



*2020 Magazine Quarterly Media Kit*

ADVANCING TODAY'S GLOBAL CAREER WOMAN

**CAREER**  
—MASTERED





ICONIC. PRESENCE. POWER.  
**CAREER MASTERED**  
MAGAZINE *Quarterly*

*Career Mastered Quarterly* is the premier women's leadership and career advancement publication focused on corporate and entrepreneurial business women professionals.

*Our mission is to help women advance their leadership and careers by providing the sage career advice through our digital magazine. You will see women supporting women to advance their careers while giving back to the next generation of youth.*

Mastering a career takes time, focus and persistence. It includes learning to navigate successes and failures, being open to helping others and learning from mistakes.

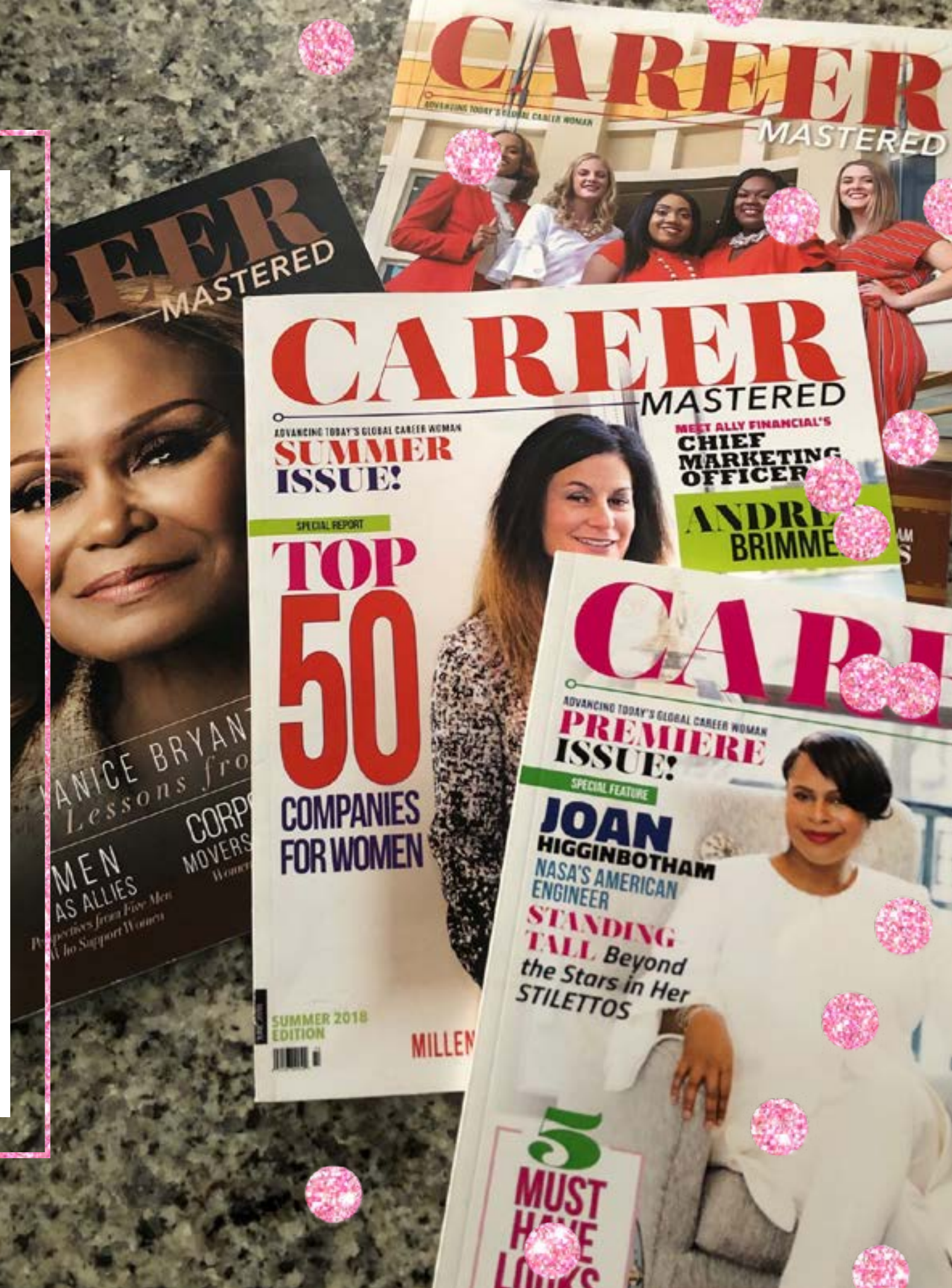
*Career Mastered Quarterly* keeps its readership abreast of the changing landscape and trends of Corporate America as well as Entrepreneurial Business World. Career Mastered Quarterly will be informational and inspirational for its readership.

