



MISSION



PUBLISHER/EDITOR STATEMENT



EDITORIAL CALENDAR



DEMOGRAPHICS



ADVERTISING SPECS



RATES



PRESS



CIRCULATION BASICS



ADVERTISING BY CATEGORY



MISSION

BeE WOMAN magazine, reports on all that is essential to women with packed agendas today:

Finance, Lifestyle and Culture.

BeE WOMAN magazine, seeks out the people, the places and the issues that will keep readers

Engaged, Enlightened and Entrepreneurial in spirit.





PUBLISHER/EDITOR STATEMENT



CELINE GUMBINER, PUBLISHER & FOUNDER

When Co-Publishers Celine Gumbiner and Erik Velez first conceived BeE WOMAN magazine, they based it on what was missing from other women's magazines. The inspiration behind BeE WOMAN magazine was to create the first magazine for women to offer a smart combination of finance, lifestyle and culture. BeE WOMAN magazine, was born out of sheer necessity, filling a niche by offering a veritable handbook for professional and entrepreneurial women that enlightens, engages and empowers its readers.

Now in its third year, BeE WOMAN magazine has become the magazine that captures the attention of its readers and its media peers alike, receiving notice and accolades from national publications such as *AdAge*, *Media Post* and *The New York Times*.

With the beauty of a lifestyle magazine and the depth of information of a news publication, BeE WOMAN magazine has truly found its niche and its ever-expanding readership. BeE WOMAN magazine is more than the conversation starter at cocktail parties; it is the magazine that gets noticed and the magazine to be in.

BeE WOMAN magazine: Keeping you *Engaged, Enlightened, and Entrepreneurial!*

LIZ RITTER, EDITOR-IN-CHIEF

In each issue, Editor-in-Chief Liz Ritter focuses on stimulating topics important to women—informing, motivating and empowering readers with an easy-to-digest editorial approach. She brings her passion for business, entrepreneurialism, culture and fashion to the magazine in an engaging, accessible and pragmatic manner.

Ms. Ritter joined BeE WOMAN, in August 2007. Prior to joining BeE WOMAN magazine, Ms. Ritter was managing editor of *Worth*, a consumer magazine dedicated to the management, preservation and transference of substantial wealth. She previously held the Managing Editor position at Time Inc./Time4 Media's *SHOT Business* magazine and served as Assistant Editor for sister publication *Outdoor Life*.

Ms. Ritter began her publishing career as an editorial intern at *US Weekly* and a stringer reporter for MTV Networks. She holds a Bachelor's Degree in Communication with a minor in Business from Villanova University and is currently in the process of earning a Master's degree in Publishing from New York University. She resides in Los Angeles.

"The BeE WOMAN reader is confident, modern and influential. Inspired by the world around them, our readers constantly strive to learn more. BeE WOMAN magazine engages and inspires these women with a variety of topics—from finance to politics, culture to lifestyle."





EDITORIAL CALENDAR

SPRING 2008 THE HOLLYWOOD ISSUE:

Close-Ups Behind the Camera
 Working Together in Hollywood: From Start-up to Success
 Cat Cora: A Celebrity Chef Gives Back
 Oscar Swag Bag Giveaway

SUMMER 2008 THE GREEN ISSUE:

Organic Health and Wellness
 Reducing Your Environmental Impact
 The Best in Eco-Travel
 Editor's Picks: Shopping With a Conscience

FALL 2008 THE LUXURY ISSUE:

The Faces of Fashion
 The Next Big Brands
 Indulgent Vacations
 Investing in Lifestyle Funds

WINTER 2008 THE ENTERTAINING ISSUE:

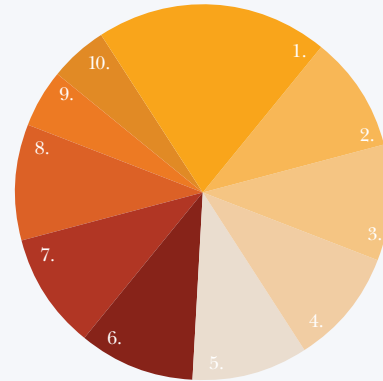
Events to Remember
 Party Planner Pizzazz: Profiles on Event Coordinators at the Top of Their Profession
 Sweet Success: Women Who Turned Their Cravings Into Cash
 Hostess Gift Guide
 Organic Wine for the Holiday Season

