

MARCH[®]

INFORMING AND INSPIRING FEMALE EXECUTIVES



2011 MEDIA KIT

Sara Blakely, the founder and CEO of Spanx, appeared on the Nov/Dec 2010 cover of *MARCH*.

**MARCH is the media
advocate for the advancement
of women in business.**

Named *MARCH* in honor of National Women’s History Month—a month where the power of women is recognized nationwide every year—*MARCH*’s mission is to facilitate and track the development of one of the fastest-growing sectors of North American business: women-owned and -run firms.

MARCH offers a unique blend of informative and inspiring editorial that resonates with women business leaders, who encompass one of the fastest-growing markets in North American business. Readers turn to *MARCH* not only for practical tools and resources for their business ventures, but also for profiles of female executives in various industries, providing an insider’s look into the amazingly smart, creative, and brave women that are leading companies throughout North America.

40%

Percentage of women-owned privately-held firms in the United States (10.1 million firms)

13 million

Number of people employed in these firms

\$1.9 trillion

Annual revenues gathered at these firms



“Working with MARCH magazine was a pleasure. The interview process was easy and fun, and the final product was phenomenal. I have gotten so many compliments on the article from people I know and from many I’ve never met who felt compelled to send me a note. Thank you for an amazing business-boosting opportunity!”

KRISTEN BROWN, FOUNDER & PRESIDENT, HAPPY HOUR EFFECT LLC

target *readership market*

Gender

Female	87%
Male	13%

Age

18–32	20%
33–54	68%
55+	12%

Annual Income

Under \$50,000	6%
\$50,000–75,000	14%
\$75,000–150,000	42%
\$150,000+	38%

Education

High School	13%
Associate's	8%
BA or BS	48%
MA or MFA	28%
Ph.D.	3%

Marital Status

Married	59%
Single	8%
Dual income no children	48%

83%

Percentage of the marketing directors who have firsthand experience using a custom publication and said it is effective at client retention.

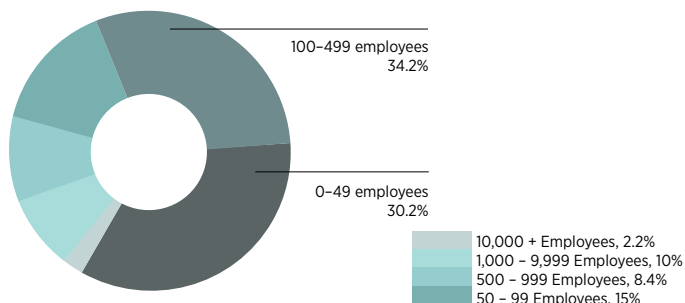
Source: Custom Publishing Council

- **Secure** your name alongside the best North American female business leaders.
- **Get published** in a sleek, high-quality magazine.
- **Inspire** thousands of businesswomen across the country with your insights and expertise.
- **Supplement** your company literature with *MARCH* when meeting with clients face to face.
- **Commemorate** a major anniversary, a change in leadership, or other milestone.
- **Show your clients** an insider's view of how your business is run.
- **Reach** our business-to-business readership to develop new clients.

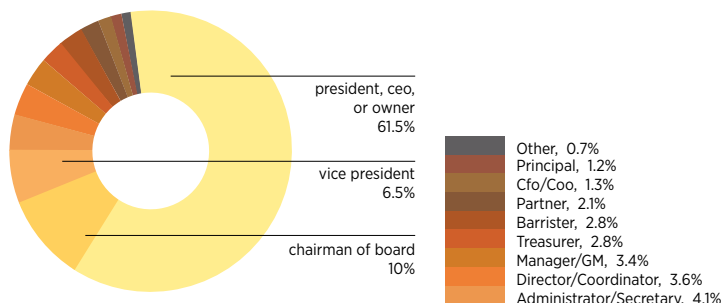


Grace Bonney, the founding editor of the popular blog *Design*Sponge*, appeared on *MARCH*'s May/June 2011 cover, headlining a story about professional blogging.

Reader Company Size



Reader Position Profile



1
Photograph of the
 profiled female
 business leader.

2
Quote from the
 profiled business-
 woman, describing her
 company's mission,
 philosophy, or a notable
 part of her success story.

the *entrepreneurs*

SUPPLYING THE 9 to 5

Jennifer Smith joined the family office-supply business, sent it skyrocketing—and then launched a successful firm of her own

JENNIFER SMITH, FOUNDER, CEO, and president of Innovative Office Solutions (IOS), has long harbored entrepreneurial ambitions. "After working at IHM, my father started Tom and Country, his own office-supplies company," she says. "I grew up with his entrepreneurial influence."

