

# Long Island WOMAN

Long Island's Longest Running,  
Award-Winning, Woman's Publication  
– since 2001 –



as seen on



Let Long Island Woman successfully reach  
Long Island women (ages 50+) for you.

For more information call 516-505-0555 x1 • [liwomanonline.com/advertise](http://liwomanonline.com/advertise) • [ads.liwoman@gmail.com](mailto:ads.liwoman@gmail.com)  
[liwomanonline.com](http://liwomanonline.com)

## •about us

### *The Most Effective Way to Get Your Message to Long Island Women (Ages 50+)*

Since 2001, Long Island Woman has effectively been reaching women throughout Nassau and Western Suffolk counties who seek information that make their lives more meaningful, healthful and enjoyable.

LONG ISLAND WOMAN targets a most desirable demographic: women ages 50+. This is the demographic with disposable income that are responsible for making 85% of the purchasing decisions for themselves and their families.

LONG ISLAND WOMAN readers are of the generation that continue to read, use and enjoy holding print publications in their hands. They grew up with that experience and they continue to hold on to it as a primary source of acquiring information.

LONG ISLAND WOMAN provides them with the information they need and want and is your direct connection to this important demographic. We've earned the trust and loyalty of this highly desirable and valuable readership since 2001.

No other area publication targets and reaches this sought after consumer as effectively as Long Island Woman!

## Editorial

LONG ISLAND WOMAN provides a quality award winning editorial environment with an attractive design that is smart, entertaining and informative. It is designed to keep the reader involved and interested from the beginning of the publication to the end.

Long Island Woman is recognized for its high profile Exclusive Celebrity Cover Interviews and for our extensive Entertainment Calendar.

**Long Island Woman has won numerous awards every year since 2002 for its editorial content and design.**

- Long Island Woman has a print readership of more than 51,000\* every month that targets and reaches educated women with disposable incomes who prioritize reading print publications.
- Free controlled and monitored print circulation (27,000 copies\*\*) at select target-market locations including, libraries, health clubs, doctor's offices, hospitals, spas, salons, eateries... as well as most Stop and Shop locations.
- The Digital Edition offers added-value exposure in addition to the print publication. Ads also appear in the digital edition at no additional charge for our print advertisers.
- Publisher has over 45 years of experience publishing successful targeted niche publications on Long Island. (LONG ISLAND PARENTING NEWS, THE ISLAND-EAR)

***Long Island Woman readers are of the generation that still enjoy and prefer reading print publications!***

Media kit statistics gathered from Long Island Woman Reader Survey, August/Sept. 2023

\*based on 1.9 pass-along ratio \*\*plus or minus 500 copies



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# Long Island WOMAN

Long Island's longest running, award-winning woman's publication, since 2001

## •readership\*

### Gender

Female ..... 96%  
Male ..... 4%

### Age

21-34 ..... 4%  
35-49 ..... 11%  
50-64 ..... 42%  
65-79 ..... 33%  
80+ ..... 10%

### Education

High School Graduate ..... 19%  
Associate's Degree ..... 16%  
Bachelor's Degree ..... 32%  
Post Graduate ..... 33%

### Are you the primary entertainment decision-maker for you and your family?

Yes ..... 70%  
No ..... 3%  
Decide Jointly ..... 27%

### How often do you pick up a copy of Long Island Woman?

Whenever I see it ..... 54%  
Every issue ..... 37%  
This was the first time ..... 6%  
Depends on who is on the cover ..... 4%

### How long do you keep your copy of Long Island Woman?

Until the next issue ..... 33%  
For about a month ..... 30%  
About one week ..... 37%

### Besides you how many other people read your copy of Long Island Woman?

Just me ..... 43%  
One other person ..... 37%  
2 to 3 other people ..... 15%  
4 or more other people ..... 5%

### Do you continue to enjoy reading print publications?

I still do enjoy reading print publications ..... 90%  
I still enjoy reading print publications but I don't read them as much as I used to ..... 8%  
I prefer reading publications online over print publications ..... 2%

### Do you read the digital edition of Long Island Woman?

Yes ..... 24%  
No ..... 76%

### Most popular Long Island Woman features

- #1. Entertainment Calendar
- #2. Health
- #3. Celebrity Interviews
- #4. Book Corner
- #5. Catching Up with Carol FYI/Quick Picks

*\*Based on results of a Reader Survey in the August/September 2023 issue of Long Island Woman.*



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## •testimonials

### We asked our readers to share their thoughts about Long Island Woman

*Responses are from Long Island Woman's Reader Survey in the August/September 2023 issue*

*I read it cover to cover! Always look forward to the next issue!*

*M.R., Massapequa*

*I have read this magazine for many years and really love it!*

*I.B., West Hempstead*

*Long Island Woman is a great magazine, informative and valuable  
for local insights, activities, restaurants, people and entertainment.*

*Thank you!*

*L.R., Wading River*

*This was my first reading of LI Woman and I loved it. There's a  
lot to cover so I took my time reading everything. I really like the  
entertainment calendar and the selection of things to do on Long  
Island for the next several months. I am always looking for theater  
here and now have several options after picking this up.*

*M.Z., Stewart Manor*

*I have been reading your publication for years and really enjoy it.  
There are a wide variety of articles and pertinent information on  
places and events on Long Island.*

*L.S., West Islip*

*I enjoy reading Long Island Woman and after I'm done I leave it in my  
break room at work for others.*

*L.F., Glen Cove*

*A breezy read and a nice place to find out about local happenings.*

*L.R., Centerport*

*I enjoy Long Island Woman and find many of the articles inspiring  
and informative.*