We provide insightful editorial and profiles which feature women who have demonstrated what mastering a

career looks like at a mature level as well as providing examples of emerging leaders. ICONIC. PRESENCE. AND POWER. represents the woman who has mastered her

career. Assisting professionals define what success looks like by providing insightful information regarding prominent successful entrepreneurs and corporate business women is our goal.

The publication will be available online as a free subscription and in print to **Career Mastered** Women's Leadership Network (CMWL) Corporate Members, Individual Professional Members, Business Members and Student Members.

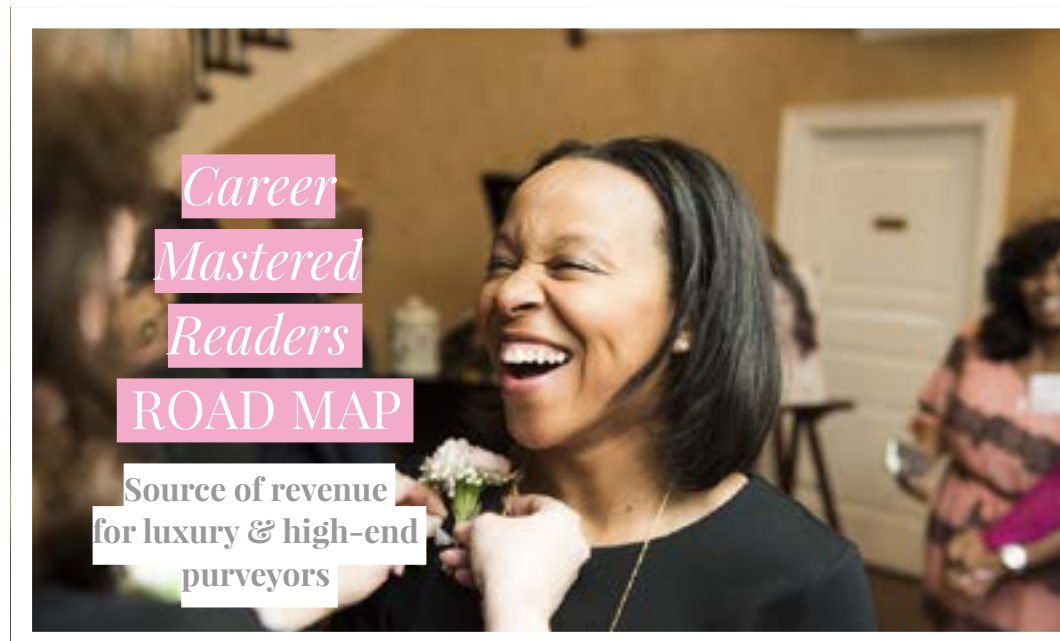






# Who Will You Reach?

- A niche audience of affluent women business leaders in Corporate America and the entrepreneur professionals with disposable income and a desire for growth and success.
- A targeted group of corporate and business leaders recognized for influencing market trends.
- Consumers who are difficult to reach through conventional mainstream marketing.
- Readers with an average household income of \$150,000.
- Diverse corporate professionals who are proactive in taking charge of their careers and are open to new job opportunities commensurate with their extensive experience.



*Career  
Mastered  
Readers*  
ROAD MAP  
Source of revenue  
for luxury & high-end  
purveyors



*Path to  
SUCCESS*



*Position  
Your Company*  
as an Advocate  
for Women's & Girl's  
Leadership



*Career Mastered  
Magazine Can Help  
You Expand*

your visibility, your brand  
and speak directly to this  
market through our corporate  
and strategic partnerships  
platform.



