

# @girlboss magazine



## media kit

winter 2019 / spring 2020

[www.girlbosscolorado.com](http://www.girlbosscolorado.com)



# the first magazine with an exclusive dedication to female empowerment.

estes park's newest publication is exclusively dedicated to global female empowerment. with new social media features encouraging charitable action and easy access to global activism via the internet, carly siegle, five-year estes park resident and editor-in-chief of the publication, saw a drastic increase in the number of people wanting to help one another, but realized that these platforms didn't necessarily provide accurate information or easy-to-execute action. as a print designer, carly noticed the stereotypical, seemingly useless headlines on the covers of other women's interest publications, like, "what he's really thinking," or, "who you should unfollow on instagram." (yes, those are real magazine headlines from a very well-known publication.) while these same magazines sometimes provide valuable information, carly envisioned a well-branded, cohesive publication that provided meaningful, useful knowledge throughout and made a lasting impact. the publication is, at this time, only available in a digital format. this makes it easy for readers to visit links and take action while reading by utilizing our online edition's interactive features. girlboss is truly a publication that aims to change the world.



girlboss editor-in-chief and main designer, carly siegle, hand-designs each page of the magazine, from advertisements to feature articles and even the cover(s)!

# magazine content



girlboss features a variety of content in order to reach a wide audience. that's the beauty of a publication like ours- the possibilities are endless! our target audience consists of a variety of household sizes, income levels, occupations, interests, etc.- the common thread being simply that most of our readers identify as women! but we don't stop there. we believe that the male perspective and population is also key to promoting gender equality and women's empowerment. common types of past content submitted to girlboss include, but are not limited to:

featured people

editorial content

featured businesses

educational content (infographics, informational pieces)

advertisements

puzzles

fashion, photography, & modeling  
inspirational content

recipes

personal stories, poetry, etc.

women's resources (housing, safe shelters, employment, and more)

events/news

## promoting good causes: free publication opportunities in every issue of girlboss

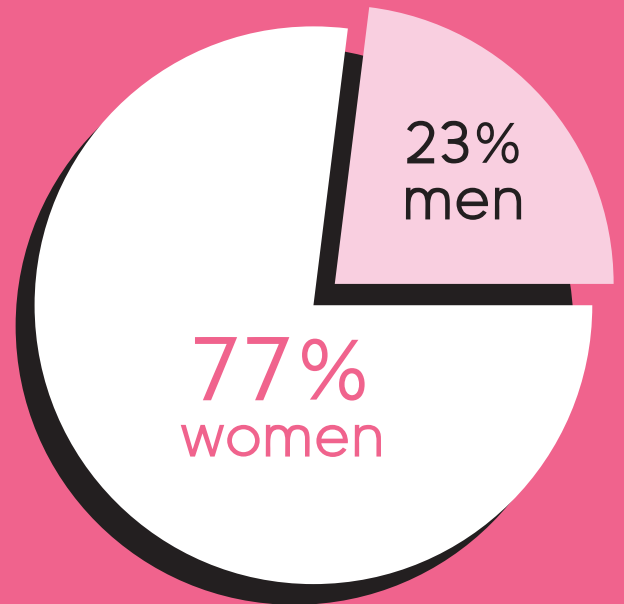
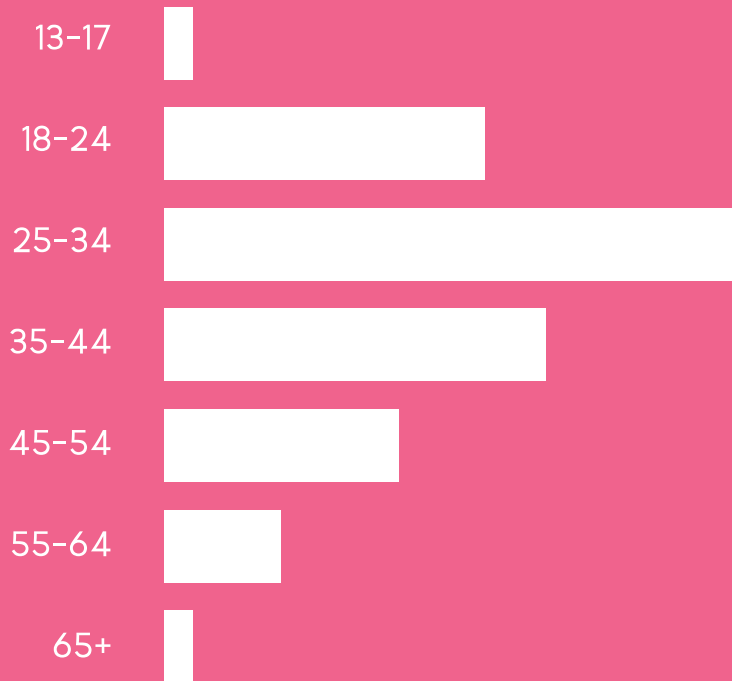
girlboss offers a combination of paid advertising and free advertising in every issue of the magazine. all of our advertisements are hand-designed by our creative team to ensure cohesive visual detail across the entire publication. as a team of graphic design professionals, content that is on-brand is vital for our magazine. if you'd like to advertise your business or organization in girlboss, but might not have the budget for traditional advertising opportunities, contact the girlboss team at [girlbossmagcolorado@gmail.com](mailto:girlbossmagcolorado@gmail.com). we'll do our best to find a way to incorporate you into our next issue!

