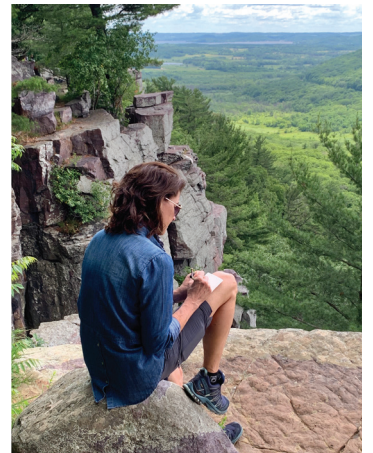


coulee region
women

AREA HOME AND HEALTHY LIVING MAGAZINE



**2022
ADVERTISER INFO**



CONNECTING YOU WITH YOUR COMMUNITY
On Target, On Time, Online Reaching Women in the Coulee Region

Reaching over 50,000 readers per issue

coulee region women

AREA HOME AND HEALTHY LIVING MAGAZINE

PICTURE YOUR ADVERTISEMENT IN COULEE REGION WOMEN MAGAZINE

THE MAGAZINE

Coulee Region Women magazine is a local home and healthy living magazine written for Coulee Region women by Coulee Region women. We strive to inspire women personally and professionally and foster families and communities that are happy, healthy, and strong.

COUNTIES COVERED: La Crosse, Monroe, Trempealeau, Vernon, Houston, Winona
FREQUENCY: Bi-monthly – 2 month exposure
CIRCULATION: 14,000 per issue
ONLINE: Complete publication online
READERSHIP: 50,000+
DEMOGRAPHIC: Women ages 25+

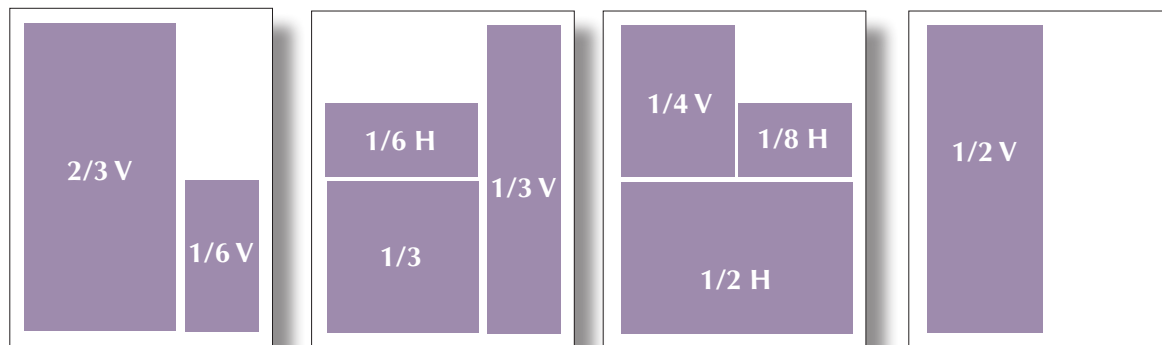
Ad Space Reservation Ad Copy Due

Release & Bill Date

FEB/MAR	Dec 31, 2021	Feb 3, 2022
APR/MAY	Feb 25	Mar 31
JUN/JUL	Apr 29	Jun 2
AUG/SEPT	Jun 24	Jul 28
OCT/NOV	Aug 26	Sept 29
DEC/JAN	Oct 21	Dec 1
BUSINESS & RESOURCE DIRECTORY	Sept 30	Nov 3

DISTRIBUTION: 35-mi radius, 500 locations
PRICE: Complimentary
PAPER: 60 lb. gloss
TRIM SIZE: 8.375" x 10.875"
BINDING: Saddle stitched
All ads hyperlinked to advertiser's website.





PRICING

Price listed is per issue

	FREQUENCY	1/8	1/6	1/4	1/3	1/2	2/3	FULL
Full Color	1x	\$200 ea.	\$490 ea.	\$590 ea.	\$690 ea.	\$890 ea.	\$1205 ea.	\$1545 ea.
Full Color	2-5x	\$200 ea.	\$390 ea.	\$490 ea.	\$590 ea.	\$790 ea.	\$990 ea.	\$1345 ea.
Full Color	6x	\$200 ea.	\$380 ea.	\$480 ea.	\$580 ea.	\$780 ea.	\$980 ea.	\$1245 ea.

AD SIZES

1/8	Horizontal: 3.6" x 2.33"
1/6	Horizontal: 4.861" x 2.333" Vertical: 2.347" x 4.833"
1/4	Vertical: 3.604" x 4.833"
1/3	Square: 4.861" x 4.833" Vertical: 2.347" x 9.833"
1/2	Horizontal: 7.375" x 4.833" Vertical: 3.604" x 9.833"
2/3	Vertical: 4.861" x 9.833"
Full Page	No Bleed: 7.375" x 9.833" Trim: 8.375" x 10.875" Allow 0.125" on all sides for bleed.
Double Page	16.75" x 10.875" Allow 0.3875" for the center gutter & 0.125" bleed

PRIME POSITIONS

	Rate 3-6x	Rate 1-2x
Back Cover	\$1530 ea.	\$1830 ea.
Inside Front Cover	\$1455 ea.	\$1755 ea.
Page 3	\$1455 ea.	\$1755 ea.
Inside Back Cover	\$1430 ea.	\$1730 ea.
Double Page	\$2280 ea.	\$2300 ea.

ACCOMPLISHMENT

100 words + 1" photo or logo \$150 ea.

Announce your business accomplishments:

- new business
- new employees
- anniversaries and awards
- special events

No charge for online - ads are hyperlinked to your website

No additional charge for ad design

CRW magazine use only - 2 proofs included

Extra proof charge after 2 proofs

WHEN SUBMITTING AD COPY

- High resolution PDFs & InDesign files preferred
- **300 DPI minimum**
- No Word or Publisher files
- Output line screen: 150 LPI

THANKS FROM OUR CRW COMMUNITY

I thank you for your willingness and ability to put out an admirable publication every couple months that aims directly at our desired demographic. Coulee Region Women is vital to our business.

—Mark Halter, J Company

Coulee Region Women can be credited with driving at least 75% of my leads. On a regular basis I am told that customers saw my ad in the magazine and even tore the page out to make sure they saved my information. The magazine is my only published advertising and was the smartest move I made to gain success in reaching my target market. Thank you for serving the community and providing business owners with a quality service.

—Kristin Ottesen, Kristin Ottesen Upholstery LLC

We recently had the opportunity to set up a fund which would provide support for the Nurse Midwife Department at Gundersen Health System. The timing and content of the December/January issue was a terrific resource for demonstrating the impact of our Nurse Midwife team to potential donors. The Gundersen Midwifery Legacy Fund is now active! Thank you for recognizing these amazing caregivers! Thank you, Coulee Region Women!

—Courtney Daniels-Burke, Gundersen Foundation



The Coulee Region Women team has been phenomenal to work with, and it's been an honor to advertise among other highly respected local businesses through this opportunity. We have had great feedback from our current guests and enjoyed new business coming through our doors. It's nice to work with an advertising company who is open-minded, allows us to be creative, and is accommodating to our needs: we can tell through their follow-through that they genuinely care about our business. We are honored to advertise our company in Coulee Region Women!

—Chelsie Moore, Resoul Day Spa

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