

2020

VOW

Your wedding.
Your way.

IN PARTNERSHIP WITH

mazzone hospitality

DELIVERING THE DIFFERENCE

VOW magazine is back again in 2020 in partnership with Mazzone Hospitality. This issue will highlight wedding trends in 2020 bringing first looks from Mazzone weddings and exclusive Mazzone content from their vendors.

An annual magazine, VOW will be distributed at the top bridal shows across the Northeast including the Capital Region, the Berkshires, Connecticut and metro New York as well as over 200 vendor locations regionally. In addition, it will be Mazzone's must have resource guide for all their couples in 2020.

New this year: VOW Launch party event to be held at the Hearst Media Center, date TBD! All VOW content will be converted into a VOW Wedding Channel which will be promoted on the homepage of Timesunion.com, across social media platforms between Mazzone and the Times Union and through extensive digital marketing. E-Flip Book will also be available all of 2020 on the VOW wedding Channel.



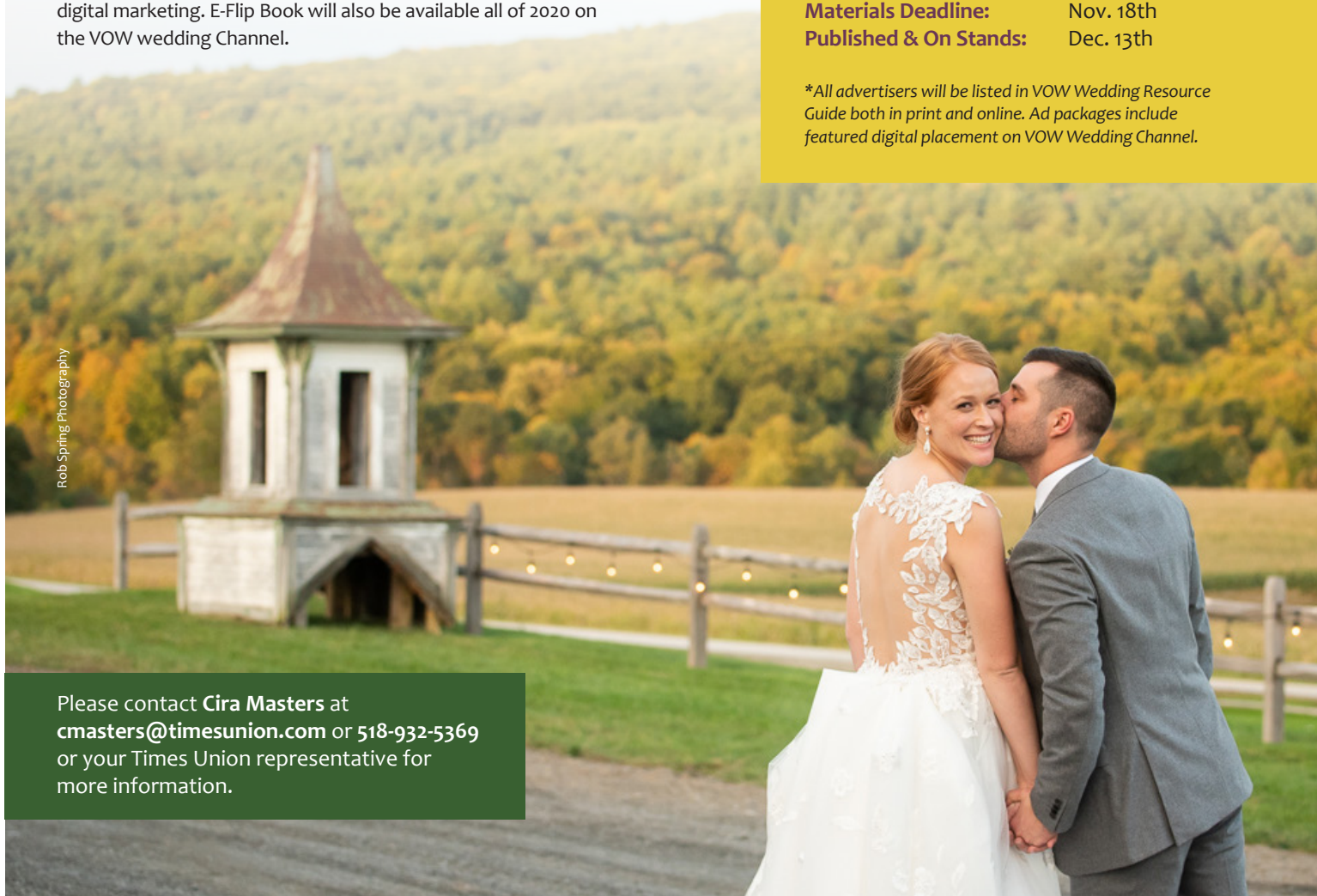
Rob Spring Photography