*ONLY  
Career Magazine*  
with an eye on women's  
career & leadership  
advancement in BOTH corporate  
and entrepreneurial tracks.



*Career  
Mastered  
Iconic.Presence.  
Power.*





# Editorial Highlights

## *Career Mastered: Iconic. Presence. Power.*

### **CAREER MASTERY**

This segment of the magazine gives the reader the opportunity to learn about women who are game changers and who are compelled to get in the arena to master their careers. We will interview some of the 150 women from more than 20 industries who have received the Career Mastered Women's History Leadership in Action Award and affords our readers the opportunity to hear about their journeys, inspiration and aspirations.

### **PRESENCE & BRAND IMAGE CONSULTING**

What others say when you are not in the room is just as important as what they say when you are in the room. Perception and Reputation is important. It is easy to get derailed when your dress, attitude and disposition is in the way. It all plays a part in how far you'll go. You may be the best at what you do. However, this along will not get you there. Our readers get their sage advice on brand image and what it takes to have presence when show up in the room when you arrive.

### **AMBASSADORS/ALLIES**

This segment of the magazine will focus on men who support, empower, and advocate on behalf of women's growth and inclusion in business and the economy. These men have learned that diversity of thought and women's leadership, in particular is key to the continued growth of business and the world.

### **C-SUITE**

Navigating your way to the C-Suite is tough. We invite you to read about high-profile Chief Executives from Fortune 500 companies who will share their insight on everything from being the only one in the room to what it takes to get there.







## Editorial Highlights *continued*

### ***Career Mastered: Iconic. Presence. Power.***

#### **CAREER MASTERED: "I AM HER" CAMPUS TOURS**

Readers will be guided through the "I Am Her" Campus tour experiences to learn about the aspirations and goals of college women. The "I Am Her" Campus Tours engage talented women in real talk about how to navigate corporate hallways and what it really takes to own a business. Campuses such as Johnson C. Smith, University of North Carolina, Southern University, Michigan State University and other colleges and universities will be featured.

#### **CAREER MASTERED COMPANIES THAT GET IT**

This segment profiles selected companies who support the advancement of women's leadership and careers. They have pledged to get in the arena as an advocate of women. Their Board of Directors and C-Suite reflect the inclusion of women. They measure their success on the commitment of diversity and inclusion in their work environments and are involved in giving back to the next generation of women leaders.

#### **EMERGING LEADERS AND RISING STARS**

Our readers will be able to see and learn about the next generation of emerging leaders and rising stars. These young women are movers and shakers who get in the game to make a difference early on. They have dreams and goals for Corporate American Jobs and some have already begun their entrepreneurial journey.







## Demographics

**30-65**  
Core Female  
Reader Age Group

**85k+**  
Median Annual  
Income

**50%**  
Monthly Visitors  
[@careerastered.com](https://www.careerastered.com)

**95%**  
Employed or Own  
their Own Business

**150**  
Iconic, Powerful  
Women Honored  
to Date

**850M**  
Media Impressions  
[#careerastered](https://www.instagram.com/careerastered)

**100%**  
Honorees are at the  
Director/VP/President/  
CEO levels

**60k+**  
Facebook Group  
Followers  
[/careerastered](https://www.facebook.com/careerastered)

**53k+**  
Facebook Group  
Members  
[/careerastered](https://www.facebook.com/careerastered)

**50%**  
College & Post  
Secondary Degrees

# 5TH ANNIVERSARY

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## HONORING WOMEN

Iconic. Presence. Power.  
**WOMEN WHO CAN AND DO.**

This issue will feature women executives who are game-changers— who take charge of their careers and who get in the arena to make a difference no matter the odds. The issue will also feature companies that continue to persist despite the odds.

