

# northside WOMAN

●.com



Send your advertising message to North Atlanta's most affluent female audience with **northsideWOMAN** (NSW) – Appen Newspapers' monthly home-delivered woman's news-magazine. With over 15,000 copies home-delivered to primarily gated estate communities, NSW reaches the decision makers you need to make your business prosper.

NSW is affordable. It offers the lowest full color advertising rates in the market and is the only regional life-style publication that is almost 100% home-delivered. As a marketing vehicle, NSW delivers the regions best value. Compare cost, area of distribution, method of distribution, and the amount and quality of local editorial, and NSW wins hands down.

NSW reaches the market you want to reach, in the most effective way, at by far the lowest cost. It connects you to your best customers.



## 19 great reasons to advertise in Northside Woman:

Home delivery to more than 19 of the most exclusive gated and estate communities in Atlanta.

- |  |   |
|--|---|
| 1. Atlanta National Country Club (30004) | 11. Six Hills (30004)                           |
| 2. Brookfield West Country Club (30075)  | 12. St. Ives Country Club (30097)               |
| 3. Cooper Sandy (30004)                  | 13. St. Marlo Country Club (30097)              |
| 4. Country Club of the South (30022)     | 14. Sugarloaf Country Club (30097)              |
| 5. Crooked Creek Country Club (30004)    | 15. The Palisades (30022)                       |
| 6. North Valley (30004)                  | 16. Triple Crown (30004)                        |
| 7. Olde Atlanta Country Club (30024)     | 17. White Columns Country Club (30004)          |
| 8. Polo Field Country Club (30040)       | 18. Windermere (30041)                          |
| 9. Providence @ Atlanta National (30004) | 19. Windward (30004/30005)                      |
| 10. Rhodes Plantation (30004)            | <i>Plus...many other affluent subdivisions!</i> |

Contact your account executive today or call 770.442.3278 x 100

Appen Newspapers  
We Connect You.



# Print Rates

Includes FREE Full Color!



	9-12 months	5-8 months	1-4 months
Full Page	\$575	\$650	\$750
1/2 Page	\$395	\$500	\$550
1/4 Page	\$325	\$375	\$425
1/8 Page	\$145	\$165	\$225
Front Page	\$383	\$450	\$500
Premium Pages*	\$690	\$780	\$900

Prices listed are per month \*Premium pages are pages 2, 3 & back cover

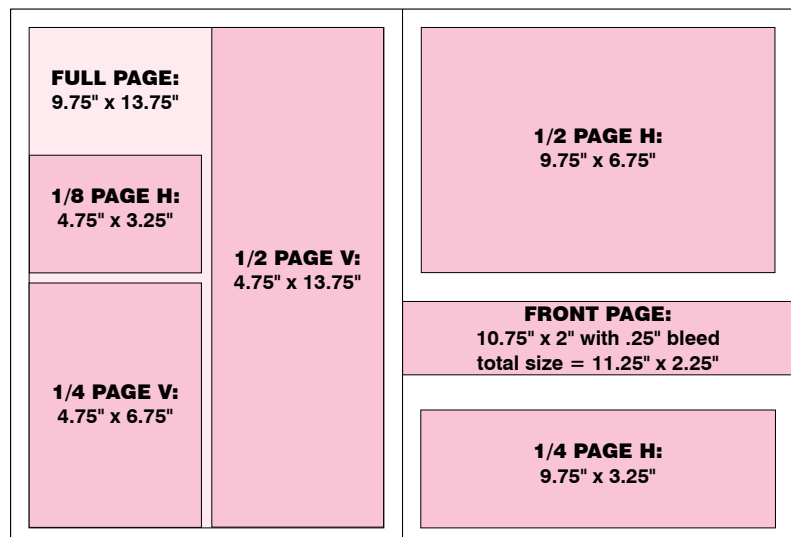
**DISTRIBUTION: 15,000** in Alpharetta, Cumming, Duluth, Johns Creek, Milton, Roswell & Suwanee

- Community News
- Restaurant Reviews
- Menus & Recipes
- Events & Festivals
- Health
- Kids
- Shopping
- Work from Home
- Marriage
- Singledom
- Advice
- Best of the Web

