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# WOMEN OF INFLUENCE

MEDIA KIT 2018





JOIN US IN MAKING CHANGE.

OUR  COMMUNITY:

- 70% Corporate
- 30% Entrepreneurs
- 30-49 Years old
- 37% Executives
- 43% Management
- 68% Earn over \$80,000 annually
- 92% Are university/college grads

At *Women of Influence*, we believe women deserve workplace equality now — and that’s what we’re working towards, by providing insights and inspiration, sharing the stories of extraordinary women, and creating opportunities to connect. Through our events, content, awards, courses and coaching — as well as the voice of our community — we are making change happen for women, today.

We are looking for partners who believe in championing change. Whether you have a success story to share, or are just starting your journey towards a gender diverse and inclusive workplace — we have programs that can help you meet your goals, while helping many women meet theirs.

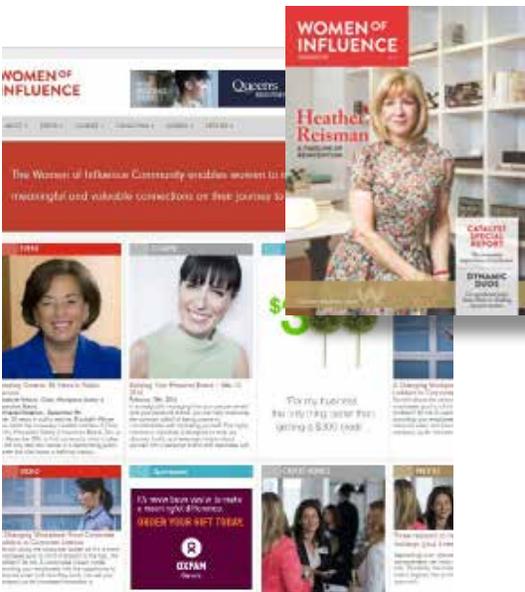
**WOMEN OF  
INFLUENCE**

# It's not one silver bullet. It's a thousand flowers blooming.

We're taking a multifaceted approach towards workplace gender equality — and creating unique opportunities for powerful partnerships. Whether you are looking to reach our community of successful women, enhance your external reputation, or fast-track the career of women in your organization, we can build a customized program to suit your needs.

## CONTENT

- Social Community
- Digital Editorial
- Custom Content
- Magazine



## EVENTS

- Evening Series
- Luncheon Series
- Global Leaders Dinner
- Radical Change Summit



## AWARDS

- RBC Canadian Women Entrepreneur Awards
- Top 25 Women of Influence



## COURSES

- The Advancement Centre Courses & Coaching



**WOMEN OF INFLUENCE**

Seeing is believing. Knowledge is power.

The **PROFILES** and **EXPERT ADVICE** articles we produce not only prove to women that success is possible, they also provide the insights needed to achieve it. Our **custom content** follows this editorial model — enabling our partners to share stories of their female leaders, their unique industry knowledge, as well as their best practices for creating a diverse and inclusive organization.

Let us know your message, and we'll seamlessly weave it into a **sponsored digital article**, with multiple links and an opportunity for a call-to-action. Featured for a full week on the [womenofinfluence.com](http://womenofinfluence.com) homepage and our social channels, your article remains on our site for an unlimited amount of time — and we offer several options to **amplify your reach**.



### SOCIAL MEDIA

All articles benefit from both paid and organic campaigns on Facebook, Twitter, LinkedIn, and Instagram, connecting you to our social community — the largest in the Canadian women's advancement space — and like-minded women beyond.

### PREVIEW NEWSLETTER

Our most popular newsletter, PREVIEW reaches over 30,000 subscribers each month with a mix of editorial and sponsored articles, plus event updates. Our "From our partner" insertions deliver your content directly to the inbox of our community.

### FEATURE SECTION

With your unique and clickable tag, all articles in your series are connected. Take this to the next level with a feature section, which includes up to eight feature boxes highlighting your media program — and direct links from the menu and homepage. [See a sample.](#)

### MAGAZINE

Distributed through our events and select partners, our WOI magazine includes thought leadership, feature profiles, the Top 25 Women of Influence, and more. All digital articles can be adapted to print — with cost savings in both mediums.

# Share your voice.

Our newsletters send a curated experience directly to our subscribers' inboxes. As an **newsletter sponsor**, you not only receive recognition for each edition, you also have the opportunity to share your own content in a dedicated section of the email — with your logo, links and a call-to-action.

[See a sample.](#)

## MONDAY MOTIVATION

A kick-start to the week, offering readers a dose of inspiration — with a meaningful quote, profile of a successful female role model, expert tip, and one “Feel Good Till Friday” bonus.

