



PINK[®]

corner OFFICE

Sponsorship kit



EDITORIAL

WHO WE ARE:

PiNK Corner Office is a nationally-circulated business magazine for women. We offer The Best In Business™ to our readers, who are located in every state across the nation. With the help of our generous Sponsors, we are able to connect business women through media and boost our nation's economy by supporting and promoting small/medium business across the United States.

WHAT WE DO:

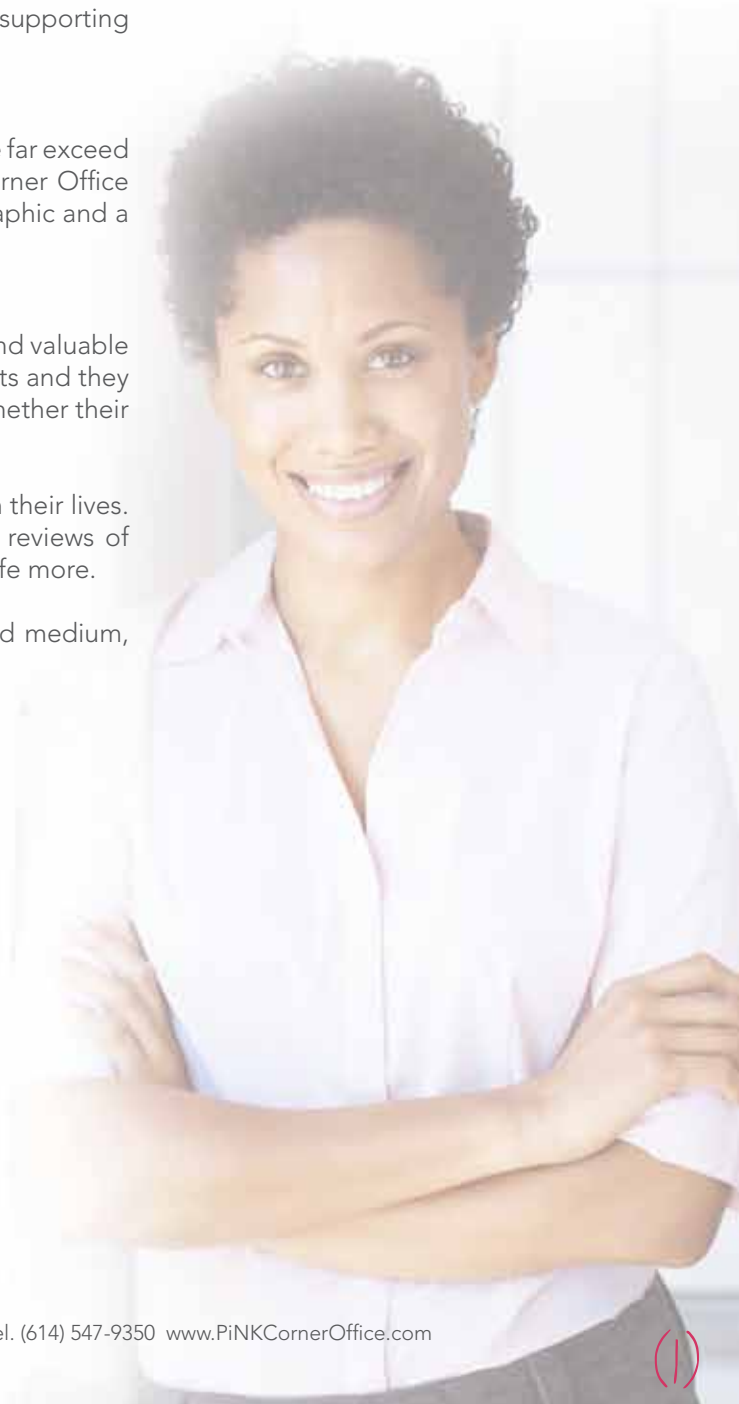
Currently, the advertising rates in any nationally circulated print magazine far exceed the ad budget for a small/medium business. Because of this, PiNK Corner Office strives to provide these businesses the ability to reach a niche demographic and a nationwide audience through cost-effective print media.

WHAT WE REPRESENT:

With our focus on women in business, we offer content that is relevant and valuable to business women. Our contributors are business subject matter experts and they can provide our readers with services that help grow their businesses, whether their own or the corporate businesses they lead.

We also believe that it is necessary for women to incorporate balance in their lives. Our articles on well being, travel destinations, entertaining polls, and reviews of quality products and services offer many ways for our readers to enjoy life more.

Our readers receive well-balanced content that also supports small and medium, women-owned and women-focused businesses across the nation.





SPONSORSHIP

WHO YOU HELP:

Advertising in print, to a nationwide audience is cost prohibitive and virtually impossible for small and medium businesses. So, they are left to advertise locally in print and a national campaign can only be accomplished through online resources which can be tricky to navigate. It is difficult to effectively market a small/medium business through only one nationwide avenue.

