



Breast Cancer Wellness MAGAZINE

More than a magazine, we are a MISSION.

“Helping you reach those who need you most.”



2015 Media Kit

Why Advertise with BCW?

- **Nine years** strong and growing
- **The only** NATIONAL BREAST CANCER MAGAZINE in print and available online that focuses on mind body and spirit
- **Incredible** circulation and distribution
- **Customized packages** to meet your marketing objectives



www.BreastCancerWellness.org



Breast Cancer Wellness MAGAZINE



Our mission is to inspire, compassionately support and empower breast cancer patients and survivors to heal their life and to 'Be a Thriver!'

ADVERTISE WITH BCW

Theme 2015: Getting your wellness on!

MIND – BODY – SPIRIT – FINANCIAL

Empowering our readers to promote an active body, a resilient mind, a renewed spirit, and an attainable financial lifestyle despite the setbacks and stressors of breast cancer.

Incredible Circulation

- Readership over 300,000 and growing
- Over 1.2 millions impressions annually
- Every issue is also online offering worldwide exposure at www.BreastCancerWellness.org

National Distribution

- Breast care and mammography clinics
- The most recognized cancer centers and radiations centers in the world as well as local and regional cancer centers, and hospitals
- Breast surgeons
- Oncology nurse navigators
- Mastectomy retail centers including certified fitters and care specialists
- Reconstruction surgical centers
- Thermography centers
- Integrative and wellness centers across the country

Subscription delivery to thousands of breast cancer patients' and survivors' mailboxes across the nation.

Serving over 600 breast cancer nonprofits, organizations and events including American Cancer Society branches, Sisters Network and Affiliates, Young Survivor Coalitions, The Pink Fund, Susan G Komen for the Cure, and The Cancer Support Community.

Unparallel Advertising Advantages

The *BCW Team* delivers value-rich, **CUSTOM ADVERTISING** packages.

Your advertisement in BCW is ideal for your:

- Brand Awareness
- Special Events
- Calendar of Events
- Catalogs
- Contests
- Product Launches

Specialty launch for your new product or services

Promotional advertorials for product review, services, or press releases

Special advertising rates for display and banner ads

Advertising in the **Breast Cancer Wellness magazine** offers the best opportunity to reach thousands of potential customers. We offer competitive pricing and an audience untapped by all other publications.



DEADLINES:

Spring
February 15

Summer
May 15

Fall
August 15

Scheduled to accommodate for October–Breast Cancer Awareness Month

Winter
November 15

CONTACT:

BONNIE PHELPS

Director of Sales
phone 417.581.3438
fax 417.581.3498

bonnie@breastcancerwellness.org

P.O. Box 1228
Camdenton, MO 65020

BCW Magazine Rates and Deadlines

RATES	1-TIME	2-TIME	3-TIME	4-TIME
Full page	\$5,400	\$4,800	\$4,200	\$3,600
2/3 page	\$4,800	\$4,200	\$3,600	\$3,000
1/2 page Island	\$4,200	\$3,600	\$3,000	\$2,400
1/2 page	\$4,200	\$3,600	\$3,000	\$2,400
1/3 page vertical	\$3,600	\$3,000	\$2,400	\$1,800
1/4 page	\$3,000	\$2,400	\$1,800	\$1,200

COVERS & SPREADS	1-TIME	2-TIME	3-TIME	4-TIME
Center spread	\$9,700	\$9,100	\$8,600	\$7,900
Double page spread	\$8,700	\$8,100	\$7,500	\$6,900
SPECIAL PRICING				
Inside front or back cover	\$6,500	\$5,900	\$5,300	\$4,700
Back cover	\$7,300	\$6,700	\$6,100	\$5,500
Special advertising section	Professional services profiles, press releases, product launches. <i>Contact your sales consultant for sizes, rates and format.</i>			

PINK PAGES DIRECTORY	ANNUALLY
Pink Pages 1/6 page display ad	\$1,400
Pink Pages 1/8 page display ad	\$1,000
Pink Pages 1/16 page display ad	\$600
Pink Pages Website Link	\$300 PER YEAR

Pink Pages Directory rates are an annual agreement. Payment can be made quarterly with a credit card.

