



**YOUR CONTACT:**

**Ginny Robertson**

**443-934-3523**

[ginnyrobertsonOPW@gmail.com](mailto:ginnyrobertsonOPW@gmail.com)

**OR**

**Kathryn Yarborough**

**410-428-6660**

[Kathryn@ManifestingClientsAcademy.com](mailto:Kathryn@ManifestingClientsAcademy.com)

# *On Purpose Woman Magazine*

## Vision - Specs - Ad Rates

**2022 - 2023**

**Ads due: The 20<sup>th</sup> of the month**  
**Published: The 1st of the month -**  
**Bimonthly**

**Email delivery to over 9,000 people and additional  
potential online reach to over 600,000.**

# Our Vision



**Ginny  
Robertson**

On Purpose Woman Magazine is a global force for good. It is a place for women's voices to be heard. Our articles inspire, motivate, educate, and stimulate women around the globe. They read our magazine to recharge their soul and ignite their passion for life.

## Why Advertise With Us

### *Reach Your Audience*



**Kathryn  
Yarborough**

Advertising in On Purpose Woman Magazine will get you and your business in front of all kinds of women. Currently, the magazine goes directly to over 9,000 people via email and, through social media, the magazine has an additional potential online reach of over 600,000.

### *A Community Behind the Magazine*

There is a long-standing community that supports this magazine. In 2000, entrepreneur, Ginny Robertson launched the On Purpose Woman Community offering heart-centered opportunities for women to connect in the Baltimore-Washington area. Three years later, the magazine grew out of that community.

Ginny published On Purpose Woman Magazine for 13 years. During that time, the magazine made a huge impact on the community. She took a two-year break from publishing starting in 2016. During that break, many women reached out to tell her they missed the magazine.

Ginny has teamed up with entrepreneur Kathryn Yarborough to offer On Purpose Woman Magazine in digital format. While the magazine continues to give Maryland area brick and mortar businesses a place to advertise, our magazine is now read by women across the United States and around the globe.

### *Share the Vision!*

By advertising in On Purpose Woman Magazine, you enable us to bring inspiration to women everywhere. It is a win-win-win for everybody!



# Your Full-Color Ad Rates

3 issue minimum.

Discounted for 6 issue commitments.

Send a png or jpg file to your ad contact (Ginny or Kathryn).

Type	Size	3 Issues*	6 Issues*
Quarter Page (see examples)	Horizontal: 4.75" x 3.5" Vertical: 3.5" x 4.75"	\$80 Per issue	\$60 Per issue
Half Page	Horizontal: 7.5" x 4.75" Vertical: 3.5" x 9.75"	\$100 Per issue	\$75 Per issue
Full Page	7.5" x 9.75"	\$165 Per issue	\$130 Per issue
Front Inside	Full Page (7.5" x 9.75")	\$295 Per issue	\$260 Per issue

\*Pay Monthly or Pay in Full and receive additional 10% discount

Ads due by the 20<sup>th</sup> of the month prior to publication.

Payment due by the 30<sup>th</sup> of the month prior to publication

Ginny Robertson will invoice you for payment.

You can change your ad at any time.

For helpful instructions on how to create an ad using Canva, [click to watch YouTube Kathryn made.](#)

## Other Opportunities

Type of Listing	Parameters	Cost Per issue
Business Directory	Up to 20 words	\$15
Calendar	For events happening following month or later. Include Event Name, Date, Time, Location, Cost, 10 Word Description, Contact Info.	\$15 per event
Ongoing Shows or Blogs	Up to 20 words	\$15
Real Women. Real Purpose. Talk Show. Interview	Must have an ad in the current issue of the magazine.	\$80 (per interview)

# SIZE EXAMPLES



This is a  
1/4 page  
Horizontal  
Ad  
(4.75" x  
3.5")

Examples are not  
true to specs.  
Use measurements  
specified.



This is a  
1/4 page Vertical Ad  
(3.5" x 4.75")



This is a  
1/4 page Vertical Ad  
(3.5" x 4.75")

**This is a  
1/2 page Vertical Ad  
(3.5" x 9.75")**



**This is a  
1/2 page Vertical Ad  
(3.5" x 9.75")**





**This is a  
1/2 page  
Horizontal Ad  
(7.5" x 4.75")**



**This is a  
1/2 page  
Horizontal Ad  
(7.5" x 4.75")**



**This is a  
Full page –  
With Border Ad  
(7.5” x 9.75”)**