We offer these businesses an upscale print format that can be referenced again and again. We cannot do this alone however. We need the help of generous sponsors to help fund this initiative.

By supporting our efforts through your sponsorship, you are helping many women owned and women focused businesses across the country gain exposure to a targeted, niche demographic that is eager to patronize their businesses. And you, as our sponsor, are recognized by these same women as a supporter of women in business across the nation; whether your support is focused on helping the small/medium business segment and the economic growth they represent, or your own corporate efforts toward Diversity and Inclusion initiatives.

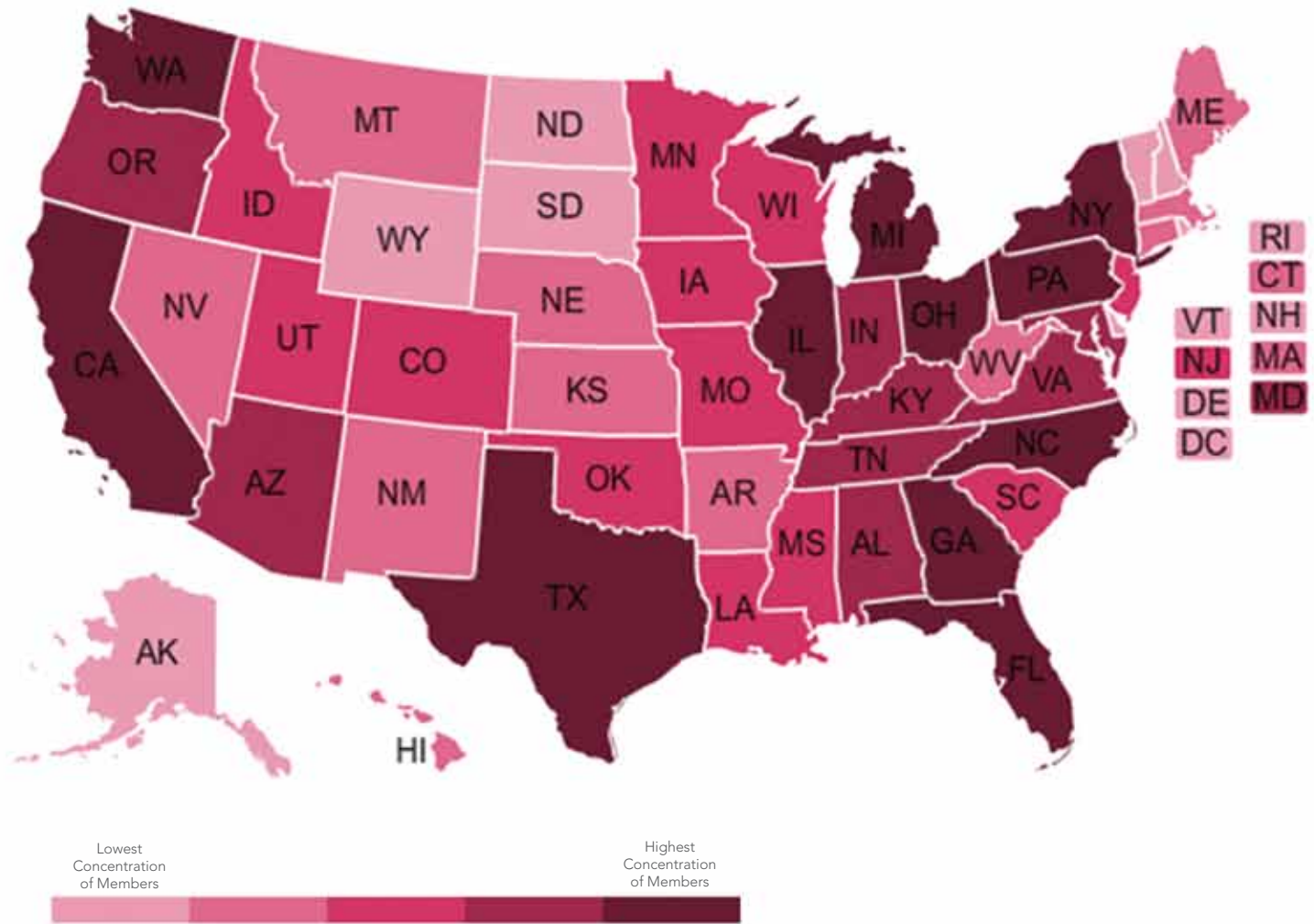
HOW YOU HELP:

Sponsorship is the life blood of PiNK Corner Office. Your generous sponsorship allows us to offer print advertising to many women-owned and women-focused small/medium businesses, immediately expanding their reach to a nationwide audience in a full color magazine for as little as 25 cents per reader!

