



# FEMFessionALS®

Innovatively Connecting Ambitious Women®

MEDIA KIT 2012



## About Femfessionals

A Femfessional is a savvy business woman characterized as positive, open-minded, driven, professional, ambitious and desirous of forming strong strategic connections with similar minded professional women to benefit each other personally and professionally and to benefit their community. Not only is she motivated to succeed, she is passionate about the success of others around her. A Femfessional is giving of herself and more than willing to help when she is needed. She wants to make an impact in the world, starting with the betterment of her city, and grow as a business professional and a woman. She is quite remarkable!

## Are you aware that...

**WOMEN ARE HIGHLY LOYAL CONSUMERS:** 9 out of 10 women would buy from a company that explicitly demonstrates its support for women in business

**BUSINESSES THAT CONTINUE TO ADVERTISE** regardless of economic times **HAVE A COMPETITIVE ADVANTAGE** over businesses that trim their ad budgets

**ADVERTISING INCREASES VALUE FOR CONSUMERS:** by allowing companies to differentiate themselves and highlight their unique selling points, advertising stimulates competition in the marketplace

Advertising gives you the advantage of placing your brand and business in front of potential clients. Are your target clients professional women? If you answered yes, then partnering with Femfessionals through sponsorships and advertisements is the option for you to increase your brand recognition and revenue.

To achieve greater results, you want to utilize a variety of advertising platforms to target multiple areas of traffic and to remind the community of your brand and business. Femfessionals offers packages with proven success which will place your brand in a diverse advertising portfolio from social media to website marketing. To start growing your business by partnering with Femfessionals, contact us at [partnerships@femfessionals.com](mailto:partnerships@femfessionals.com).

READY TO GET YOUR BRAND *noticed*? PLEASE CONTACT OUR ADVERTISING TEAM: [partnerships@femfessionals.com](mailto:partnerships@femfessionals.com)



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## Newsletter Details

### FEM TOPICS OF THE MONTH FOR 2012

Newsletter goes out the 1st Wednesday of every month

#### JANUARY

Planning For A Year Of Prosperity :: Secrets to Obtaining Your Goals

#### FEBRUARY

I Heart My Business & My Clients

#### MARCH

Spring Into Social Media

#### APRIL

Spring Showers Bring Revenue Flowers

#### MAY

May I Flourish My Business Through Strategic Partnerships

#### JUNE

Jumpin' June :: Ways To Rev Up Your Business

#### JULY

Inspirations by Independence in Business {essence of entrepreneurialism}

#### AUGUST

Hot Business Topics {what are your best business tips?}

#### SEPTEMBER

Labor of Love {why you love what you do}

#### OCTOBER

Harvesting Your Business {tips on what to do to create business leads through Femfessionals}

#### NOVEMBER

Gratitude Towards our Clients {ways to share our gratitude with our clients}

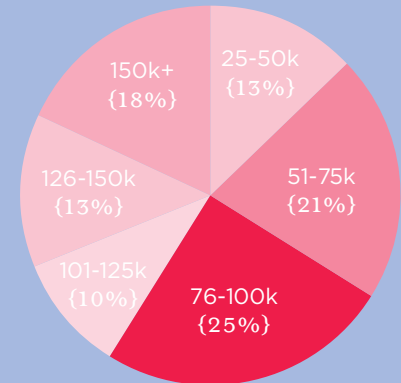
#### DECEMBER

Business for the Betterment of our Community {working with local non-profits}

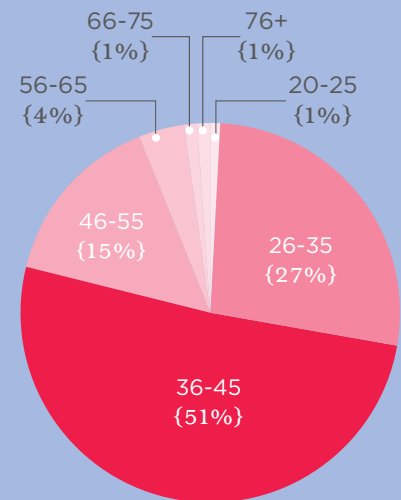
Deadline: 25th of the month prior to month of publication

## Demographics

### ANNUAL SALARY OF MEMBERS



### AGE RANGE OF MEMBERS



Surveyed in March 2011

## Website Monthly Statistics

6,648

VISITS

4,802

UNIQUE VISITORS

30,028

PAGE VIEWS

4.52

Pages per Visit

00:04:03

Avg. Time on Site

44.89%

Bounce Rate

60.08%

% New Visits

READY TO GET YOUR BRAND *noticed*? PLEASE CONTACT OUR ADVERTISING TEAM: [partnerships@femfessionals.com](mailto:partnerships@femfessionals.com)



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## Advertising Opportunities

### WEBSITE ADVERTISING

	SIZE 1 {380 x 200 pixels}	SIZE 2 {185 x 200 pixels}
National Main Page	\$275	\$200
National Sub Page	\$225	\$150
Local Femcity Pages	\$100	\$50

### NEWSLETTER ADVERTISING

	SIZE 1 {380 x 200 pixels}	SIZE 2 {185 x 200 pixels}	TOP BANNER {380 x 200 pixels}
National Newsletter	\$250	\$150	\$325
Local BuyFems Newsletter	\$175	\$100	\$225