- ✿ Full page \$1,500
- ✿ Premium placement \$1,750
- ✿ 1/2 page (vertical or horizontal) \$950
- ✿ 1/4 page \$650
- ✿ 2-page spread \$2,300
Center spread & first spread up front,
first come first served
- ✿ Cover position \$2,750
(Back cover, IFC or IBC available)

Ad Reserve Deadline: Nov. 6th
Materials Deadline: Nov. 18th
Published & On Stands: Dec. 13th

**All advertisers will be listed in VOW Wedding Resource Guide both in print and online. Ad packages include featured digital placement on VOW Wedding Channel.*

Rob Spring Photography



Please contact **Cira Masters** at cmasters@timesunion.com or 518-932-5369 or your Times Union representative for more information.

VOW Magazine Specs

Full Page

Live area	w= 7.125"	h= 10"
Trim size	w= 7.625"	h= 10.5"
Bleed size	w= 7.875"	h= 10.75"

Double-truck Spread (2 Pages)

Live area	w= 14.75"	h= 10"
Trim size	w= 15.25"	h= 10.5"
Bleed size	w= 15.5"	h= 10.75"

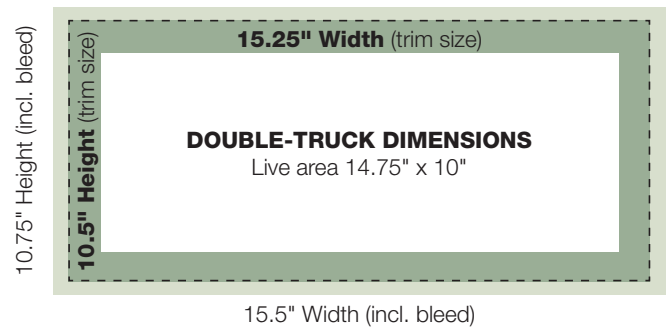
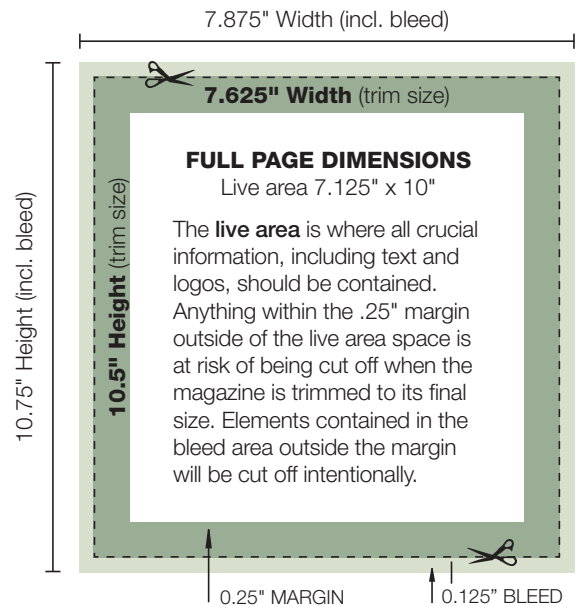
Allow .125" bleed on all sides and keep live matter (text, logos, etc.) at least .25" from trim edge.