**2019 SPRING ISSUE SPACE  
CLOSE: 1/15  
MATERIALS DUE: 2/1  
MAGAZINE AVAILABLE: 3/1**



beautiful eyes, look for  
the good in others; for  
break only  
ness; and  
with the  
t you are  
ful eyes,  
beautiful  
for poise,  
knowledge  
er alone.  
look for  
thers; for  
break only  
ness; and  
for poise, walk with the  
knowledge never alone. words





ICONIC. PRESENCE. POWER.  
**CAREER MASTERED**  
MAGAZINE *Quarterly*

**SUMMER ISSUE *June/July***  
**TOP COMPANIES FOR  
WOMEN LEADERS**

Our Summer Issue takes a comprehensive look and honor companies who have a proven track record of identifying, recruiting, hiring, retaining, and developing women leaders. We will highlight C-Suite executives. Also, Companies who have joined Career Mastered Diversity in Excellence Program.

**SPACE CLOSE: 3/1**

**MATERIALS DUE: 4/1**

**AVAILABLE: 5/24**

**FALL ISSUE *Sept/Oct***  
**C-SUITE ISSUE**

The coveted Fall issue lets our readers hear from C- Suite executives in their own words. They will talk about everything from their first job to what it really takes to be a successful Corporate Executive.

**SPACE CLOSE: 6/1**

**MATERIALS DUE: 7/1**

**AVAILABLE: 8/16**

**WINTER ISSUE *Dec/Jan***

**WHY HE CARES - HOLIDAY ISSUE**

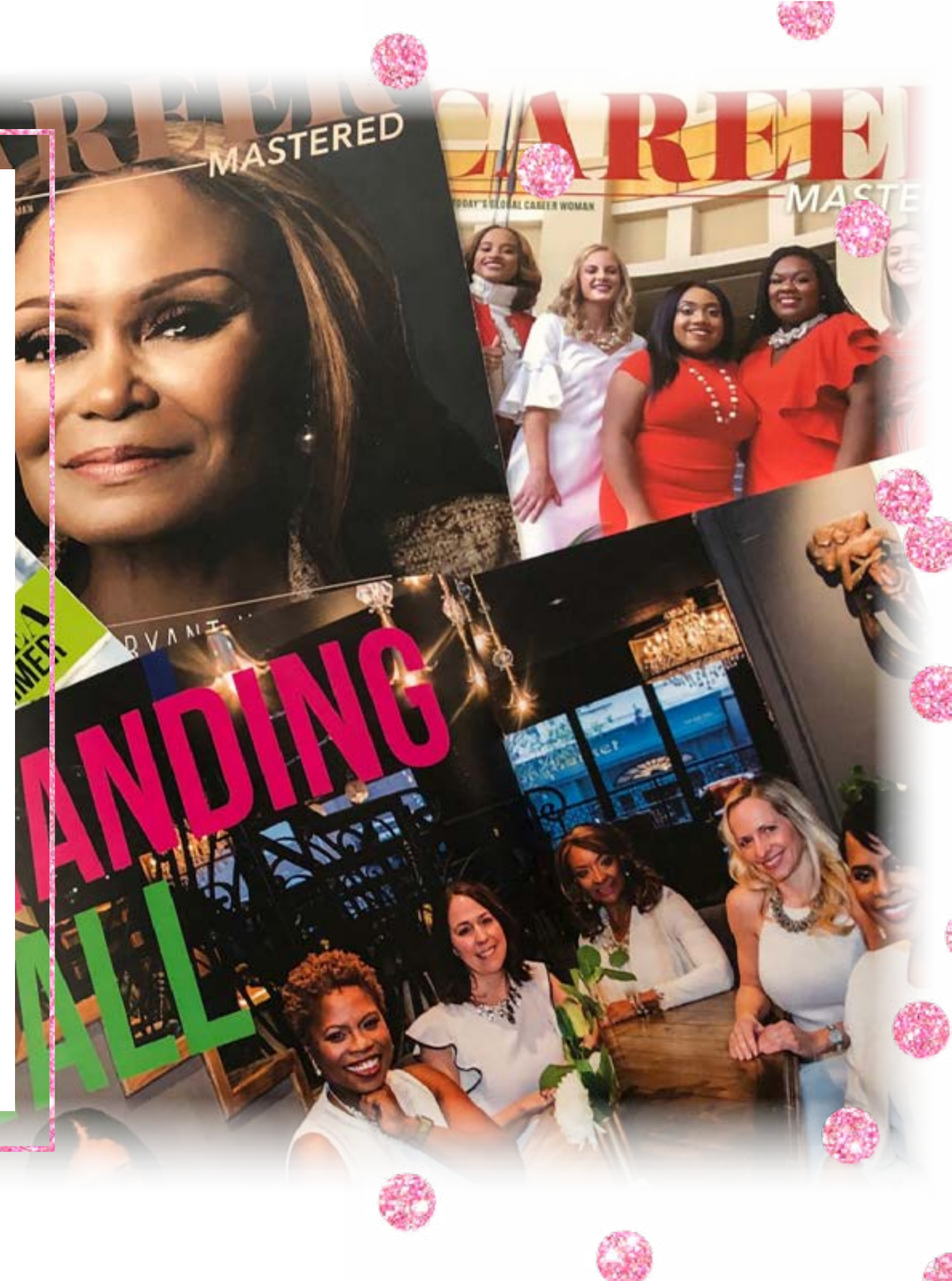
This issue celebrates and profiles men who support, empower and celebrate women as mothers, aunts, sisters, business leaders and colleagues. The issue will also feature editorial from "Our Year-End Review."