**editorial calendar subject to change*

EDITORIAL BREAKDOWN



DEMOGRAPHICS



1. Careers (20%)
2. Business/finance (10%)
3. Lifestyle (10%)
4. Celebrity profiles (10%)
5. Current events/worldly happenings (10%)
6. Opinion (10%)
7. Travel (10%)
8. Culture/entertainment (10%)
9. Fashion, beauty and health (5%)
10. Product reviews (5%)



Summer 2007



Spring 2007



Winter 2007



DEMOGRAPHICS

| | |
|---------------------------------------|-----------|
| Female | 99% |
| Male | 1% |
| 18-24 | 5% |
| 25-34 | 32% |
| 35-44 | 30% |
| 45-54 | 21% |
| Median Age | 39 |
| Attended/Graduated College | 62% |
| Postgraduate Study With Degree | 36% |
| Employed | 90% |
| HHI \$50,000+ | 80% |
| HHI \$100,000+ | 45% |
| HHI \$200,000+ | 13.5% |
| Average HHI | \$113,049 |
| Married | 49% |
| Own a Home | 64% |
| Average value of home (owned) | \$472,416 |
| Decision maker for financial services | 81% |
| Invest in IRA, Keogh or 401K | 83% |
| Own more than 1 credit card | 70% |
| Access to a business credit card | 47% |
| Own a business | 34% |
| Travel 4 times a year or more | 63% |

Survey prepared and analyzed by NeccesaryMeasures.com, distributed and aggregated by ConstantContact.com (October, 2007)



ADVERTISING SPECS

| | LIVE AREA | TRIM | BLEED |
|---------------------|--------------|------------------|------------------|
| Full Page | 7.375" x 10" | 8.375" x 10.875" | 8.625" x 11.125" |
| 2/3 Page | 4.75" x 10" | | |
| 1/2 Page Horizontal | 7.375" x 5" | | |
| 1/3 Page | 2.458" x 10" | | |
| 1/4 Page | 3.5" x 4.75" | | |
| Two Page Spread | 15.75 x 10" | 16.75 x 10.875" | 17" x 11.125" |

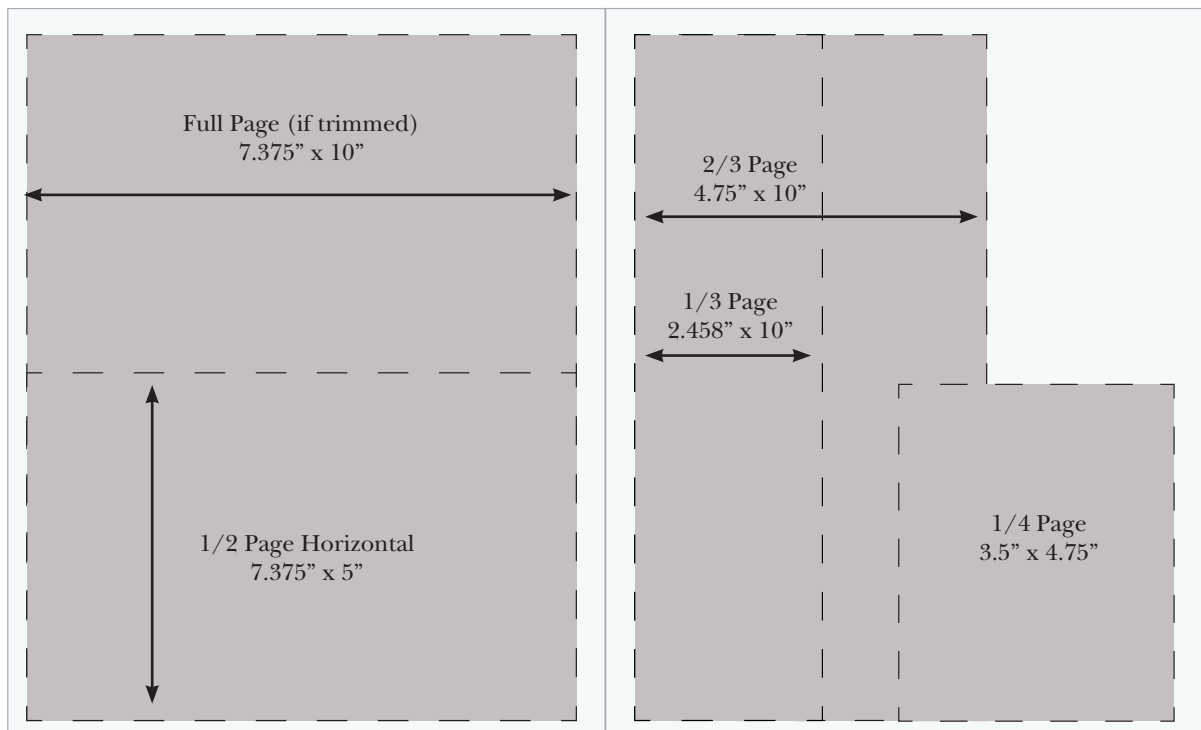
Artwork must be submitted as **print quality** PDF files, (PDF-X-1A) Adobe Indesign, or Illustrator files (please be sure to include all supporting fonts and artwork). Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 300 and 450 dpi. Line art or one-bit images must be at least 900 DPI at their final scaled measurement. No RGB or JPEG images. Please include a color proof.