1/2 Page Vertical w= 3.5" h= 10"

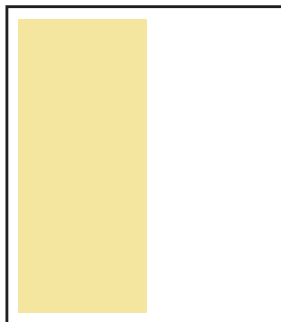
1/2 Page Horizontal w= 7.125" h= 4.875"

1/4 Page w= 3.5" h= 4.875"

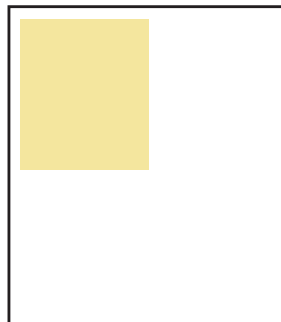
1/8 Page w= 3.5" h= 2.375"



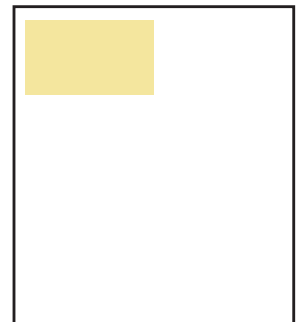
Half-horizontal
7.125" x 4.875"



Half-vertical
3.5" x 10"



Quarter page
3.5" x 4.875"



Eighth page
3.5" x 2.375"

- All ads must be sent as high-resolution PDF files.
- All images used in ads must have a minimum resolution of 300 dpi, and be CMYK. Low-res and RGB images will be rejected.
- All areas of solid black, excluding text, must be made up using rich black (50c/50m/40y/100k).
- Full Page ads must be built to bleed.

W@W SPECS
2018/19 ADVERTISING DEADLINES

ISSUE	RESERVE BY	MATERIALS DEADLINE	BILLED
Jan/Feb	Nov 29, 2018	Dec 6, 2018	Dec 30, 2018
Mar/Apr	Jan 25, 2019	Feb 1, 2019	Feb 24, 2019
May/Jun	Apr 1	Apr 8	Apr 28
Jul/Aug	May 24	Jun 3	June 30
Sep/Oct	Jul 29	Aug 5	Aug 25
Nov/Dec	Sep 23	Sep 30	Oct 27
Jan/Feb 2019	Nov 25	Dec 5	Dec 29

Magazine distribution begins the week before the bill date.

2019 ADVERTISING RATES

	Full page	Half page	Quarter page
1x	\$2,500	\$1,375	\$750
6x	\$1,600	\$900	\$500
12x	\$1,400	\$775	\$425

Premium positions

Centerspread	\$3,400
Back Page	\$3,100
Inside Front	\$2,800
Inside Back	\$2,600

Ad preparation

Ads should be sent as high resolution PDF files. All images used in ads must be CMYK with a minimum resolution of 300 dpi; low-res and RGB images will be rejected. Areas of solid black, excluding text, must be made up using rich black built as 50c/40m/40y/100k.

All ads include full-color. Premium positions available with minimum 6x contract.

ADVERTISING CONTACTS

Cira Masters
Magazine Advertising Sales Manager
Office: (518) 454-5042
Cell: (518) 932-5369
cmasters@timesunion.com