Your sponsorship shows your support and in turn gives your business great exposure to the same targeted, niche demographic that is PiNK Corner Office.



DEMOGRAPHICS



DEMOGRAPHICS:

PiNK Corner Office has membership in every single state throughout the United States with highest concentrations being East of the Mississippi, Texas, and throughout the West Coast.

Our readers are a dynamic group of women ranging in age from 30-55 and are business focused, business owners, and/or are leaders in all types of businesses. Our readers are powerful women who know that their buying habits can propel forward the destiny of the new and emerging businesses.

PiNK Corner Office readers are interested in buying in such a way that we help launch, promote, and patronize these small/medium businesses and our generous Sponsors alike.



SPONSORSHIP LEVELS & RATES

SPONSORSHIP LEVELS:

Whether your corporate goals are surrounding diversity and inclusion initiatives as it relates to women in the workplace, supporting the female SMB segment, or marketing to a niche demographic of women across the country, your sponsorship addresses all of these in one sponsorship opportunity.

Partner Level - \$35,000 (1 per issue only)

Partner-Level Sponsors are simultaneously showing their support for women in all walks of business while also helping over 40 and up to 160 businesses gain nationwide exposure to readers that are eager to learn of and patronize these small/medium businesses.

As a Partner-Level Sponsor you also become visible to these readers and subscribers over 5 times in ultra-premium positions in your respective issue and online.

- Inside front cover premium spread advertisement
- Logo in ranking order (top) on "Thanks to Our Sponsors" page adjacent to Contents
- Logo in ranking order (top) on "This Issue Made Possible by" Rear Cover
- Logo appears on PiNKCornerOffice/OurSponsors
- Logo on seasonal subscriptions form online

Corporate Level - \$20,000 (up to 3 per issue)

Corporate-Level Sponsors are simultaneously showing their support for women in all walks of business while also helping over 40 and up to 160 businesses gain nationwide exposure to readers that are eager to learn of and patronize these small/medium businesses.

As a Corporate-Level Sponsor you also become visible to these readers and subscribers over 4 times in premium positions in your respective issue.

- Forward premium spread advertisement
- Logo in ranking order (top) on "Thanks to our Sponsors" page adjacent to Contents
- Logo in ranking order (top) on "This Issue Made Possible by" Rear Cover
- Logo appears on PiNKCornerOffice/OurSponsors

SPONSORSHIP LEVELS & RATES

SPONSORSHIP LEVELS CONT'D:

Business Level - \$12,500 (up to 4 per issue)

Business-Level Sponsors are simultaneously showing their support for women in all walks of business while also helping over 40 and up to 160 businesses gain nationwide exposure to readers that are eager to learn of and patronize these small/medium businesses.

As a Business-Level Sponsor you also become visible to these readers and subscribers over 4 times in premium positions in your respective issue and online.

- Forward premium full page advertisement
- Logo in ranking order on "Thanks to our Sponsors" page adjacent to Contents
- Logo in ranking order on "This Issue Made Possible by" Rear Cover
- Logo appears on PiNKCornerOffice/OurSponsors

Department Level - \$7,500 (up to 6 per issue)

Department-Level Sponsors are simultaneously showing their support for women in all walks of business while also helping over 40 and up to 160 businesses gain nationwide exposure to readers that are eager to learn of and patronize these small/medium businesses.

As a Department-Level Sponsor you also become visible to these readers and subscribers over 4 times in premium positions in your respective issue and online.

- Featured Full Page at the front of the corresponding Department
- Logo in ranking order on "Thanks to our Sponsors" page adjacent to Contents
- Logo in ranking order on "This Issue Made Possible by" Rear Cover
- Logo appears on PiNKCornerOffice/OurSponsors