## Deadlines

Edition	Ad Deadline	Camera Ready Deadline
Jan.	15-Dec	17-Dec
Feb.	15-Jan	17-Jan
Mar	15-Feb	17-Feb
Apr	15-Mar	17-Mar
May	15-Apr	17-Apr
Jun	15-May	17-May
Jul	15-Jun	17-Jun
Aug	15-Jul	17-Jul
Sep	15-Aug	17-Aug
Oct	15-Sep	17-Sep
Nov	15-Oct	17-Oct
Dec	11-Nov	13-Nov

## Ad Specs



Email Camera Ready PDF with outlined fonts to [advertising@northsidewoman.com](mailto:advertising@northsidewoman.com)

Contact your account executive today or call 770.442.3278 x 100 or x 106.

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# 2008-09 Editorial Calendar

## OCT-08

**She Survives** - Interviews with local survivors', doctors, breast cancer walkers, businesses that are contributing to helping find a cure and more. (Northside Men – Husbands, Fathers of Survivors)

## NOV-08

**Holiday Planning** - What and who are you thankful for? Everything Holiday, Parties, Shopping, Grandma's Favorite Recipe. Where to turn to get help with Prepared Food, lights, etc. (Northside Men – Nurses)

## DEC-08

**She Gives** - 12 months of giving guide. Suggestions of things women can do each month in the coming year to make a difference in her community. 12 great Holiday recipes, gifts, etc. (Northside Men – Men that run local charities)

## JAN-09

**Her Health** - Focus on fitness, weight loss, mental health. A look at how womens friendships have a healthy impact on their lives. (Northside Men – Therapist/Psychiatrist)

## FEB-09

**Valentines Day & Heart Health Month** - interviews with local female heart doctor's. What can women do to me heart healthy. Fun ideas for what to get the men in your life for Valentines Day. (Northside Men –Jewelers)

## MAR-09

**She Serves** - Focus on local women in service fields and what we can do to live a green lifestyle. (Northside Men –Police Officers)

## APR-09

**Passion for Fashion** - Summer Fashion and things to do with the family this summer. maybe even things to do over the summer with family. Next month is Mother's Day. (Northside Men – Photographers)

## MAY-09

**Her Perfect Family** - There are many stages of motherhood, everything from don't have kids and happy about that, struggling with fertility issues, adoption, foster, "ideal" family with 2.4 kids and grandmothers. We will profile local women that are in each of these stages. Her Perfect Family is just that...HER Perfect Family! There is no better month to

talk motherhood than the month with Mother's Day. (Northside Men – OBGYN's)

## JUN-09

**She's on a mission** - profile women that have spent their time on mission trips helping others. What have they seen, where have they gone. (Northside Men – Pastors/Priest/Preachers)

## JUL-09

**Her Military** - Local women that have served in the military recently...what is it like? Local women that are doing it on their own while husband is overseas, mothers and grandmothers that have had children serving overseas. (Northside Men – Military Men)

## AUG-09

**Education** - We will cover everything from higher education to continuing education classes to better herself. Back to school coverage, how to get the kids ready and profiles of some local teachers. (Northside Men – Teachers)

## SEP-09

**Her Finances** - We will discuss everything from buying car, home, financial planning, places to spend money, what should women do to protect themselves if they are a homemaker while the husband is the bread winner. What should you be doing if you husband is Mr. Mom and you are the breadwinner. (Northside Men – Accountants, Financial Planners)

## OCT-09

**She's in Business** - Profiles of entrepreneurs & Business Executives, who are the women in big business locally? Woman in small business that make a big impact. Northside Men – Top area business executives)

## NOV-09

**Holiday Planning** - Parties, Shopping, Favorite Recipes, Prepaid Food (Northside Men - Chefs)

## DEC-09

**She has Roots** - Nostalgic look back at women from the area that have seen it grow and change into what it is today. (Northside Men – The Originals (men that have lived in the area all their lives)

**Would you like to contribute or do you have a great idea for Northside woman? Send it to [editor@northsidewoman.com](mailto:editor@northsidewoman.com)**

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