TIMES UNION
MAGAZINES

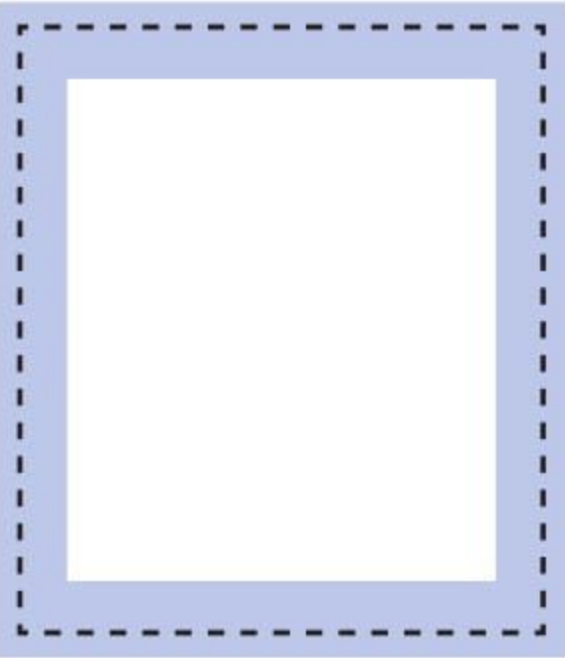
Box 15000, News Plaza
Albany, NY 12212

Women@Work

tuwomenatwork.com
facebook.com/capregionwomenatwork
twitter.com/tuwomenatwork

UPSTATE

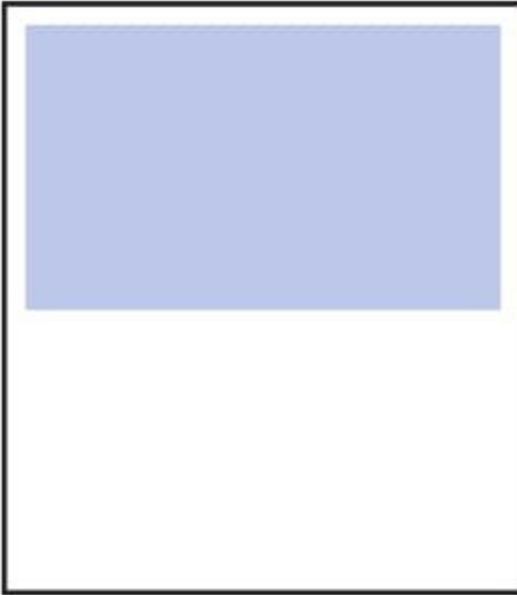
upstatemag.com
facebook.com/upstatemag
twitter.com/upstatemag



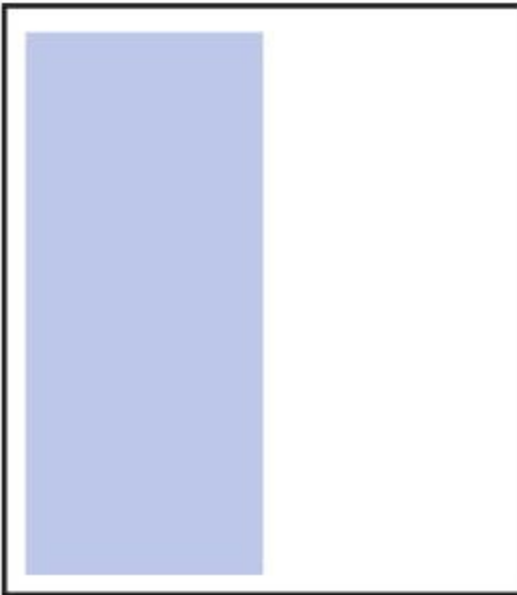
Full page
Live Area 7.125" x 10"
Trim Size 7.625" x 10.5"
Bleed Size 7.875" x 10.75"

Double-truck spread (2 pages)
Live Area 14.75" x 10"
Trim Size 15.25" x 10.5"
Bleed Size 15.5" x 10.75"

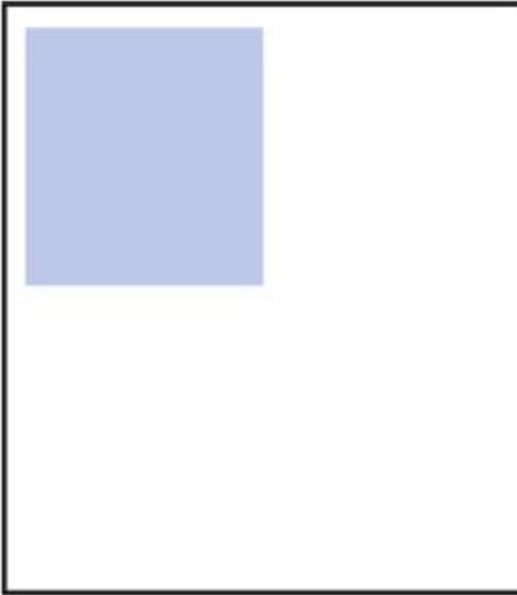
Allow .125" bleed on all sides and
keep live matter (text, logos, etc.)
at least .25" from trim edge.