Smith enjoyed helping her dad around his store. It's no surprise, then, that after her father sold the business, Smith bought it back—and quickly grew the firm's annual revenues from \$1 million to \$12 million. She ran Tom and Country from 1984 to 1995; then sold it to a larger retail chain.

Smith's entrepreneurial days were just beginning. In 2001, she founded IOS, a full-service dealer of, among other things, office goods, office furniture, and maintenance supplies.

"Our whole underlying mission and vision is [based on the idea] that relationships matter," Smith says. She has worked hard to establish her firm's commitment to building, strengthening, and championing positive and trusting relationships with vendors, customers, and employees alike—and her dedication has paid off in the form of awards. Among other honors, IOS has, for the past three years, made *Inc.* magazine's Inc. 5000 list—which ranks the 5,000 fastest-growing companies in America.

Another key aspect of Smith's business philosophy? "If a customer has a problem, the empowers employees to make on-the-spot decisions about how to best resolve the issue. That way, customers get answers and satisfaction immediately without stewing over a delay. "Nine times out of ten, the employee makes the same decision as a senior manager would have in the same circumstance," Smith says. "We talk about the decisions after the fact, and learn from the outcome."

Employees seem to thrive under Smith's leadership. Smith's entrepreneurial days were just beginning. In 2004, she founded IOS, a full-service dealer of, office goods, office furniture, and maintenance supplies. Twenty-two IOS employees had previously worked for Smith at Tom and Country. The firm gives back to the community by supporting the Vikings' Children's Fund, and encourages employees to participate in activities at a local shelter for battered women and their children.

"It is so much fun to be in business," Smith says. "The people here are wonderful, and we try to make it fun to come into work every day!"

—SARAH DIT

A MESSAGE FROM IHM
 A recognized leader in research and development, IHM produces thousands of innovative products for dozens of diverse markets. IHM's core strength is applying its more than 40 distinct technology platforms—often in combination—to a wide array of customer needs. With \$2.3 billion in sales, 374 employees, 25,000 people worldwide and has operations in more than 50 countries. For more information, visit www.ihm.com.

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3
Feature article, outlining the
 businesswoman's success
 story, business philosophy,
 her history in the industry,
 and her outlook for the future
 of her business.

4
Message from a company
 that has worked with the
 featured businesswoman,
 describing its relationship
 to her and her company.

5
Advertisement
 from a targeted
 relevant industry
 representative,
 carefully researched
 and matched to the
 featured company's
 business.

editorial *calendar*

July/August 2011

02/11/11	Reservations Close
02/18/11	Materials Close
07/01/11	On Sale

September/October 2011

04/08/11	Reservations Close
04/15/11	Materials Close
09/01/11	On Sale

November/December 2011

06/03/11	Reservations Close
06/17/11	Materials Close
11/01/11	On Sale

January/February 2012

08/05/11	Reservations Close
08/12/11	Materials Close
01/01/12	On Sale

March/April 2012

10/07/11	Reservations Close
10/14/11	Materials Close
03/01/12	On Sale

May/June 2012

12/02/11	Reservations Close
12/09/11	Materials Close
05/01/12	On Sale

July/August 2012

02/10/12	Reservations Close
02/24/12	Materials Close
07/01/12	On Sale



Joanne Kim, a partner and creative director at the Cleveland, Ohio-based advertising agency Marcus Thomas, appeared on *MARCH*'s March/April 2011 cover.

In each issue of *MARCH*, are covered a variety of industries and topics. We also use a small portion of the book to spotlight particular themes. Here's a look at some of the special sections that will appear in the coming year:

July/August 2011

All About Entrepreneurs

Meet inspiring self-starters; discover how to hire (and keep!) top talent; grow your business beyond the \$1 million mark

September/October 2011

(Net)work it!

Learn to make the most of trade shows and industry events; find your city's networking hotspots; perfect the art of the handwritten note

November/December 2011

Spotlight on Health

Discover the benefits of yoga in the workplace, and other unconventional stress busters; meet executives from the healthcare industry

January/February 2012

The Wellness Industry issue

How to encourage health and wellness within your company; profiling a top industry exec; three successful women-run nutrition businesses.