**SPACE CLOSE: 9/1**

**MATERIALS DUE: 10/1**

**AVAILABLE 11/15**

**2019  
EDITORIAL  
CALENDAR**







# Rates & Mechanical Specifications

<b>RATES ADVERTISING RATE CARD</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
Full Page	\$10,000	\$8,258	\$7,089
1/2 Page	\$5,000	\$3,258	\$2,089

\* Rate Base 150,000

<b>Page Size</b>	<b>Bleed</b>	<b>Live Safety/ Non-Bleed</b>	<b>Trim</b>
Full Page	8.25" X 10.75"	7" X 10"	8" X 10.5"
2/3 Vertical	5.25" X 10.75"	4.25" X 10"	5" X 10.5"
1/2 Vertical	4.125" X 10.75"	3.75" X 10"	3.875" X 10.5"
1/2 Horizontal	8.25" X 5.375"	7.125" X 4.625"	8" X 5.125"
1/3 Vertical	2.875" X 10.75"	2.125" X 10"	2.625" X 10.5"
1/3 Square	5.25" X 5.25"	4.5" X 4.5"	5" X 5"
2pg Spread	16.25" X 10.75"	15" X 10"	16" X 10.5"

**PUBLICATION TRIM SIZE: 8" X 10.5"** (allow 0.5' safety from trim for live matter)

**GUTTER SAFETY** - Headlines/Body Text—0.25' each side of gutter, to provide 0.5' total separation for spreads

**MIRROR IMAGES:** No mirror images in spread without prior approval.

**FILE FORMATS ACCEPTED: High resolution- 300 DPI - digital file type: PDF ONLY.**  
*All digital pdf files must conform to 4-color CMYK or Black/white grayscale specifications.*





## *Rates & Mechanical Specifications* continued

Please confirm due dates in advance of advertiser production planning. All materials should be at our office no later than the closing dates unless you have been given an extension by Ad Services. All extensions must be confirmed in writing. Extensions are given for individual advertisers on a per issue basis. If you are in doubt about an extension or other question, please call us at 1.866.601.4441 as soon as possible.

*We accept DIGITAL FILES (preferred) via Email or through Dropbox.*

**For Technical Questions On File Format OR TO SUBMIT materials prior to closing date/per issue contact:**

LaTanya Orr  
Career Mastered Magazine Quarterly  
Creative Division/Ad Services  
PP: 1.866.601.4441  
E: [latanyaorr@lwaco.com](mailto:latanyaorr@lwaco.com)

***Hard-copy ads may be mailed to:***

LaTanya Orr  
2740 Oakman Ct.  
Detroit, MI 48238

**[www.careermastered.com](http://www.careermastered.com)**



# Career Mastered Magazine Quarterly

## ADVERTISING TERMS AND CONDITIONS



The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Linwick & Associates, LLC Magazine (the "Magazine") published by Linwick & Associates, LLC (the "Publisher").

1. Rates are based on average total audited circulation, effective with the issue dated March 2019. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.

2. The Magazine is a member of the Alliance for Audited Media (the "AAM"). Total audited circulation is reported on an issue-by-issue basis in publisher's statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.

3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email, by no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser's ad placement will no longer be deemed a "full-run" buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement).