SPONSORSHIP LEVELS & RATES

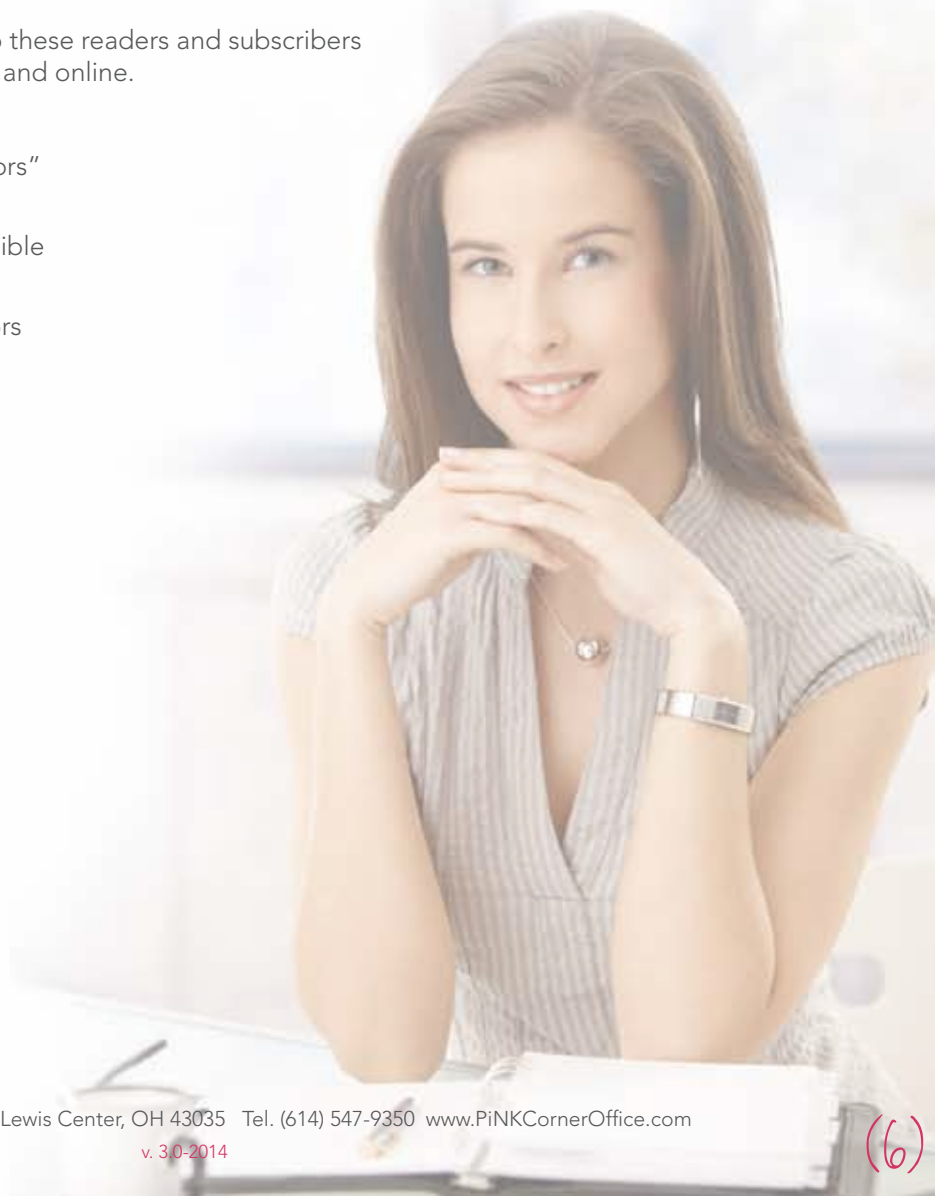
SPONSORSHIP LEVELS CONT'D:

Entry Level - \$2,500 (up to 20 per issue)

Entry-Level Sponsors are simultaneously showing their support for women in all walks of business while also helping over 40 and up to 160 businesses gain nationwide exposure to readers that are eager to learn of and patronize these small/medium businesses.

As an Entry Level Sponsor you also become visible to these readers and subscribers 3 times in premium positions in your respective issue and online.

- Logo in ranking order on "Thanks to our Sponsors" page adjacent to Contents
- Logo in ranking order on "This Issue Made Possible by" Rear Cover
- Logo appears on PiNKCornerOffice/OurSponsors



MAGAZINE SPECIFICATIONS

CIRCULATION:

PiNK Corner Office is circulated on a seasonal basis. It's mailed directly to our Members. They are assured that we have done the research to give them access to upscale and unique products in the marketplace. Our print circulation seasonally is a minimum of 10,000 copies, it is placed directly in the hands of subscribers and buyers always actively seeking new and unique products and services.

MAGAZINE AND PRODUCTION SPECIFICATIONS:

The perfect bound method is used to bind the magazine. Printing is in 100% (CMYK) color. The page size is 8.5" x 11". For bleed pages and spreads, keep essential matter .375" from bottom and sides of bleed edges (.25" from trim.) Essential matter on facing pages should not be closer than .25" to center fold either side of gutter a total of .5" safety for gutter.

REQUIREMENTS FOR ACCEPTANCE:

All ad copy must be digital. The ad copy files need be submitted in pdf (preferred), eps, tiff or png format. All images should be 300 dpi. Our minimum requirement for black text on a light background, is 6 point type and for reversed or knockout type with trapping, our minimum requirement is 8 point type.

SUBMIT PACKAGE:

All materials should be submitted through your Sponsorship Account Manager. All materials should be at our office no later than the closing dates unless you have been given an extension. Extensions are given for individual advertisers on a per issue basis. All extensions must be confirmed in writing. If you have questions about submitting your package, or if you are in doubt about an extension, please contact marketing@PiNKCornerOffice.com.