March/April 2012

The E-Business Issue

The secrets to building an effective website; meet three brick-and-mortar companies that transitioned to or from web-based businesses. **Cityscape:** San Francisco, CA

May/June 2012

The Food & Beverage Issue

From restaurants and breweries to butchers and specialty foods, learn about successful small businesses in the food and beverage industry; how to survive the one-year curse. **Cityscape:** Chicago, IL

July/August 2012

The Travel Issue

Adapting your career to allow for more business travel; meet three women execs in the luxury travel industry. **Cityscape:** Charleston, SC



Jane Barratt, the president of Young & Rubicam New York, appeared on the January/February 2011 cover of *MARCH* (The Travel Issue).

advertising *guidelines*

ADVERTISING RATES	1x	2x	4x	6x
Back Cover	\$13,566	\$12,209	\$11,531	\$10,853
2-Page Spread	\$12,895	\$11,606	\$10,961	\$10,316
Inside Front Cover	\$9,750	\$8,775	\$8,288	\$7,800
Inside Back Cover	\$8,975	\$8,078	\$7,629	\$7,180
Full Page	\$7,345	\$6,611	\$6,243	\$5,876
2/3 Page	\$6,050	\$4,840	\$4,235	\$3,025
1/3 Page	\$4,350	\$3,480	\$3,045	\$2,175

ADVERTISING SIZES

1 Spread

Bleed	17.25" x 11.25"
Bleed Trim	17" x 11"
Non-Bleed	N/A

2 Full Page/Cover

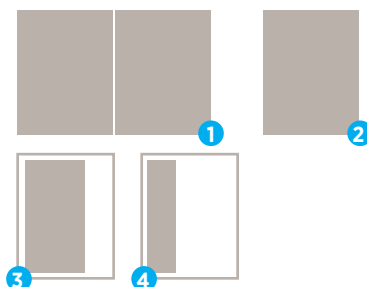
Bleed	8.75" x 11.25"
Bleed Trim	8.5" x 11"
Non-Bleed	7.897" x 10.4"

3 2/3 Page Vertical

Non-Bleed	5" x 10.4"
Bleed	N/A
Bleed Trim	N/A

4 1/3 Page Vertical

Non-Bleed	2.5" x 10.4"
Bleed	N/A
Bleed Trim	N/A



Keep safety 3/8" from bleed, 1/4" from trim.

Sheetfed offset
Perfect bound
Publication trim size: 8.5" x 11"

DIGITAL AD REQUIREMENTS

Digital File & Contract Proof: Must be clearly indicated as to Issue, Publication and Advertiser.

PREFERRED FILE FORMAT

The only file format supported by MARCH Press is a press-ready PDF. We will NOT accept any native application files such as InDesign, Quark, or Illustrator. Materials should be supplied on a Macintosh-formatted CD-ROM or DVD-ROM. Materials should comply with SWOP standards.

PREFERRED COLOR GUIDANCE

Please provide Kodak Approval, CREO Spectrum, or iris digital proofs for color guidance on press. The supplied color guidance must meet all SWOP specifications and must include a 6mm 5%, 25%, 75% and 100% CMYK patch strip for quality control. All proofs are to be pulled on publication grade stock. A set of two laser proofs (paginated) including the crop marks must be sent with materials. On bleed ads and undersized non-bleed ads, provide separate ruled position proof showing trim.

FILE STORAGE

Digital files will be stored for a period of 3 months, after which they will be destroyed unless written instructions are received to return them.

PRODUCTION CONTACT / MATERIALS

All advertising materials, questions regarding materials and extensions, and related matters should be directed to:

Cheyenne Eiswald
Guerrero Howe Production
28 E Jackson Blvd, Suite 300
Chicago, IL 60604
cheyenne@guerrerohowe.com

SENDING ADS VIA FTP

Artwork may be sent to our FTP address. You will need to use an FTP program, such as Transmit (www.panic.com) to send us your ad via FTP. You will also need the following log in information:

server: www.guerrerohowe.com
username: uploads
password: 531256

Questions? Call 312.447.2399.

terms & *conditions*

A. All advertising placements with *MARCH* magazine are subject to and governed by these terms and conditions. *MARCH* reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertisement, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection by *MARCH*, advertising already run shall be paid for at the rate that would apply if the entire order were published. In the event of Advertiser's or its Agency's cancellation of any portion of any advertising order not in compliance with the terms hereof or failure to have published the specified number of advertisements, or if at any time *MARCH* in its reasonable judgment determines that Advertiser is not likely to publish the total amount of advertising specified in the applicable advertising order, any rate discount will be retroactively nullified and result in a short-rate. In such event, Advertiser and/or Agency must pay *MARCH* the short-rate (which is the difference between the rate charged on the contracted frequency and the higher rate based on the reduced frequency of advertisements actually published) within 30 days of invoice therefore and Advertiser will thereafter pay for advertising based on the standard advertising rates of *MARCH*. Any merchandising program executed by *MARCH* in reliance on advertising that is cancelled will be paid for by Advertiser at the fair market rate for such program (including all costs and expenses incurred by *MARCH*).

