

The Johnson City

NEWS & NEIGHBOR

head to toe

women's magazine



Advertising Deadline:

Friday April 8th

Publish Date:

Saturday, April 18th

Our publication will be inserted in News & Neighbor newspaper and delivered to 31,000 homes and delivered regionally with 40,000 total circulation with 120,000 readers.

For more information, email us at newsandneighbor@charter.net, call (423) 979-1300 or stop by our office located at 1114 Sunset Drive, Suite 1, Johnson City, TN 37604. You may also visit our website, www.newsandneighboronline.com

make sure your marketing message is included in this exclusive publication

marketing guide

10 Great Reasons to Include Head To Toe Women's Magazine in Your Marketing Strategy

- * Head To Toe Women's Magazine is for women and about women in our community. The magazine features information on women's health, decorating, fashion, travel, home and garden as well as everyday living.
- * Head To Toe Woman's Magazine will give you the opportunity to position your company as a resource for women who are interested in a high-quality of life.
- * Head To Toe Women's Magazine will give your company the opportunity to market your product and services to the most powerful force in spending: WOMEN! Women make 85% of today's purchases of goods and services.
- * Your marketing will be reaching the person who controls the purse strings. Women control nearly 85% of the nation's household income.
- * Women bring in half or more of the income in most US households today.
- * 70% of all travel decisions are made by women. Women purchase 61% of major home repair products.
- * Women influence 85% of all car purchases.
- * Head To Toe Woman's Magazine has an extended shelf life due to its informative editorials and stunning photography and will be retained for the article resources and as a marketing reference.
- * Head To Toe Woman's Magazine will also be presented on the News & Neighbor website for matching electronic distribution working for you 24/7.



Call Today!
(423) 979-1300

Email us at:
newsandneighbor@charter.net

On the web at:
newsandneighboronline.com

40,000 REGIONAL CIRCULATION! 120,000 READERS!

Advertising Rates & Specs

Ad Size	1xRate	2x Rate	3xRate	4xRate	Color	Spot
Full page . . .	\$1,495	\$1,345 . . .	\$1,275 . . .	\$1,195 . . .	ADD \$150 . . .	ADD \$100
Junior Page . .	1,195 . .	\$1,075 . . .	\$1,015 . . .	\$960 . . .	\$125 . . .	\$85
Half Page . . .	\$795 . . .	\$715 . . .	\$675 . . .	\$635 . . .	\$100 . . .	\$75
Third Page . . .	\$565 . . .	\$510 . . .	\$480 . . .	\$455 . . .	\$90 . . .	\$55
Fourth Page . .	\$425 . . .	\$385 . . .	\$365 . . .	\$345 . . .	\$85 . . .	\$45
Eighth Page . .	\$225 . . .	\$200 . . .	\$189 . . .	\$175 . . .	\$50 . . .	\$25

Specialty Locations *(Process color included)*

Ad Size	1xRate	2x Rate	3xRate	4xRate
Back Page . .	\$1,995 . .	\$1,795 . .	\$1,695 . .	\$1,595
Inside front .	\$1,795 . .	\$1,625 . .	\$1,535 . .	\$1,450
Inside back .	\$1,795 . .	\$1,625 . .	\$1,535 . .	\$1,450

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