Since we opened our doors, business has changed. Generations have grown up. Women are more vibrant than ever. As a result, we continue to evolve our offerings each year.

After 20 years, we can say, we’ve done our homework—you can rely on us to bring A-list speakers to the podium, report on the most current and inspirational success stories, partner with highly respected executive teachers and deliver the best practices to evolve your corporate culture. We have the solutions to women’s advancement. Through our media content, events, courses and corporate consulting, Women of Influence is an integrated, multi-platform powerhouse.

Are you ready?
Women need answers in order to succeed

• Advance up the corporate ladder?
• Balance family and career ambitions?
• Negotiate better compensation?
• Find my authentic leadership style in a male dominant culture?
• Tell my company when I’m ready to start a family?
• Break through the glass ceiling?
• Find my passion?
• Get on boards?

How do I...

Without access to the answers, inspiring role models and community and a shift in corporate culture, women continue to opt-out.
We own the female executive market

DEMOGRAPHICS & PSYCHOGRAPHICS OF MEMBERS, AUDIENCE AND ATTENDEES

Largely made up of ambitious Senior Managers who have one or more significant roadblocks in front of them; they need role models, and real solutions, to maximize their influence.

The young women in our community don’t aspire to follow the female CEOs of today, they want to get ahead right now and want tactical advice on how to do it authentically.

Senior Executives, CEOs and Board level women stay very engaged and ready to change the game for the next generation.

<table>
<thead>
<tr>
<th>OUR COMMUNITY:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate women</td>
<td>65%</td>
</tr>
<tr>
<td>Entrepreneurs</td>
<td>35%</td>
</tr>
<tr>
<td>Years old</td>
<td>30-49</td>
</tr>
<tr>
<td>Executives</td>
<td>31%</td>
</tr>
<tr>
<td>Management</td>
<td>51%</td>
</tr>
<tr>
<td>Earn over $100,000 annually</td>
<td>52%</td>
</tr>
<tr>
<td>Are university graduates</td>
<td>80%</td>
</tr>
</tbody>
</table>

We have over 17% market share in this highly niche, perfectly targeted demographic
What We Do

1/ MEDIA

• Magazine readers: 100,000
• Community database: 40,000
• Social Media reach: 27,000 followers
• Website visitors: 150,000 uniques yearly
• e-newsletters: 40,000

2/ EVENTS

• Women of Influence Luncheon Series
• Young Women of Influence Evening Series
• Global Women of Influence Dinner Series
• Canadian Women Entrepreneur Awards
  • Future Women of Influence
• Top 25 Women of Influence
• Virtual Peer Advisory Board Group

3/ ADVANCEMENT CENTRE

• Education for senior managers striving to be executives
• Courses, workshops & coaching
• Executive Leadership Certificate
• Handpicked course facilitators from Knightsbridge, Queen’s School of Business, Three Degrees & Women of Influence

4/ CORPORATE CONSULTING

• Diagnostics and analytics
• Diversity strategy and implementation tools
  • Workshops for all levels
Women of Influence Magazine

WE INSPIRE, CELEBRATE & EDUCATE 100,000+ WOMEN THROUGH PRINT AND ONLINE VERSIONS

PRINT COMMUNITY: 40,000 READERS
- 40 events nationwide and in select US cities
- Individual and corporate subscribers
- Over 20 niche professional women’s associations:
  - Rotman Women in Business
  - Organization of Women in International Trade
  - Women in Capital Markets
  - Young Women in Law
  - Forum for Women Entrepreneurs

ADVERTISING OPPORTUNITIES:
PRINT
- DPS
- Full page
- 1/2 page
- 1/4 page
- Sponsored content
- Advertorials

High-quality, intelligent, perfect bound book
Our beautiful, rebranded website features news, solutions, lifestyle, business, and advice for aspiring women. Find digital archive editions of our magazines, ticket information for events, courses and workshops.