B. Advertising orders that contain rates that vary from the standard rates of *MARCH* shall not be binding on *MARCH* unless approved in writing by an authorized officer of *MARCH*. In the event any non-standard rates are not approved in writing by an authorized officer of *MARCH*, the standard rates shall apply to such order at the discretion of *MARCH*.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and *MARCH* may, in its discretion, so label such copy.

D. Orders for advertising containing restrictions or specifying positions, facings, editorial adjacencies or other requirements may be accepted and inserted, but such restrictions or specifications are at *MARCH*'s sole discretion.

E. In no event shall *MARCH*'s liability with respect to any order exceed the total amount paid to *MARCH* for such order, including any liability resulting from the errors or omissions of *MARCH*. In no event shall *MARCH* be liable for special, incidental, consequential or punitive damages.

F. The following items apply to furnished inserts: (1) an accurate facsimile of any furnished insert must be submitted to *MARCH* for review on or prior to the dates established by *MARCH* for the applicable publication; (2) *MARCH* is not responsible for errors or omissions in, or the production quality of, furnished inserts; and (3) Advertiser

and/or Agency shall be responsible for any additional costs or expenses incurred by *MARCH* arising out of Advertiser's and/or Agency's failure to deliver furnished inserts pursuant to *MARCH*'s specifications or time requirements.

G. Advertiser and/or Agency shall remain liable for the full advertising rate in each of the following instances: (1) *MARCH* is unable to publish an advertisement as a result of Advertiser's and/or Agency's failure to comply with *MARCH*'s specifications or time requirements (in which case, *MARCH* shall not be required to run any generic or other advertisement); (2) the failure of Advertiser and/or Agency to cancel the applicable order in accordance with the cancellation requirements contained herein (in which case, *MARCH* shall not be required to run any generic or other advertisement); and (3) the cancellation or termination of the applicable feature story.

H. All matters with respect to any advertising order will be governed by the laws of the State of Illinois applicable to contracts to be performed entirely therein. Any action brought by Advertiser or Agency against *MARCH* must be brought in the state or federal courts in Chicago, Illinois; the parties hereby consent to the jurisdiction of such courts.

I. Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted to *MARCH* complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce *MARCH* to publish such advertisement, Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless *MARCH*, and its employees, owners and representatives, against all liability, loss, damage, and expense of any nature, including attorneys' fees and court costs, arising out of any actual or potential claims for libel, invasion of privacy, copyright or trademark infringement and/or any other actual or potential claims or suits that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

J. In the event an order is placed by an Agency on behalf of Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both Advertiser and Agency.

K. Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all amounts charged by *MARCH* for each advertisement. Advertiser authorizes *MARCH*, at its election, to tender any invoice to Agency, and such tender shall constitute due notice to Advertiser of the invoice and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability

to *MARCH*. The rights of *MARCH* shall in no way be affected by any dispute or claim between Advertiser and Agency.

L. Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by *MARCH*, nor may Advertiser or Agency authorize any others to use any advertising space in such manner.

M. An advertising order may be cancelled by Advertiser or Agency providing written notice of such cancellation to *MARCH* no later than the 3rd day after the contract date, which shall be the earlier of the date of the applicable advertising contract or the date the applicable insertion order is received by *MARCH*. In the event of any order cancellation, Advertiser and Agency shall remain liable for the full advertising rate (except as otherwise provided herein) and shall reimburse *MARCH* for the cost of any work performed or materials purchased on behalf of Advertiser, including the cost of services, paper and/or printing.

N. Advertiser and/or Agency agrees to reimburse *MARCH* for its attorneys' fees and costs in collecting any unpaid amounts for any advertisement order.

O. Advertiser and Agency agree that any advertisements published may, at *MARCH*'s option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part. The copyright in any advertisement created by *MARCH* is owned by *MARCH*, and may not be otherwise used by Advertiser or third parties without *MARCH*'s prior written consent.

P. Except for contract rates agreed to in writing by Advertiser and *MARCH*, advertising rates and units of space for each order shall be at the prevailing rates on the date the applicable insertion order is received by *MARCH*.

Q. Any Agency commissions are the sole obligation and liability of the applicable Advertiser.

R. Terms of sale: Payment due 30 days from date of invoice. Interest will be charged at the lesser of 2.0% per month or the highest legal rate on past due balances.

S. *MARCH* has not made any representations to Advertiser or Agency that are not contained herein. No addition or alteration to these terms and conditions shall be valid or enforceable unless expressly agreed to in writing by *MARCH*. Unless expressly agreed to in writing by *MARCH*, no other terms or conditions in contracts, orders, copy, instruction, or other documents furnished by or on behalf of Advertiser or Agency (regardless of when received by *MARCH*) will be binding on *MARCH*.

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Sara Blakely, the founder and CEO of Spanx, appeared *MARCH's* November/December 2010 cover.



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