Half-horizontal
7.125" x 4.875"



Half-vertical
3.5" x 10"



Quarter page
3.5" x 4.875"



WOMEN@WORK

A magazine. A network. A movement.

Stand with the fastest-growing network
of working women in the Capital Region.

WOMEN@WORK
MISSION STATEMENT

A bi-monthly **MAGAZINE** influenced by our membership and published by the Times Union

A **NETWORK** where women can exchange ideas, contacts and advice at skill-building breakfasts, inspirational talks, panel discussions and other special events

And it's a **MOVEMENT** of women helping women find their own brand of success.

WHO WE ARE

A WOMEN@WORK member is educated, with more than half of our readers likely to have a graduate degree when compared to the rest of the general population.

Balance means a lot to our WOMEN@WORK audience: They are married, likely with children, and work full-time. At the same time, a WOMEN@WORK member enjoys fine dining and traveling regularly. Our readers have spending power, with an annual household income of \$80,000 or more.

WOMEN@WORK, as a brand, has the potential to reach the nearly 200,000 working women 25 and older in the Capital Region.

2019 W@W
CONTENT MAP

JANUARY/FEBRUARY
FRESH START/WOMEN IN TRANSITION
Every woman's work life is made up of transitions. We tell the stories of women who have made successful shifts in their professional careers as well as those who have side gigs that could lead to something bigger.

MARCH/APRIL
WOMEN IN EDUCATION
Women continue to lead across the spectrum in education fields, as teachers, administrators and learners. We will profile women who are changing the face of education and whose lives have been changed by education.

MAY/JUNE
WOMEN OF EXCELLENCE SUMMIT
We'll tout the third annual Women@Work Summit, which promises to be another engaging gathering as women thought leaders dive into the theme "Seeing, Hearing, Believing in Women." Plus, we'll introduce the new crop of Capital District Chamber Women's Business Council honorees.

JULY/AUGUST
WOMEN IN SPORTS LEADERSHIP
In advance of the inaugural Aurora Games in Albany, a showcase of top women athletes from around the world, we will highlight women's sports leaders in the Capital Region, from coaches to athletes to support professionals.

SEPTEMBER/OCTOBER
9 TO 5 AND BEYOND
How many women are in the Capital Region's workforce and what do they do? Statistics paint part of the picture, but we'll talk to women in our communities about their jobs and what drives them.

NOVEMBER/DECEMBER
GENERATION NEXT
Millennials are rising! We will call out to the community to nominate women Millennials to watch in the Capital Region, then curate a selection of the most outstanding candidates to feature in our magazine.

REGULAR FEATURES INCLUDE
Travel, Non Profit Spotlight, Entrepreneur "I Did It", Shopping and Meal & Deal

HOW YOU WILL REACH...

W@W
MEMBERSHIP

- Magazine**
WOMEN@WORK is mailed 6x per year.
- Events**
- Members get early access and special discounts
 - First alerts to events and upcoming speakers
 - Discounts to our networking events and lunches
 - Monthly skill-building breakfasts – free to members
 - Discounts for partner events and sponsor products
- Premium Content**
- Weekly e-newsletters
 - Special reports on critical women's issues
 - Access to a member-only Facebook group

\$25 yearly membership
OUR MEMBERSHIP KEEPS GROWING!
WE ARE NOW OVER 2,000 MEMBERS STRONG!

+ Special W@W Events with sponsorship opportunities available

CORPORATE PARTNERS

Align your company with the fastest growing network of professional women in the Capital Region. Corporate Partners receive recognition at networking events, in digital media and on the masthead page of our magazine.

TUWOMENATWORK.COM

TARGETED
REACH OF
13,000+

Mailed to women's homes and distributed through local Human Resource departments.

+ 2,000 plus W@W members