*C.B. North Babylon*

*I find it to be an incredible publication. Its Informative and I love the  
design. I always learn so much from reading each issue. The most  
important thing for me is the diversity. Please keep up the excellent work.*

*R.C., South Ozone Park*

*I use the Entertainment Calendar and share it with others.*

*G.B., Rockville Centre*

*A great read. I recommend it to my friends.*

*D.C. Port Jefferson Station*

*"Excellent! We have used ads from doctors."*

*B.S., Sayville*

### We asked our advertisers to share their thoughts about Long Island Woman

*"I can't believe it has been over two decades since I first started advertising in your  
magazine! I could barely afford that ad back then! I'm am so grateful for all that you  
and your magazine have done for me and my practice."*

*Dr. Charlotte Ann Rhee (Huntington Station)*

*"Long Island Woman has proven to be one of our best advertising vehicles. It has  
brought us many new patients from all over Long Island. Thank you for all your  
support and creativity!"*

*Dr. Stephen T. Greenberg (Woodbury)*

*"Long Island Woman has been a tremendous advertising medium for my practice  
by reaching informed women that are seeking the goal of optimal health and  
wellness."*

*Dr. Sharon Stills of Naturopathic Solutions (Plainview)*



## 2024 schedule

Month	Distribution Begins*	Ad Reservation Deadline**	Advertiser Supplied PDF Due***
February/March	Monday, January 29	Friday, January 5	Thursday, January 11
April/May	Monday, March 25	Wednesday, March 6	Wednesday, March 13
June/July	Tuesday, May 28	Wednesday, May 8	Wednesday, May 15
August/September	Monday, July 29	Wednesday, July 10	Wednesday, July 17
October/November	Monday, Sept 30	Wednesday, Sept 11	Wednesday, September 18
December/January	Monday, November 25	Wednesday, November 6	Wednesday, November 13

Schedule subject to change.

\*Distribution is usually completed within five business days of Distribution Begins date.

\*\*For ads prepared by Long Island Woman, ad copy and images must be received by listed Advertising Reservation Deadline date.

\*\*\*Advertisers preparing their own ads (pdf file) must be received by listed Advertiser Supplied PDF Due date.



LONG ISLAND WOMAN  
has cultivated a large and  
loyal readership since 2001.

**We specialize in reaching  
Long Island's age 50+  
woman's market.**

*Let's work together to  
successfully deliver your  
message to this  
very important  
demographic  
for your business.*



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## • ad rates

Net Rate Card #22

Size	6x*	3x*	1x
Full Page	\$1,810	\$2,125	\$2,420
1/2 Page	\$1,260	\$1,475	\$1,680
1/4 Page	\$765	\$895	\$1,025
1/8 Page	\$460	\$540	\$615
Page 2	\$2,170	\$2,545	\$2,895
Back Cover	\$2,245	\$2,635	\$2,995

RATES ARE PER ISSUE \*6x & 3x discounts based on ads running in consecutive issues. Ad size can vary each issue.

Rates include full color

**ASK ABOUT OUR FLEXIBLE NO-PENALTY CANCELLATION POLICY**

**SEE THIS Spotlight** in the Entertainment Calendar — \$349 or **FREE** (with any display ad 1/4 page or larger).

**Run an ad in our print publication and your ad will also run FREE in our digital edition.**

### Ad Sizes

Full page bleed*	10.75" wide x 12.50" high
Full page	8.75" wide x 10.25" high
1/2 horizontal	8.75" wide x 5" high
1/2 vertical	4.25" wide x 10.25" high
1/4	4.25" wide x 5" high
1/8	4.25" wide x 2.375" high

\*allows for additional 1/2" of bleed on each side.

Live area is 8.75 x 10.25. Anything over live area may be cut off.  
Finished trim size is 9.75 x 11.5

### Extras

**Special Positioning:** (if available) add 25% to rates  
(for full page ads only)

**Inserts:** email or call for price  
(Call for specifications prior to submission.)

### WE PREPARE THE AD

The advertising rate includes basic design and typesetting plus up to three pieces of art work (logos, photos. . .). There is a \$20 charge for each additional piece of artwork. Artwork should be supplied by advertiser. We will assist you in purchasing artwork/images online for as low as \$20 per image. Once artwork is prepared it can be used each issue at no additional cost beyond the initial charge. You can make changes to the ad each issue at no additional cost.

A proof can be emailed (we will send a pdf file). You will have approximately 48 hours to respond to us about your proof. There is no charge for corrections. There is a minimum \$75 per half hour charge for changes (new copy or instructions that were not originally submitted for that particular issue's ad). We do not accept corrections or changes by phone. Corrections or changes must be emailed (you can request that your sales representative review the corrections or changes with you).

*Long Island Woman will not be responsible for typos, the reproduction of poor quality artwork or artwork that does not meet the requirements detailed on this page.*

### YOU PREPARE THE AD

Ads that you prepare that are ready for printing should arrive via email as an Adobe Acrobat PDF with all the elements and fonts bundled.

**Colors** are CMYK (cyan, magenta, yellow and black). We do not print Pantone colors. When using black, use 100% black, 0% cyan, 0% magenta, 0% yellow. This helps to achieve the best registration during the printing. Black and white images and logos should be saved as grayscale instead of cmyk. We suggest avoiding knockout (white or light type) over four color background. This includes using images or color blocks built using all four colors. Small, thin or reversed type should be considered carefully especially when using color. A slight shift in color may make very small type unreadable.

**Resolution:** 200-300 dpi/100 line screen for images. 1200 dpi for line art. Ads with text should not be saved as tiffs. Select grayscale for all black & white ads.