Pink Pages Directory: Includes a display ad in our business directory under the heading most appropriate for your business and also included on the Breast Cancer Wellness website under the Pink Pages Directory link.

IN-HOUSE PRODUCTION

Advertising rates include one hour of ad production for one 4-color ad. Services include basic design, color scanning and pre-press setup. Design assistance is available for \$55.

NOT included are the cost of photography, concept and logo design, artwork, photo manipulation or submitting an ad to other publications.

ADDITIONAL RATE CONSIDERATIONS

Agency Commission: Recognized agencies earn a 15 percent discount on space reserved, paid, and press-ready artwork provided.

Cancellations: Publisher reserves the right to edit or decline advertising copy at any time. There will be an additional 1.5% charge per month for any payment not received within 30 days of due date.



"Of all the publications I receive, both professional and pleasure, "The Breast Cancer Wellness Magazine" is by far my favorite. I always sit right down and peruse the articles and everything else I can lay my eyes on. Receiving and reading the magazine is like getting letters from close, longtime friends! Well, that would make sense, wouldn't it. You ARE my close and longtime friends!"

—**BRENDA BEST**
5 Year Breast Cancer Thriver



"Breast Cancer Wellness Magazine is a very informative and interesting magazine. I have recommended many family and friends to get a copy. I have friends recently diagnosed with breast cancer and I have referred them to this magazine and they found the information very comforting knowing they are not going through this journey alone."

—**CHERRIE BRICE**
10 Year Breast Cancer Thriver

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BCW Magazine Online!

www.BreastCancerWellness.org

The centerpiece of a dynamic experience, **BreastCancerWellness.org** is a direct route to connect with thousands of women across the nation seeking resources and support.

All issues of The Breast Cancer Wellness Magazine are available online 24/7—including our latest digital publication.

The site offers many custom advertising and sponsorship opportunities:

- Advertorials
- Banner Advertising
- Online catalogs
- Online Pink Pages and Resource Directory
- Newsletter Opportunities
- Event promotion

2014 Online Rates

BANNER	MONTHLY
Home page banner 315 x 100	\$160*
<small>*Based on a quarterly agreement. Limited number of banners available—call for space reservation.</small>	
ADVERTORIAL	MONTHLY
Advertorial	\$100*
<small>*Based on a quarterly agreement.</small>	
PINK PAGES	YEARLY
Website Link	\$300



Advertorial Listing

Banner Ad
315 x 100

DEADLINES:

Spring
February 15

Summer
May 15

Fall
August 15

Scheduled to
accommodate for
October–Breast Cancer
Awareness Month

Winter
November 15



"BCW shares the message I believe in: living well! In fact, I make sure that EVERY new woman I meet in my work, and in my support group, gets a copy. It is that important! A subscription to BCW should be part of every woman's breast cancer treatment plan."

—ROBIN MOSER

7 Year Breast Cancer Thriver

Advertising Specifications

Please contact us with any file setup questions. 417.987.9062 or hilldesignco@gmail.com.

SPECIFICATIONS

Our magazines are printed on high-speed web presses.

All requirements are based on specifications for Web Offset Publications (SWOP).

We are a Macintosh-Format Computer to Plate (CTP) environment, using the Adobe Creative Suite 4. Adobe InDesign is the primary page layout program with support from Illustrator and Photoshop.

We can access CDs, DVDs and Flash Drives. We also have a ftp site for sending files, or can receive emailed files up to 10 MB. Please inquire with your account executive for details.

All ads must be set up for 4-color process, CMYK format. If a spot color is desired, special arrangements must be made and additional specifications provided before submitting materials. All Pantone color requests incur additional charges over the 4-color rate.