### DEDICATED EMAIL [e-BLAST] ADVERTISING

	ONE SIZE {600 x 800 pixels}
National	\$500
FemCity	\$350

### EVENT POSTINGS - FEMCITY EVENTS & COMMUNITY CALENDAR

	UP TO 2000 CHARACTERS
Femfessionals Members	\$0
Non-Femfessionals Members	\$25



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## Advertising Bundles

### ADVERTISING BUNDLES

#### NATIONAL BUNDLES

FemMarketing Bundle 1 – 90 Days \$1,225

- Website ad {SIZE 1}
- Featured Member on National landing page
- 4 Social Media mentions per month {Facebook & Twitter}
- Large National Newsletter ad featured monthly\*
- Femprofessionals will “like” your Facebook page
- Femprofessionals Endorsement on MyFemCity Blog
- A complimentary monthly report reflecting the impressions and clicks your ad has received

FemMarketing Bundle 2 – 60 Days \$850

- Website ad {SIZE 1}
- Featured Member on National landing page
- 2 Social Media mentions per month {Facebook & Twitter}
- Small National Newsletter ad featured monthly\*
- A complimentary monthly report reflecting the impressions and clicks your ad has received

#### LOCAL BUNDLES

FemMarketing Bundle 3 – 90 Days \$650

- FemCity Website ad {SIZE 1}
- Featured Member on local website page
- 4 Social Media mentions per month {Facebook & Twitter}
- Chosen FemCity will “like” your Facebook page
- Femprofessionals Endorsement on MyFemCity Blog
- A complimentary monthly report reflecting the impressions and clicks your ad has received

FemMarketing Bundle 4 – 60 Days \$500

- FemCity Website ad {SIZE 1}
- Featured Member on local website page
- 2 Social Media mentions per month {Facebook & Twitter}
- A complimentary monthly report reflecting the impressions and clicks your ad has received

All ads and feature member spots will run for the duration of the chosen package



## Sponsorship Packages

### LOCAL SPONSORSHIP PACKAGES

#### EXCLUSIVE

Exclusive Local Sponsor	\$950
<ul style="list-style-type: none"><li>- Logo on website invite</li><li>- Logo on email blast invite</li><li>- Live recognition of exclusive sponsorship by president</li><li>- Title sponsor of the connection event</li><li>- 2 min pitch at event</li><li>- Marketing materials on connection table and luncheon tables</li><li>- Local website large ad to run during month of event</li><li>- 1 Facebook mention locally</li><li>- 1 Twitter mention locally</li><li>- 1 LinkedIn mention locally {if available}</li><li>- FemCity favorites company's Facebook fan page for the month of the event</li><li>- Pick the raffle winner</li></ul>	

#### COMMUNITY

Community Local Sponsor {Limited to 3}	\$250
<ul style="list-style-type: none"><li>- Logo on email blast invite</li><li>- Live recognition of sponsorship by president</li><li>- 1 min pitch at event</li><li>- Marketing materials on connection table</li><li>- 1 Facebook mention locally</li><li>- 1 Twitter mention locally</li><li>- Local website small ad {SIZE 2} to run during the month of the event</li></ul>	

Other sponsorship packages may be available through your FemCity President



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## *Additional FemCity Opportunities:*

### FEATURED GUEST SPEAKER

Many of our events, if not all, feature guest speakers that are prominent women in our community with lessons or inspirational stories to share. Each FemCity President along with her Board of Advisors and/or the assigned committee review all submittals. Our Guest Speakers are hand selected based on a combination of certain qualifications and criteria. For more information, you may visit our website or contact your local FemCity President.

### RAFFLE & GIFT BAG SPONSORSHIPS

Providing a product or a service is an extremely effective way to promote your brand within the Femfessionals Community. Additionally, providing the gift bags for one of our events is a successful way to gain immediate exposure by placing your brand in the hands of our FEMS {40+ women}. If you are interested in either sponsorship opportunity, please contact your FemCity President for more details.





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## Testimonials

*At Ann Taylor we stand behind building inspiring connections with our clients and our community. We understand that real women live ever more complicated lives and play more roles, but also value connecting with others, making smart choices and looking and feeling great while living life fully with confidence. This is my desire and reality both in my personal and professional life. This is why I am drawn to Femprofessionals. Femprofessionals value what I value and will provide me with the opportunities to live out what I value the most...connecting with other professional and ambitious women who are credible, compelling, connected and desire to positively impact her world.*

**Rachel Tomlinson**, Manager ANN TAYLOR, MIAMI, FLORIDA

*Mercedes-Benz of Coral Gables and Mercedes-Benz of Cutler Bay are enthusiastic about reaching the Femprofessionals network through advertising on the newsletter. This is a great audience and one that we would love to help get into a Benz!*

**Denie Harris**, Marketing Director  
MERCEDES BENZ OF  
CORAL GABLES | CUTLER BAY

*Lucky 3 Creative has had the privilege of being part of Femprofessionals since its inception and we are proud to be a part of an organization that empowers today's professional woman. Among the many opportunities that Femprofessionals provides to showcase our company, we most recently took advantage of the advertising on both the website and newsletter. Not only do we get Lucky 3 Creative's name out on a national level, but, purchasing and uploading our ad was very easy and cost-effective. In less than 3 weeks of having uploaded our ad, we had several requests for proposals ~ we highly recommend the Femprofessionals advertising opportunity!*

**Jennifer Bonnet**, Principal LUCKY 3 CREATIVE  
WWW.LUCKY3CREATIVE.COM