- Over **150,000** unique visitors yearly, and an average of **9,397** unique visitors monthly
- Visitors spend on average over **2 minutes** on our website
- **83.8%** of visitors are from Canada
- **55%** of visitors are female, **33.5%** are between the ages of **25-34**
- **40,000** email subscribers and an open rate of **20.6%**

**SOCIAL MEDIA COMMUNITY:**
- **27,147** Total Reach
  - **24,200** followers and growing
  - Over **2,000** connections
  - **4,000** likes

**ADVERTISING OPPORTUNITIES:**
- Banner and big-box ads
- E-newsletter ads or inclusions
- Sponsored content
Digital Communication Opportunities

PREVIEW

Our growing audience stays connected to Women of Influence through Preview — our refreshed monthly newsletter offering the latest news, upcoming events, magazine features and inspiration from our President, Carolyn Lawrence.

ADVANCE

With a strong focus on upcoming courses offered through our Advancement Centre, ADVANCE is a monthly newsletter reaching our entire database. Each issue provides an expert ‘how-to’—offering insight and actions into featured topics.

Subscribers: 40,000  |  Frequency: Monthly

ADVERTISING OPPORTUNITIES:

• Banner ad
• Sponsored Content
Women of Influence Luncheon Series

PROVIDING ACCESS TO FEMALE CEOs AND ROLE MODELS, TO HEAR THE PERSONAL STORY OF THEIR PROFESSIONAL SUCCESS. THESE NATIONAL FLAGSHIP EVENTS INSPIRE 7,500 ASPIRING LEADERS EACH YEAR.

EVENTS

PAST SPEAKERS:

ARIANNA HUFFINGTON
Chair, President, and Editor-in-Chief, Huffington Post

BONNIE BROOKS
CEO, The Bay

ARLENE DICKINSON
CEO of Venture Communications and Dragon’s Den panellist

HEATHER REISMAN
Founder and CEO of Indigo Books and Music

MAUREEN SABIA
Chairman of the Board for Canadian Tire Corporation

KATHLEEN TAYLOR
Chair, RBC Financial Group

BELINDA STRONACH
Politician and Philanthropist

MARGARET ATWOOD
Best-selling Canadian Author

CASSIE CAMPBELL-PASCALL
Captain of the Olympic Gold-Medal Winning Canadian Women’s Ice Hockey Team

DEBBIE TRAVIS
TV Personality, Interior Designer, and Former Model

ROBERTA BONDAR
Physician, Scientist, and Astronaut

NETWORKING, CLIENT ENTERTAINMENT AND INSPIRATION FOR ASPIRING WOMEN OF INFLUENCE

SPONSOR BENEFITS:

• Marketing: onsite, online, and via email
• National exposure (print and digital advertising in The Globe & Mail and Roger’s Broadcast/Radio)
• Promotional opportunities (sampling, booths, activations)
• Recognition for senior executive representatives
• Table at each of the 20 events each year
• Access to the community database—digitally and at events
• Customized campaign based on your unique objectives
Young Women of Influence Evening Series

ADVICE AND CONNECTIONS FOR EMERGING LEADERS

Designed specifically for emerging women in business, and dedicated to connecting like-minded professionals for advancement. Speakers provide progressive, innovative and proven expertise for getting ahead in an inspiring and social environment. Connect over cocktails and hors d’oeuvres while building a network of professional girlfriends to help you get ahead.

SPONSOR BENEFITS:

• Promotional opportunities (samples, gift bags, door prizes, booths, etc)
• 4 tickets to the 10 annual events for your employees or clients
• Recognition for senior executive representatives
• Marketing: onsite, online, and via email
• Access to the database and live audience in Toronto & Calgary
• Customized campaign based on your unique objectives
Global Women of Influence  
Senior Executive Dinner Series

There is nothing else like this: a room full of Women of Influence—the women who have made it to the senior executive and board levels—discussing the solutions for the next generation.

These dinners are powerful forums: intimate, elegant, global and by invitation-only. Driving evolution based on the success these women have found.

SPONSOR BENEFITS:

• Access to the community of global senior executives
• Recognition and podium time for senior executive representatives
• Marketing: onsite, online, and via email
• Unparalleled business development opportunities
• Select tickets to the events for senior executives

PAST ATTENDEES:

BONNIE FULLER  
President & Editor in Chief, Hollywoodlife.com

NANDITA BAKHSI  
Executive Vice President, TD Bank Group  
& Head Product Management, TD Bank N.A.