The final artwork should be right reading, portrait mode, 100% size, no rotations. File should include standard trim, bleed and center marks, 1/2" outside trim (**no marks included in the 'trim' image area**).

Please contact your account representative for delivery instructions.

All files provided for BeE WOMAN magazine print edition are converted for the digital edition. No additional artwork is necessary.

Magazine Trim Size is 8.375" x 10.875"





RATES

Ratebase: 100,000

| | | | | |
|-----------|----|----|-----|-----|
| Frequency | 1X | 3X | 6X | 9X |
| Discount | | 5% | 10% | 15% |

2008 GENERAL RATES

| | | | | |
|-------------------|--------|--------|--------|--------|
| FOUR COLOR | 1X | 3X | 6X | 9X |
| Full Page | 14,000 | 13,300 | 12,600 | 11,900 |
| 2/3 Page | 11,200 | 10,640 | 10,080 | 9,520 |
| 1/2 Page | 9,240 | 8,780 | 8,315 | 7,855 |
| 1/3 Page | 6,160 | 5,850 | 5,545 | 5,235 |
| 1/4 Page | 4,620 | 4,390 | 4,160 | 3,925 |

| | | | | |
|------------------|--------|--------|--------|--------|
| TWO COLOR | 1X | 3X | 6X | 9X |
| Full Page | 12,180 | 11,570 | 10,960 | 10,355 |
| 2/3 Page | 9,745 | 9,255 | 8,770 | 8,285 |
| 1/2 Page | 8,040 | 7,635 | 7,235 | 6,835 |
| 1/3 Page | 5,360 | 5,090 | 4,820 | 4,555 |
| 1/4 Page | 4,020 | 3,820 | 3,615 | 3,415 |

| | | | | |
|------------|-------|-------|-------|-------|
| B/W | 1X | 3X | 6X | 9X |
| Full Page | 9,940 | 9,445 | 8,945 | 8,450 |
| 2/3 Page | 7,950 | 7,555 | 7,155 | 6,760 |
| 1/2 Page | 6,560 | 6,235 | 5,905 | 5,575 |
| 1/3 Page | 4,375 | 4,155 | 3,935 | 3,715 |
| 1/4 Page | 3,280 | 3,115 | 2,950 | 2,790 |