Certain advertisements that are not standard and/or full-page run-of-book advertisements may not qualify to run in the digital version, including but not limited to, scented units and business reply cards. Please consult the Publisher for details. If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms. Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may be viewed in one of three formats: (1) "straight from print advertising format" or "SFP" where the page on screen looks exactly like the advertisement appearing in the print edition; (2) "designed for tablet advertising format" or "DFT" where the same creative has been resupplied and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; and (3) "enhanced for tablet advertising format" or "EFT" where an advertisement has added enhancements and bonus content to transform the print content to more fully utilize the digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).

Qualifying advertisements running in the digital edition of the Magazine will automatically run in a straight from print advertising format. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than straight from print (i.e., designed for tablet advertising format or enhanced for tablet advertising format), it must so indicate prominently on the insertion order by the ad close date. Designed for tablet advertising format or enhanced for tablet advertising format may not be available on all platforms or devices. Please consult the Publisher for details.

4. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

5. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

6. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats

and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark 2019 infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

8. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

9. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

10. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

11. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

13. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

14. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.

15. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

16. None of creative fees, special advertising print production premiums, digital edition upgrade fees or DFT or EFT production fees earn any discounts or agency commissions.

17. The Magazine is subject to Time Inc.'s standard 2019 issue-by-issue tally (IBIT) pricing system.

18. Publisher reserves the right to modify these terms and conditions.

These Advertising Terms and Conditions were originally issued December 2017.



# Career Mastered Magazine Quarterly

## POSITIONING GUIDELINES

### POSITIONING GUARANTEES

- If a position has been guaranteed, an insertion order or letter of intent must be received by the ad close date in order to hold that position. Positions not confirmed by their scheduled date will be released and positioning will need to be re-negotiated.
- Percent of book - guarantees are calculated using the total book size. This includes four pages for the covers.
- 1st in Category - Linwick & Associates, LLC does NOT guarantee 1st in category.

### POSITIONING FOR RUN OF BOOK ADS WITH SPECIAL REQUIREMENTS

- Fractional ads - are not guaranteed placement. They are only guaranteed edit equivalent to their size (i.e. half page advertiser is guaranteed no more than a half page of edit).
- Spreads - are not guaranteed edit in OR out unless previously negotiated.
- Regional ads - are not guaranteed placement. They may be opposite full or partial edit and must be RHP/LHP flexible.
- Scented ads and 5th Color ads - must run on specific pages of a press and require positioning flexibility.
- Disclaimers - are not guaranteed edit and will run opposite a promotional page, house ad or PSA.
- Multi Product ads - advertisers with multiple products within their creative will not be guaranteed positioning.
- Advertorials –
  - Advertorials should be a 1:1 ratio and must opposite their brand ad
  - Advertorials and promo pages are not guaranteed positioning
  - Edit in or out is not guaranteed for any advertorial unit
- Coupon Advertisers - If an advertiser's creative has a coupon or any kind of cut-out; all positioning guarantees will be re-negotiated.
- Inserts:
  - Insert positioning is unique to the type of insert it is and will be guaranteed placement as follows:
    - 1st, 2nd, or 3rd Non-Scented Insert or 1st, 2nd or 3rd Scent strip etc. \*Note that a scent strip guaranteed 1st scent strip may have a non-scented insert run prior and vice versa.
  - Scent Strip positions are NOT grandfathered and do not automatically carry over from year to year.
  - Inserts are guaranteed edit in only. A promotional page, house ad or PSA will lead out of the insert.

### SEPARATION

- Insert separation - Linwick & Associates, LLC does not guarantee separation from inserts. Any request must be made prior to positioning guarantee and may affect positioning.
- Competitive separation will be waived for all positions within the first 10 percent of book. We can only guarantee that the competitive products will not touch. Six pages of product to product (i.e. lip to lip) separation will be provided in the balance of the book with the exception of hair advertisers.
  - Hair advertisers will only be guaranteed three pages of competitive separation. The separation is only from like product to like product i.e. hair color to hair color, relaxer to relaxer.
  - Multi product ads –
    - Single product advertisers are not guaranteed competitive separation guarantee from multi product ads.