LINDA DESCANO  
Managing Director and President & CEO,  
Women & Co., a division of Citibank, N.A.

KATHLEEN TAYLOR  
President and Chief Executive Officer,  
Four Seasons Hotels and Resorts

MARIA BARTIROMO  
Anchor, CNBC’s “Closing Bell” and Anchor/Managing Editor, “Wall Street Journal Report

DEIRDRE STANLEY  
Executive Vice President,  
General Counsel Thomson Reuters

ELLEN MOORE  
President and Chief Executive Officer,  
Chubb Insurance Company of Canada

BETH HOROWITZ  
Board of Directors, HSBC Bank of Canada

LISA HEIDMAN, LL.B.  
Senior Client Partner, North American Director,  
The Bedford Consulting Group

CAROL STEPHENSON  
Board of Directors, General Motors Company
Canadian Women Entrepreneur Awards

Shining the light on leading female entrepreneurs to help them grow: their confidence, their profile, their business, and the local and global economies.

Over 45,000 women nominated to date ranging from all ages, representing every sector of the economy, with business revenues ranging from $350,000 to over $500 million.

18 finalists and 6 winners are recognized at the black tie gala in Toronto each year.

SPONSOR BENEFITS:
• Table to the annual Gala
• Exposure ($350,000 of advertising in PROFIT Magazine)
• Marketing: onsite, online, and via email
• Naming rights for an Award Category
• Limited promotional opportunities
• Access to the database and face-to-face
• Customized campaign based on your objectives
Partnership Opportunities

WOMEN OF INFLUENCE

YOUNG WOMEN OF INFLUENCE:
3 of 4 Feature positions available

WOMEN OF INFLUENCE LUNCHEON SERIES:
2 of 6 Feature positions available

SENIOR EXECUTIVE DINNER SERIES:
2 of 5 Global or North American positions available

CANADIAN WOMEN ENTREPRENEUR AWARDS:
1 of 6 Award position available
2 Supporting positions available

VIRTUAL PEER ADVISORY BOARD GROUP:
3 out of 4 positions available.

Promotional level sponsorships
(on-site sampling is available upon request).

**Title sponsorship positions for each program are secured.

SPECIAL OPPORTUNITIES:
- Customized advertorial
- Branded content
EVENT SPONSORSHIP:
• $25,000 - $110,000

ADVANCEMENT CENTRE:
• $350 - $12,000

PRINT MAGAZINE ADVERTISING:
• 2 issues yearly
• 1 Full page $3,975
• 1/2 page $2,775

GENDER DIVERSITY & INCLUSION CONSULTING:
• Available upon request

DIGITAL ADVERTISING:
• $5,500 (year)
• 3-months $1,500
• newsletters $500-$850/month

INTEGRATED MEDIA CAMPAIGN:
• Start at $40,000
* Integrated campaigns include substantial savings and bonuses including editorial coverage, media exposure, speaking opportunities, magazine subscriptions and overall increased value across each platform.

We offer special rates for Women Entrepreneurs & Top 25 Women of Influence

Contact Jan Frolic, Associate Publisher & VP Corporate Partnerships
E jfrolic@womenofinfluence.ca
T 416.923.1688
# 2015 Publishing Schedule

## CONTACTS

### MEDIA PARTNERSHIPS

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416.923.1688  
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416.923.1688  
clawrence@womenofinfluence.ca

### EDITORIAL DIRECTOR

**Stephania Varalli**  
416.923.1688  
svaralli@womenofinfluence.ca

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## 2015 PUBLISHING SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSING</th>
<th>MATERIAL DUE</th>
<th>ON SALE</th>
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<tbody>
<tr>
<td>Spring</td>
<td>Jan. 15</td>
<td>Jan. 20</td>
<td>Feb. 24</td>
</tr>
<tr>
<td>Fall</td>
<td>July 24</td>
<td>July 31</td>
<td>Sept. 10</td>
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## ADVERTISING RATES

