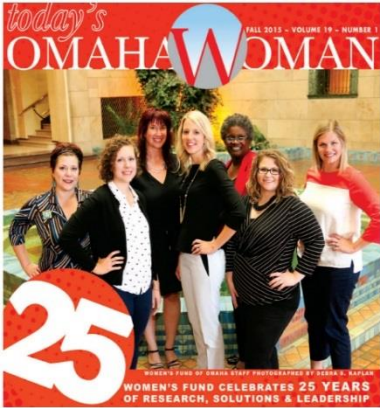


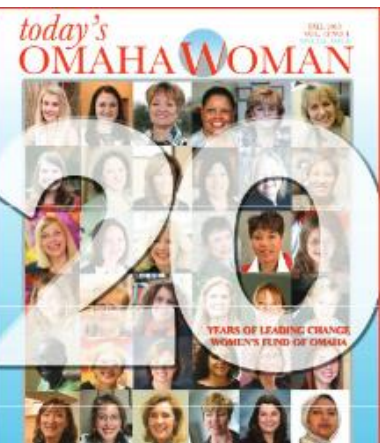
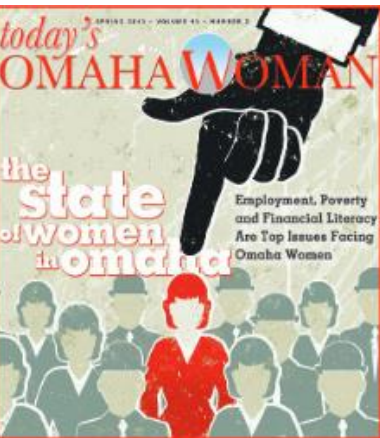


TODAY'S
OMAHA

WOMAN



LEFT TO RIGHT: Erin McArthur, operations manager; Emily Swartz, Vice-President; Lisa Schelke, adolescent health program training and education coordinator; Meghan Malik, marketing response coordinator; Brenda Council.



Today's Omaha Woman is published quarterly by the Women's Fund of Omaha, a nonprofit organization dedicated to improving the lives of Omaha-area women and girls. As a trusted voice in the community, the Women's Fund identifies critical issues. Funds innovative solutions and influences dynamic change.

CONTENT

Since 1997, *Today's Omaha Woman* has focused on issues that matter to Omaha women and girls. Recent feature articles have shed light on topics Women's Fund research has identified as important, including sex trafficking, women in leadership, and sexual literacy. The magazine also celebrates the success of local women and girls, highlighting accomplishments across our community.

READERSHIP

Today's Omaha Woman magazine is distributed four times a year, 10,000 copies are distributed free of charge at more than 350 locations throughout the metro area, including supermarkets, medical offices and salons. Additionally, 1,500 copies are mailed to community leaders and Women's Fund Donors. A donor profile shows:

- ✓ 89% are female
- ✓ 44% have household incomes over \$100,000
- ✓ 55% have a bachelor's degree or higher
- ✓ 66% have annual discretionary income of \$20,000 or more
- ✓ 24% are age 31-40, 25% are 41-50 and 27% are 51-60

RATES, DATES, AND SPECS

PUBLICATION DATE SPACE RESERVATION MATERIALS DUE

January 2017	December 5, 2016	December 16, 2016
May 2017	March 6, 2017	March 10, 2017
August 2017	July 5, 2017	July 14, 2017
October 2017	September 5, 2017	September 15, 2017

AD SIZE	DIMENSIONS	OPEN	4X
Full	9.7" x 11"	\$1,200	\$950
Half (H)	9.7" x 4.7"	\$675	\$600
Half (V)	4.7" x 11"	\$675	\$600
Quarter	4.7" x 5.4"	\$375	\$325
Eighth	4.7" x 2.5"	\$200	\$175
	COLOR ADD	\$150	\$90

AD FORMATS
PDF preferred, TIFF, JPEG Files
 can be sent to
jpavkov@omahawomensfund.org

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