PREFERRED FILE FORMATS

PDF

We prefer press-ready PDF files—*without crop marks*—with fonts and all links embedded.

Please include an 1/8" bleed when needed on full page bleed ads. Images must be in CMYK format and at a resolution of 300 dpi at actual print size.

Export or Optimize PDF files with a Press Quality setting.

ACCEPTABLE NATIVE FILE FORMATS

Please include all fonts and high-resolution images with the native document.

All images must be in CMYK format and at a resolution of 300 dpi at actual print size.

InDesign Version CS4 and greater

Illustrator Version CS4 and greater

Photoshop Files must be correct resolution and size.

FTP INSTRUCTIONS

Use FTP Client software such as FireFTP, Transmit or Fetch. Free downloads are available online.

Our FTP server will not work via a web browser such as Firefox, Explorer or Safari.

Host/URL: <ftp.hilldesignco.com>

User name: `hdctransfer`

Password: `trans12c`

Please send an email to hilldesignco@gmail.com to notify us that your file has been uploaded.

SHIPPING INSTRUCTIONS

Proofs must accompany all materials.

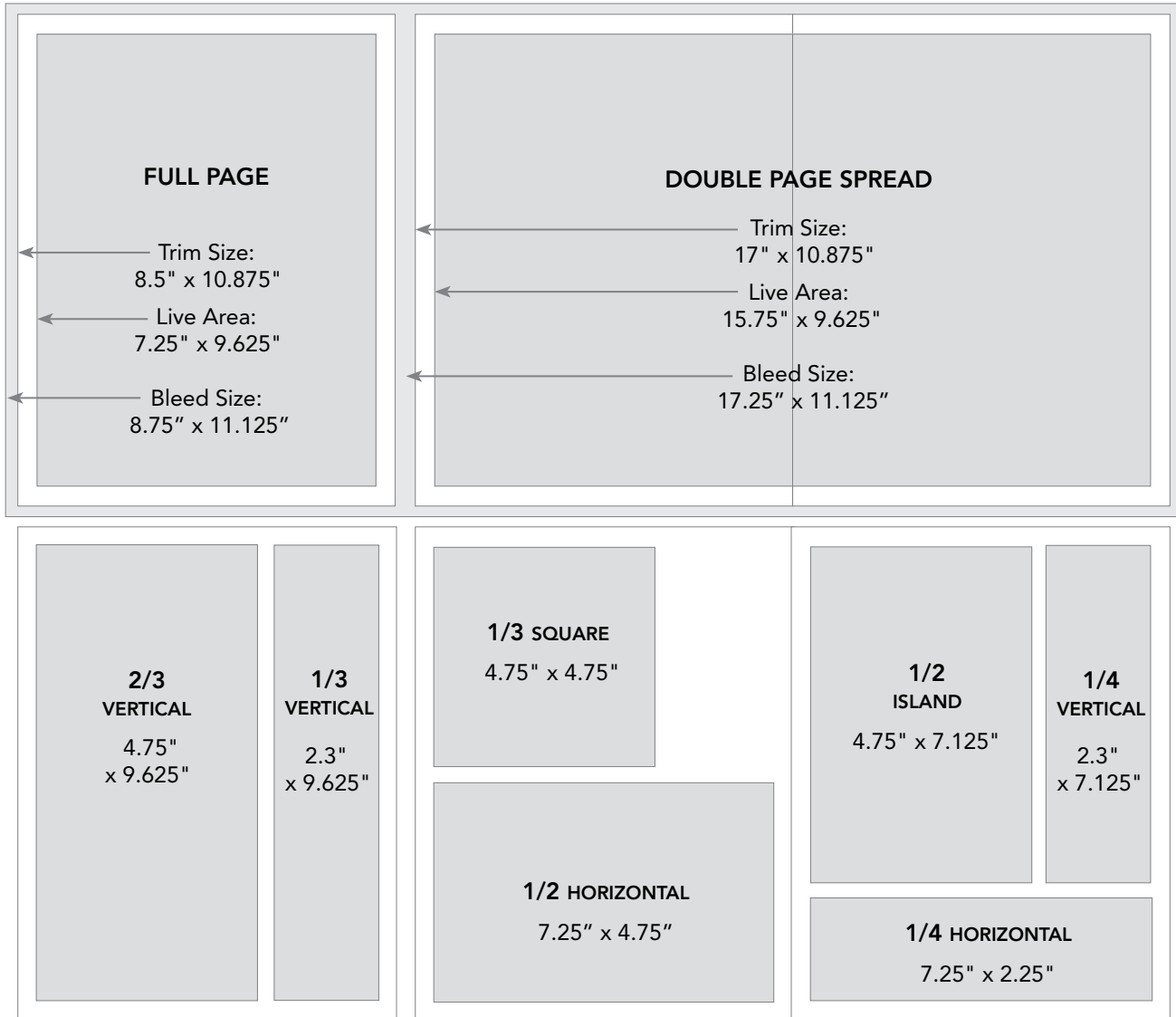
Ship materials to:

Breast Cancer Wellness Magazine


P.O. Box 1228

Camdenton, MO 65020

Advertising Dimensions



Please do not add crop marks or printer marks to PDFs. All images must be in CMYK format and at a resolution of 300 dpi at actual print size.

BE A THRIVER! 

PINK PAGES:
 1/6 page, vertical: 2.17" x 4"
 1/8 page, vertical: 2.17" x 3"
 1/16 page, vertical: 2.17" x 2"

TRIM SIZE: 8.375" x 10.875"
 Type and other images not intended to bleed or be trimmed must be at least .25" inside the trim area.

AD SIZES	WIDTH	HEIGHT
Double page spread	15.75"	10.875"
Double page, bleed	17.25"	11.125"
Full page, non-bleed	7.25"	9.625"
Full page, bleed	8.75"	11.125"
2/3 page, vertical	4.75"	9.625"
1/2 page, Island	4.75"	7.125"
1/2 page, horizontal	7.25"	4.75"
1/3 page, vertical	2.3"	9.625"
1/3 page, square	4.75"	4.75"
1/4 page, horizontal	7.25"	2.25"
1/4 page, vertical	2.3"	7.125"

Advertising in
BCW Magazine
gives you the
opportunity
to reach
thousands
of potential
customers
through direct
marketing.

We offer
competitive
pricing and
an audience
untapped
by most
publications.

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Advertising Agreement

The below named business, organization, or individual reserves display advertising space in the amount of _____ page in the **Breast Cancer Wellness Magazine** for a period of _____ consecutive issues and for each issue will pay the rate shown below.

DISPLAY AD Size _____ Vertical Horizontal Rate \$ _____

PINK PAGES Size _____ Rate \$ _____

Pink Pages Directory Category _____

WEBSITE Home Page Banner \$ _____ Advertorial Link \$ _____

Website Link \$ _____ Total \$ _____

CONTACT

Business Name _____

Mailing Address _____

City _____ State _____ Zip _____

Authorized Contact Person _____

Phone Number _____ Fax Number _____

Website (optional) _____

Email (optional) _____

Business Location (if different than above) _____

*The **Breast Cancer Wellness Magazine** reserves the right to decline publication of any copy or advertising matter which the company deems objectionable or undesirable. It is agreed that the rate will be guaranteed for a period of four consecutive issues. This contract is to be used only by the above named business, organization, or individual and is not transferable.*

Authorized Advertiser's Signature _____ Date _____

BCW Director of Sales Signature _____ Date _____

BILLING

Bill my credit card. VISA _____ MC _____ **Total Billed \$** _____

_____ Exp _____

3 Digit Routing Number _____ (Located on back of card)

Name as it appears on credit card: _____

Complete Address as it appears on credit card billing:

Signature _____

Enclosed is a check/money order in the amount of \$ _____ # _____

Notes: _____