<table>
<thead>
<tr>
<th>4 COLOUR</th>
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<tr>
<td>Full Page</td>
<td>$3,975</td>
</tr>
<tr>
<td>2/3</td>
<td>$3,150</td>
</tr>
<tr>
<td>1/2</td>
<td>$2,775</td>
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<tr>
<td>1/3</td>
<td>$1,895</td>
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<tr>
<td>1/4</td>
<td>$1,425</td>
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## SPECIAL ADVERTISING SECTIONS

**TOP 25 WOMEN OF INFLUENCE & WOMEN ENTREPRENEURS**

| Full Page | $3,095 |
| 1/2       | $1,595 |
| 1/4       | $995  |
## AD SPECS

<table>
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<th>TYPE</th>
<th>BLEED</th>
<th>TRIM</th>
<th>TYPE SAFETY</th>
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<tr>
<td>DPS</td>
<td>17.25” x 11.375”</td>
<td>16.75” x 10.875”</td>
<td>16.25” x 10.375”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.875” x 10.875”</td>
<td>8.375” x 10.875”</td>
<td>7.875” x 10.375”</td>
</tr>
<tr>
<td>2/3 (vertical)</td>
<td>N/A</td>
<td>4.583” x 9.5”</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2 (horizontal)</td>
<td>N/A</td>
<td>7.75” x 5”</td>
<td>N/A</td>
</tr>
<tr>
<td>1/3 (vertical)</td>
<td>N/A</td>
<td>2.166” x 9.5”</td>
<td>N/A</td>
</tr>
<tr>
<td>1/4 (vertical)</td>
<td>N/A</td>
<td>3.333” x 4.583”</td>
<td>N/A</td>
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</tbody>
</table>

## DIGITAL AD SPECS

<table>
<thead>
<tr>
<th>AD SIZE:</th>
<th>BIG BOX: 300 x 250px</th>
<th>LEADERBOARD: 728 x 90px</th>
</tr>
</thead>
<tbody>
<tr>
<td>FILE SIZE:</td>
<td>40kb max</td>
<td></td>
</tr>
<tr>
<td>FILE FORMATS:</td>
<td>gif / jpg / swf / png / 3rd party vendor / html5</td>
<td></td>
</tr>
<tr>
<td>ANIMATION:</td>
<td>Up to 15 sec and a maximum of 3 rotations</td>
<td></td>
</tr>
</tbody>
</table>

## TECHNICAL REQUIREMENTS

**BLEED:** The ad must be made larger than the page size as to avoid white edges when the book is cut.

**TYPE SAFETY:** All text must be within this border to avoid being cut off.

**GUTTER SAFETY AND CROSSOVER:** Keep a 1.5” safety margin for live text and crossovers for double page spreads.

**FILE TYPES:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, PDF, TIFF, EPS.

**ILLUSTRATOR FILES:** Save Adobe Illustrator images/documents as Illustrator EPS files, convert all fonts to outlines, and be sure to embed all images.

**PDF FILES:** We strongly recommend supplying PDF F/X-1a files. All files should be CMYK, highest resolution.

**IMAGE PREPARATION:** Save all images as EPS, TIFF, or PDF. Avoid using JPEG, GIF, or any other low-resolution modes. Save with 8bit MAC preview with Binary encoding.

## SUBMITTING MATERIALS

**FTP INFO:** To upload files, log onto your file transfer client (Fetch, Cyberduck, FileZilla)

- **Host:** ftp.womenofinfluence.ca
- **Username:** woitfp@womenofinfluence.ca
- **Password:** available upon request

## PROOFING AND PRODUCTION CHARGES

**PROOFING:** Please provide SWOP (standard web offset press) certified colour proofs. Proofs should accompany the file and should not be folded. Contents of the package should be identified on the outside as to the magazine name, issue and advertiser.

**PRODUCTION CHARGES:** Design and production assistance is subject to an hourly charge plus additional stripping, proofing and film charges. Other production charges include resizing the ad to meet our require specifications, strip-ins or deletions requested, plus any altering of the file in order to meet bleed or trim requirements. Publisher is not liable for reproduction quality on mechanicals which require camera work.
Are you ready to **increase the performance** of half of your employee base, **save millions** in turn over costs and get women talking about **your brand**?

**Contact Us Now.**

Jan Frolic  
Associate Publisher & VP Corporate Partnerships  
jfrolic@womenofinfluence.ca  
416.923.1688