

# Demographics

The **Roxanne** reader has a certain DNA; she is who she is, no matter what her age, occupation or marital status. **Roxanne** Magazine's multicultural, multigenerational readership represents the new global kinship of today's women. Understanding the shifting dynamics of how women identify themselves, **Roxanne** actively embraces and showcases female diversity.

Women comprise over 50% of the nation's population, and according to both the *Washington Business Journal* and the *American Marketing Association*, the purchasing power of women is now a whopping \$3.7 trillion (USD) representing the greatest economic force the world has seen in the last decade. More than a \$1 trillion included in that figure is attributed to multi-ethnic women (African American, Hispanic and Asian American).

**Roxanne's** target market is culturally diverse, economically dynamic, and typifies a largely underserved, yet loyal and lucrative consumer.

According to *BusinessWeek*, women purchase or influence the purchase of 80% of all consumer goods, including stocks, electronics, and automobiles. Further, *JupiterMedia Metrix* reports more than half of all new Web users are women, and the *American Marketing Association* says about 78% of women use the Internet for product information before making a purchase.

Many 'established' business models have either ignored, or are struggling to connect with the "80% mainstream minority." The *American Marketing Association* recently found: Over 91% of women feel that advertisers don't understand them.

**Roxanne** readers are youthful, intelligent, au courant, inquisitive, and run the entire "I Am Woman" gamut. Too, they span a wide age demographic: 25-55+ years.

Created for women, by women, **Roxanne** Magazine 'gets' it. **Roxanne** Magazine understands what women want - and delivers. Businesses choosing **Roxanne** Magazine as their advertising and promotional partner have an unparalleled advantage over their competitors.

**Roxanne** Magazine's advertising/promotional partners enjoy the unequivocal benefits of working with a comprehensive media organization that seamlessly integrates print, digital and warm-body initiatives to reach, connect with and retain long-term relationships with multicultural, social, and value-conscious female shoppers.

Unprecedented internet marketing potential is also available to **Roxanne** Magazine clients through its digital branches, [RoxanneMagazine.com](http://RoxanneMagazine.com) and [blogazine, RoxMyWorld](http://blogazine.RoxMyWorld).

# Editorial Profile

**Roxanne** Magazine is a fresh, provocative, and powerful new statement that stands out among women's fashion and lifestyle publications. Authentic, smart and stylish, **Roxanne** journeys with women in the quest for the power of self and what they want to be, eschewing the worn mainstream media shopping list of "should be's."

Featuring vibrant photo-imagery paired with sophisticated, edgy, witty and fashionable editorial content, one of **Roxanne's** hallmarks reveals 'what lies beneath,' the exciting world of women's designer intimate fashion: Loungewear, Foundations and Classique Lingerie.

Created for women, by women, **Roxanne** Magazine engages its multi-cultural and multi-generational readership community in relevant conversation for today's progressive woman.

Each Issue of **Roxanne** Includes:

The Pleasure Principle • Personal Growth • Lifestyle • Feature Profiles • The Goodie Bag • Fashion Editorial

Featuring:

Beauty & Re(creation) • Relationships / Advice / Connections • Sexuality • Epicurean • Travel Spa / Fitness / Holistic Trends • Contests • Home / Bedrooms • Book Reviews • Global Citizenry

# Circulation

**Roxanne** Magazine provides maximum visibility by being the right product in the right places, in the right hands being read by the right people.

Our print circulation is 40,000 and we reach over 120,000 female consumers through pass-along readership. Most important, however, our unique format ensures our advertisers get the most 'bang' for their buck.

**Roxanne** Magazine's forward-thinking editorial format takes the guesswork out of advertiser visibility. Our vibrant large-scale page size and quick-read editorial structure guarantee that your ad is seen.