2008 FASHION, MUSIC, FRAGRANCE RATES

| | | | | |
|-------------------|--------|--------|--------|-------|
| FOUR COLOR | 1X | 3X | 6X | 9X |
| Full Page | 11,760 | 11,170 | 10,585 | 9,995 |
| 2/3 Page | 9,410 | 8,940 | 8,465 | 7,995 |
| 1/2 Page | 7,760 | 7,375 | 6,985 | 6,595 |
| 1/3 Page | 5,175 | 4,915 | 4,655 | 4,400 |
| 1/4 Page | 3,880 | 3,685 | 3,495 | 3,300 |

| | | | | |
|------------------|--------|-------|-------|-------|
| TWO COLOR | 1X | 3X | 6X | 9X |
| Full Page | 10,230 | 9,720 | 9,210 | 8,695 |
| 2/3 Page | 8,185 | 7,775 | 7,370 | 6,955 |
| 1/2 Page | 6,750 | 6,415 | 6,080 | 5,740 |
| 1/3 Page | 4,500 | 4,275 | 4,050 | 3,825 |
| 1/4 Page | 3,375 | 3,205 | 3,040 | 2,870 |

| | | | | |
|------------|-------|-------|-------|-------|
| B/W | 1X | 3X | 6X | 9X |
| Full Page | 8,350 | 7,935 | 7,515 | 7,100 |
| 2/3 Page | 6,680 | 6,350 | 6,010 | 5,680 |
| 1/2 Page | 5,510 | 5,235 | 4,960 | 4,685 |
| 1/3 Page | 3,675 | 3,490 | 3,305 | 3,125 |
| 1/4 Page | 2,755 | 2,620 | 2,480 | 2,345 |

COVER RATES

| | | | |
|----------------------------------|--------------------------------------|--------------------------|-------------|
| Cover 2 | 18,200 (requires purchase of Page 1) | TOC or First 15% of book | 10% Premium |
| Cover 3 | 17,500 | Bleed: | 15% |
| Cover 4 | 19,600 | PMS Color: | 1,800 |
| Double Sided Single Leaf Insert: | 11,760 | BRC: | 5,175 |

2008 EDITORIAL PRODUCTION CALENDAR

| ISSUE | EDITORIAL FOCUS | AD SPACE CLOSE | AD MATERIALS DUE | ON SALE DATE |
|-------------|--------------------|-----------------|------------------|-------------------|
| Spring 2008 | Hollywood Issue | January 4, 2008 | January 8, 2008 | February 19, 2008 |
| Summer 2008 | Green Issue | April 4, 2008 | April 11, 2008 | May 20, 2008 |
| Fall 2008 | Luxury Issue | July 8, 2008 | July 11, 2008 | August 19, 2008 |
| Winter 2009 | Entertaining Issue | October 3, 2008 | October 10, 2008 | November 18, 2008 |



PRESS

“I am so honored to have been selected to appear on the cover of BeE WOMAN magazine. The magazine truly stands out because it celebrates modern women who are smart, fearless, multi-dimensional and active in their communities and the workplace. The content is especially unique because it deals with real issues in a very reliable way.”

Kelly Wearstler

BeE WOMAN magazine, Summer 2007 Cover Story

“Upbeat. Informative. BeE WOMAN magazine, which launched in October 2005, is a general-interest mag geared to thoughtful adults, covering a variety of topics from Cuba post-Castro to Indian women’s natural beauty to the importance of savings.” MediaPost “is down with BeE WOMAN magazine’s mission.”

MediaPost, April 2007

“BeE WOMAN magazine has been a refreshing newcomer to a crowded field of women’s magazines. It appeals to the woman who is smart, informed about business and politics, and who also likes a little glamour. It is a great read.”

– Maria Bartiromo, CNBC host

“I have been very impressed with BeE WOMAN magazine. Your magazine has become an important resource for women in business. The material lives up to high-quality standards that help accelerate the growth of women-owned businesses.”

– Marsha Firestone, President and founder of WPO

“BeE WOMAN magazine does not see its readers as simply consumers; instead, it knows that its readers are an integral part of the dialogue they wish to create through the pages of their magazine. BeE WOMAN magazine can easily be the magazine for the woman with a sting!”

– Dr. Samir Husni, Ph.D. “Mr. Magazine”

“I just finished looking through BeE WOMAN magazine. What a beautiful and interesting magazine. A very interesting sensibility is at work here...Congratulations.”