## IN THE NEWS

A weekly compilation of the top news stories about and relevant to professional women. We keep our subscribers informed on business leaders, women's workplace equality, and more.

## ADVANCE

A monthly newsletter offering actionable advice and expert tips. It's the resource readers rely on to help them advance in their career.

## DEDICATED EMAIL

We only offer 12 opportunities each year to reach our audience of 18,300+ subscribers opted in to receive communications from our partners. Capture their attention with your exclusive message, using an effective Women of Influence template. We'll work with you to craft an impactful email that delivers your message and drives action. [See a sample.](#)



# Get inspired. Get connected. Get ahead.

Our three event series — **Luncheon**, **Evening**, and **Global Leaders Dinner** — offer distinct formats designed to reach audiences at different career stages, from high potentials to senior executives. The annual **Radical Change Summit** attracts leaders looking to make transformational change. All provide an opportunity for networking, inspiration, and the sharing of insights — as well as a platform for your brand to engage in-person with our WOI community.



LUNCHEON

For 25 years, our Luncheon series has showcased North America's most accomplished and influential women, sharing their stories of professional success and personal triumph. In recent years, it has also evolved as a respected forum to explore key GD&I challenges and initiatives. 300+ guests attend, from individuals to corporate groups, and enjoy a reception before the three-course meal and keynote.



EVENING

Targeted towards emerging leaders who have the ambition to invest in their own advancement, the Evening series motivates, inspires, provides direct access to role models, and actively engages attendees to meet their peers. The 150+ women and men in the room range in career life cycle and background, but all share the common desire to advance and grow their impact.



GLOBAL LEADERS DINNER

Our intimate and invite-only Global Leaders Dinner series brings together women at the peak of their career — including senior executives, board members, and top entrepreneurs — with the goal of fostering conversation and creating connections. We host dinners in Toronto, Calgary, New York, Washington DC and London (UK), creating access to a coveted community that is truly global.



RADICAL CHANGE SUMMIT

We are challenging the pace of progress with the Radical Change Summit, presented in partnership with Catalyst Canada. A half-day event spotlighting leaders taking a leap forward rather than a small step, it features keynote speakers and panelists not only sharing their stories of success, but also actionable guidance for creating workplace gender equality.

Celebrate success. Create role models.



## RBC Canadian Women Entrepreneur Awards

The impact of our country's female entrepreneurs cannot be overstated — and you can tap into this dynamic group by joining us in shining a spotlight on them. The **RBC Canadian Women Entrepreneur Awards** is the premier national awards program celebrating the achievements of the most successful of these inspiring leaders. Over the last 26 years, thousands of women business owners have been recognized. The year-long program features multiple touchpoints in both print, digital, and social media, culminating in an awards gala in November.



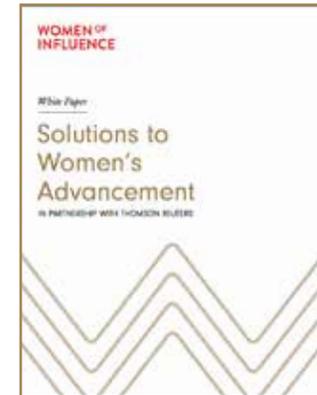
## Top 25 Women of Influence

The annual **Top 25 Women of Influence** list celebrates Canada's female role models, representing a variety of sectors, career stages, and contributions to women's advancement. They have all left their mark over the past year, reaching impressive heights in their career, supporting women and girls through their initiatives, or giving a voice to the challenges women face. Applications open in July, and the list is shared in October both in the magazine and online.

## Create your future leaders, now.

Our **Women of Influence Advancement Centre** offers development programs that give the women in your organization the tools they need to thrive. From leadership strategy to presence and communication, we can help them meet their potential — on their schedule, in your space.

Our curriculum is built on six targeted, one-day courses that respond directly to the common pitfalls for women in business outlined in our Women of Influence White Paper on the **Solutions to Women's Advancement**. Revolving around the concept of influence, and based on the evidence of blind spots and road blocks that have caused women to falter on their path to the top, our specialized and practical course material can be **immediately applied for results in the workplace**.



Our white paper examines how top female executives define their leadership style, strengths, and challenges. [Read it now.](#)



- Remain empowered when stress levels are high
- Improve leadership capability in conflict and change
- Grow influence by being bold, not abrasive
- Gain insights into common pitfalls in leadership styles and tools to navigate workplace challenges
- Refine leadership presence
- Leverage personal brand
- Network strategically



**WOMEN OF  
INFLUENCE**

To create a customized partnership package  
that works for your needs and goals, contact:

**Jan Frolic, Vice President**

[jfrolic@womenofinfluence.ca](mailto:jfrolic@womenofinfluence.ca)