**Roxanne** Magazine offers VIP female audience access no other publication can provide:

- Free distribution at over 500 upscale specialty boutiques, major resort and stand-alone day spas, salons, restaurants, juice bars, fitness and tanning facilities, as well as aesthetic oriented professional offices throughout the greater Las Vegas Metropolitan and Henderson areas.
- Controlled circulation to 10,000 females ages 25-55 with \$75K+ household income with residences in Anthem, Canyon Gate, Seven Hills, Summerlin, Spanish Trail, Queensridge, Red Rock Country Club, Rhodes Ranch and Silverado Ranch.
- Hand-to-hand distribution at upscale female frequented 'hot spot' destinations; Boca Park, Fashion Show Mall, Forum Shops at Caesars, The District, and Town Center.
- Hand-to-hand distribution at fashion, lifestyle and aesthetic oriented shows and conventions such as local bridal shows, health and wellness expos, MAGIC, CURV, WSA, and CES.



# Advertising Rates:

Size	1x	3x	6x
<b>2-Page Spread</b>	\$5,990	\$4690	\$3995
<b>Full</b>	\$2,995	\$2,595	\$2,295
<b>Junior</b>	\$2,395	\$1,995	\$1,795
<b>Half (vert only)</b>	\$1,895	\$1,595	\$1,395
<b>Quarter (vert or horz)</b>	\$1,145	\$895	\$795
<b>Eighth</b>	\$850	\$725	\$595
<b>Goodie Bag Placement</b>			
<b>Large</b>	\$495	\$435	\$395
<b>Medium</b>	\$455	\$415	\$375
<b>Small</b>	\$380	\$350	\$335

## PREFERRED POSITIONS

Inside Front Cover	\$3,525
Masthead Page	\$2,199
Inside Back Cover	\$3,225
Back Cover	\$3,855

## DIGITAL MEDIA

RoxMyWorld Exclusive  
RoxMyWorld Banners  
RoxanneMagazine.com  
Home page & Interior Page Banners

# Specifications:

AD DIMENSIONS	TRIM: (w x h)	BLEED: (w x h)	LIVE: (w x h)
<b>2-Page</b>	22" x 14.5"	22.25" x 14.75"	21.5" x 14"
<b>Full</b>	11" x 14.5"	11.25" x 14.75"	10.25" x 14"
<b>Junior</b>	13.5" x 6.87"		
<b>Half (vert. only)</b>	5.12" x 13.5"		
<b>Quarter</b>	5.12" x 6.62"	<b>Quarter (vert)</b>	3.36" x 13.5"
<b>Eighth</b>	5.12" x 3.18"		

**DIGITAL FILE REQUIREMENTS:** For the best image quality, all digital materials must be compliant with the following specifications. Submit files in Macintosh versions of: Adobe InDesign CS, Adobe Photoshop CS, Adobe Illustrator CS (In EPS format), Adobe Acrobat PDF with embedded fonts, images converted to TIFF or EPS (no JPEG), color files converted to CMYK before conversion to PDF Adobe Photoshop files must be at least 300 dpi and in CMYK mode. RGB FILES WILL NOT SEPARATE. **Roxanne** Magazine cannot be responsible for converting RGB into CMYK due

to dramatic color shifts. For rich blacks, please use 40% cyan, 30% magenta, 30% yellow and 100% black. Any black created out of 100% CMYK will be denied.

**FONTS:** Files MUST include all fonts - or they must be converted to paths - as well as all graphic/image links. Please do not embed other EPS files in an Illustrator document. Text that is 10pt or smaller should not be built out of 4-color process. This also applies to reverse type. **Roxanne** would prefer to have all fonts converted to outlines.

Ask about Roxanne's  
Added Value Opportunities  
call 702 664 0035 or visit  
[RoxanneMagazine.com](http://RoxanneMagazine.com)

**AD SUBMISSIONS:** Ads smaller than 5 MB may be sent to [ads@roxannemagazine.com](mailto:ads@roxannemagazine.com). Please contact us for use of the FTP server for ads larger than 5 MB. It is recommended to compress ads using Stuffit or Zip to decrease file size and prevent corruption. Supplying a composite proof for color is recommended. Without a proof, **Roxanne** is not responsible for the reproduction quality of your ad. You may also mail ads on CD/DVD to: Roxanne Ads, 2300 W. Sahara Ave. Suite 800 Las Vegas, NV 89102.

# Roxanne

●●● you know who you are

MEDIA KIT

the  
**secret**  
to POWERFUL,  
positive, *Sexy* living

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