– J. Weaver, Director of Media & Strategic Alliances
Center for Women’s Business Research



CIRCULATION BASICS

CIRCULATION BASICS

| | |
|---------------------------|------------------|
| 2008 Guaranteed Rate Base | 100,000 |
| Subscription* | 90% |
| Newsstand | 6% |
| Women's Events | 4% |
| Frequency | 4 Times per Year |
| Cover Price | 4.95 |
| Subscription Price | \$12 per year |

** 5% paid / 85% controlled direct mail subscriptions*

2008 ISSUES:

SPRING on sale Feb 19

SUMMER on sale May 20

FALL on sale Aug 19

WINTER on sale Nov 18

DISTRIBUTION METHODOLOGY

National newsstand distribution including Borders, Barnes & Noble, Books a Million, Whole Foods

National direct mail distribution to professional women (CEOs, Executives and Presidents)

TOP 10 MARKETS

1. New York, NY
2. Los Angeles, CA
3. Chicago, IL
4. Philadelphia, PA
5. Boston (Manchester), MA-NH
6. San Francisco-Oakland-San Jose, CA
7. Dallas-Ft.Worth, TX
8. Washington, DC (Hagerstown, MD)
9. Atlanta, GA
10. Houston, TX



ADVERTISING BY CATEGORY

ADVERTISERS BY CATEGORY PERCENTAGES:

| | |
|--------------------|-------|
| Financial/Business | 26% |
| Food & Beverage | 16% |
| Fashion/Jewelry | 12.9% |
| Health & Beauty | 11.2% |
| Travel | 7.6% |
| Non Profit | 7.2% |
| Home & Design | 7% |
| Auto | 4.7% |
| Retail/Other | 4.2% |
| Entertainment | 2.8% |

ADVERTISERS BY CATEGORY

AUTOMOTIVE

Audi
Ford
Lexus

EDUCATION

Argosy University
Meadows Museum of Art at SMU
Upper Iowa University

ENTERTAINMENT

Fox Entertainment
Lifetime Channel
National Geographic Channel
Tango Magazine
Todd Fiscus Events
Warner Brothers

FINANCIAL / BUSINESS

Citi Group Smith Barney
Barbara Stanny Seminars
Card Scan
Chase
Deloitte
Discover Card
Fujitsu
Geico
Jacqueline International, Inc.
Nokia
Office Depot
PAX World Fund
Prudential Financial
The Company Corporation
UPS
Wachovia
Wells Fargo

FOOD & BEVERAGE

Bacardi
Blackstone Wines
Boston Gourmet
Dancing Deer Bakery
Eatzi's
FIJI Water
Hall Wines

Mirassou Wine
Numi Organic Tea
POM Tea
POP Champagne
Revolution Tea
St. Supery Wine
Tea's Tea
Tito's Vodka
White Haven Wine

HEALTH & BEAUTY

Beautiful Soap & Co.
Bliss Spa
Burt's Bees
Citracal Vitamins
Dr. Sear's Zone
Farmaethetics
Her Energy
Kotex
Malin & Goetz Skin and Hair care
Miller Harris Perfume
Natracare
Natrol
Nature's Cure
Nautilus Bowflex
Nebraska Medical Center
NuTriVene
Oscilloccinum
Red Door Spa
Red Mountain Spas
Thermos Spas

HOME & DESIGN

Er' Go Candles
Gevalia Kaffe
Kenmore
Melitta One: One
Mitchell Gold & Bob Williams Furniture
Sanyo Digital
Scotch Brite
Sleep Number Mattress
Viking

RETAIL

1-800 Flowers
Bachendorf's
Calypso
Cassis Jewelry
CK Bradley
Eiseman Jewelers
Elizabeth Showers Jewelry
Harold's
Hotflops
Letterspace
Liz Lange
Marka Handbags
Matthew Trent Jewelry

TRAVEL

American Airlines
Gate One Travel
Hilton Garden Inns
Oahu
Outrigger Hotels & Resorts
Palamar Hotel & Residences
Ramada
Telluride Ski Resort
Viceroy Resorts & Residences
W Hotel

PUBLIC SERVICE ANNOUNCEMENTS

American Kennel Club
American Red Cross
Amnesty International
CASA
Center for Women's Business Research
CREW Network
Easter Seals
Ford Warriors
Heifer International
Humane Society of the US
National Association of Women Business Owners
National Parks Conservation Association
Susan G. Komen
The Literacy Guild
Women Presidents' Organization