- Multi-product ads are not guaranteed competitive separation for the products on their page.
- Promotional pages – There is no competitive separation from the products or logos listed on promotional pages
- Advertiser logos – there is no competitive separation from advertiser logos that appear on an advertisement.

### CREATIVE APPROVAL

- Advertiser creative is subject to Publisher and Editorial Approval.
- Linwick & Associates, LLC reserves the right to request that an ad be moved due to creative conflicts or if the advertiser's product is featured on the opposite page.
- Comparative ads are subject to Time Inc. Corporate Policy.

### COVERS

- Cover upgrades are a one-time only offer and do not carry over from year to year.
- If a franchise advertiser passes on a cover 2 years in a row Linwick & Associates, LLC reserves the right to release the cover.







# 2020 Advertising Contract

ADVANCING TODAY'S GLOBAL CAREER WOMAN

# CAREER MASTERED

Please complete the order form below and mail with payment.

## I. ADVERTISER INFORMATION

Company/Organization: \_\_\_\_\_

Contact Person for Ad: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## II. ISSUE

- SPRING 2020** [March/April]- **Ad/Copy DUE 1/15/2020**
- SUMMER 2020** [June/July] - **Ad/Copy DUE 3/15/2020**
- FALL 2020** [September/October] - **Ad/Copy DUE 6/15/2020**
- WINTER 2020/2021** [December/January] - **Ad/Copy DUE 9/15/2020**

## III. CHARGES

**TOTAL AMOUNT ENCLOSED: \$** \_\_\_\_\_

Payment Type: **Check** [make payable to Linwick & Associates, LLC]

Credit Card:  Visa  MasterCard  Amex  Discover

Name on Card: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Card#: \_\_\_\_\_ Verification Code: \_\_\_\_\_

Signature \_\_\_\_\_

## Special Magazine Advertising Opportunities for Summit 2020 Diversity Leadership Award Honorees!

### SPRING 2020 WOMEN'S HISTORY MONTH

**FULL PAGE- FULL COLOR AD » \$1,500** (one time pricing).

Rates are available for Honoree-Based Companies. **DEADLINE JANUARY 15, 2020.**

### IV. GENERAL ADVERTISING OPTIONS AND REQUIREMENTS

Advertisement **MUST** be sized as specified and **PRINT READY** [high-resolution [300 dpi] in order to be published in the Magazine. Both full-color and gray-scale ads accepted. Artwork and payment - DUE no later than specified for each issue.

### SPECIAL ADVERTISEMENT RATE PRICING FOR DIVERSITY LEADERSHIP AWARD HONOREES

#### ADVERTISING SIZE OPTIONS (please check your preferred option)

Please confirm size of advertisement by checking the relevant box below. See "Rates & Mechanical Specifications" for actual size specifications or more information.

PAGE SIZE	1X	2X	4X
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$5,000	<input type="checkbox"/> 3,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> 2pg Spread	<input type="checkbox"/> \$12,500	<input type="checkbox"/> \$9,500	<input type="checkbox"/> \$7,800
<input type="checkbox"/> Back Cover - Full Page	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$4,000

PAGE SIZE	BLEED	LIVE SAFETY/ NON-BLEED	TRIM
Full Page (OR BACK COVER)	8.25" x 10.75"	7" x 10"	8" x 10.5"
2pg Spread	16.25" x 10.75"	15" x 10"	16" x 10.5"

**PUBLICATION TRIM SIZE: 8" x 10.5"** (allow 0.5' safety from trim for live matter)

**GUTTER SAFETY:** Headlines/Body Text-0.25' each side of gutter, to provide 0.5' total separation for spreads

**MIRROR IMAGES:** No mirror images in spread without prior approval.

**FILE FORMATS ACCEPTED: High resolution - 300 DPI - PRINT-READY digital file type: PDF ONLY.**

All digital pdf files must conform to 4-color CMYK OR Black/white grayscale specifications.

**SEND PRINT-READY DIGITAL AD BY EMAIL TO: latanyaorr@lwaco.com**

**MAIL COMPLETED FORM AND PAYMENT TO:**

Linwick & Associates, LLC • P.O. Box 5132, Mooresville, NC 28117

Fax to: 1.866.486.2151

