 Advertising Rates

| Full Colour | 1x | 2x | 3x | 4x |
|-------------|------|------|------|------|
| Double Page | 2800 | 2650 | 2500 | 2250 |
| Full Page | 1500 | 1425 | 1350 | 1275 |
| Half Page | 800 | 745 | 690 | 635 |
| ¼ Page | 450 | 425 | 400 | 375 |
| Marketplace | 250 | 225 | 200 | 175 |

** There is a 25% charge for premium placement*

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| <p>Full Page</p> <p>Trim: 9" x 10.875" Bleed: 9.25" x 11.125"</p> | <p>Double Page</p> <p>Trim: 18" x 10.875" Bleed: 18.25" x 11.125"</p> |
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|---|---|
| <p>Half Page, Horizontal</p> <p>Trim: 9" x 5.4" Bleed: 9.25" x 5.65"</p> | <p>Half Page, Vertical</p> <p>Trim: 4.5" x 10.875" Bleed: 4.5" x 11.125"</p> |
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| <p>Quarter Page, Horizontal</p> <p>Trim: 9" x 2.7" Bleed: 9.25" x 2.95"</p> | <p>Quarter Page, Vertical</p> <p>Trim: 3.75" x 4.55" No Bleed</p> |
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Contact Us

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