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# demographics & reach



## AGE



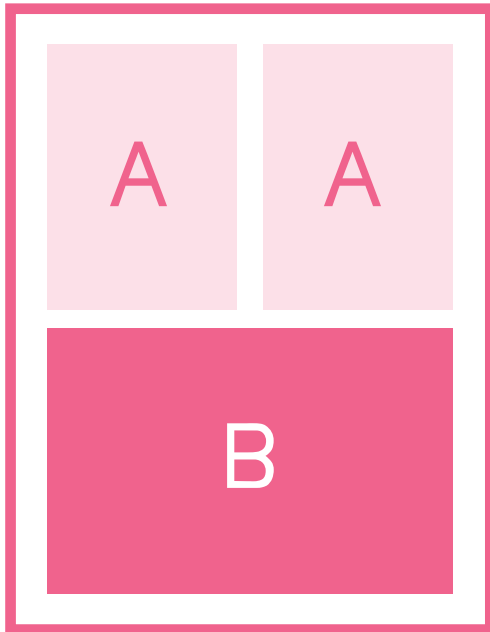
7,000+  
weekly facebook reach  
+  
3,000  
weekly instagram reach  
=  
10,000  
weekly social  
media reach

7,000  
magazine viewers  
per week

29  
colorado cities, 20%  
colorado readers

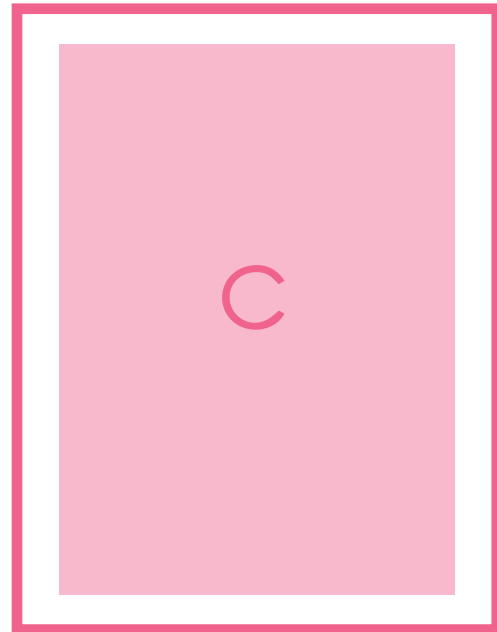
32  
countries across the  
globe

# specs & requirements



A. 1/4 page advertisement:  
\$30  
hand-designed, you provide  
any relevant assets,  
revisions included

B. 1/2 page advertisement:  
\$50  
hand-designed, you provide  
any relevant assets,  
revisions included



C. full page advertisement:  
\$75  
hand-designed, you provide  
any relevant assets,  
revisions included (*does not  
apply to pages C1 or C2*)

D. also available:

two-page advertisement (spread): \$125

C1 (inside front cover) - one of the first pages the audience sees: \$100

C2 (first page): \$100

# ready to get started? here's how.



## 1. submit

your content, inquiry, or advertisement order by going to [girlbosscolorado.com](http://girlbosscolorado.com) and reviewing our various options. you'll receive an email response within 48 hours with more info, an estimated price (if applicable), and/or questions for your feature. read this email carefully.



## 2. respond

to the email with any requested information by the deadline specified (if any), and attach any relevant logo(s), photo(s) and other information you'd like in your feature. our team will construct your content and send a final draft for your review. remember, all final revisions will be due by the date specified in your previously received email.



## 2. review / approve

your feature. make sure you check for any missing photo credits, model credits, spelling errors in your name or business name, information accuracy, and more. please ensure you have the permission to use all content submitted with your feature. once it's final, make sure you've signed our release form, found at: [www.girlbosscolorado.com/advertise](http://www.girlbosscolorado.com/advertise)

# keep in touch with us

for the latest updates, news, ways to help your community and the world, important events (both local and global), and more!



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[www.girlbosscolorado.com](http://www.girlbosscolorado.com)



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