

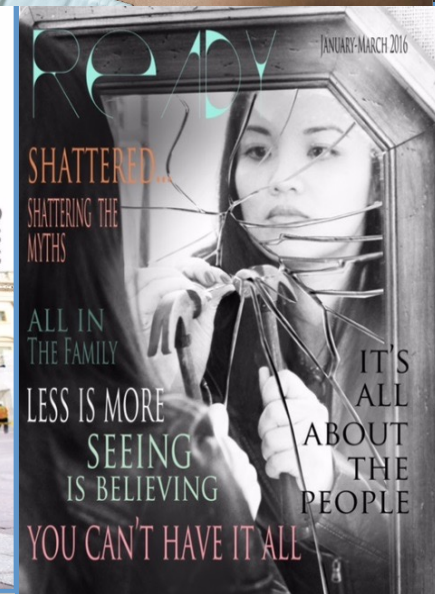
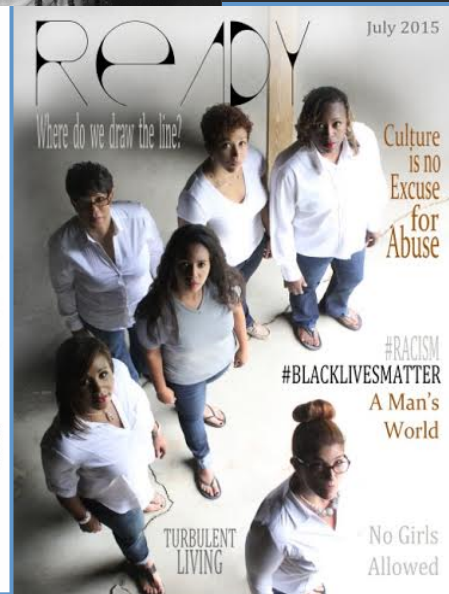


PRESS KIT

READY

PUBLICATION

EDGY. DIFFERENT. CONTENT-BASED.



INFORMING AND INSPIRING TO MOVE BEYOND THE STATUS QUO

READY is designed with the beautiful diversity of women around the world in mind. READY is challenging and courageous enough to expose hidden thoughts and to entertain closed-door conversations. READY helps influence women to move beyond the status quo and to transcend glass ceilings.



CREATING PASSIONATE CONVERSATION

READY is positioned to create and encourage passionate conversation about a host of topics around real life issues.

READY is a platform for diverse female voices “sitting at the table” wrestling together through common life situations.



UNIQUE PERSPECTIVE TO ENCOURAGE BIG DREAMS

“Dream like you know something great is happening in and around you—then, expand your view of you.” -- Gail Dudley, READY Publisher

READY, a magazine where everyday women who walk in their own unique celebrity have opportunity to share with others. Yes, we all possess the capacity to dream big and to share with the world all that we are!



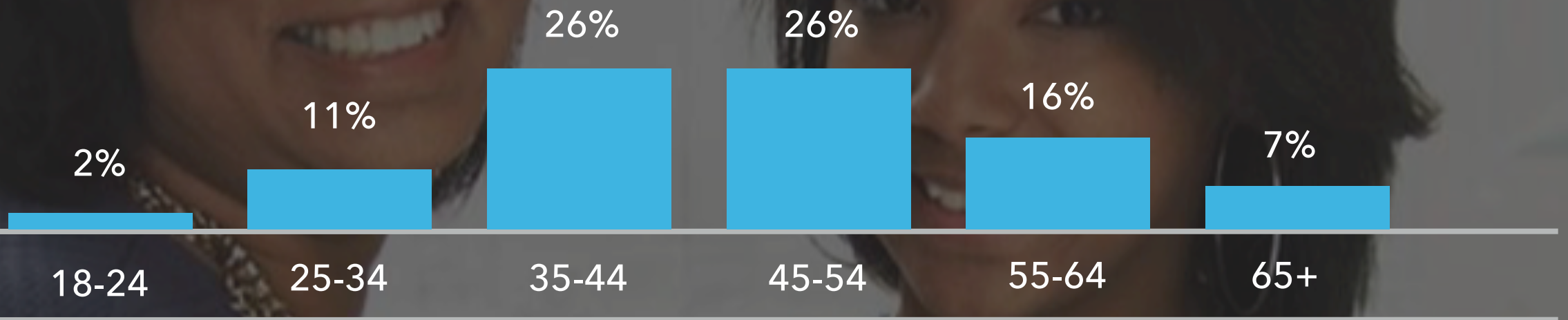
SPEAK. VOTE. LEAD. ADVOCATE.

- Discussing the issues
- Politics and advocacy
- Real conversations, not pushing agendas
- Issues affecting the world today





FACEBOOK FANS





TOTAL SITE VIEWS: 1,000,019



TOTAL LIKES: 846

TOTAL REACH: 200,897 weekly average



TOTAL CLICKS: 10,299

(doubled our reach from 2016 of 5,113)



OPEN RATE: 43.4%

CLICK RATE: 23% *(industry average: 15.35%)*

AS SEEN ON:



INFLUENCERS

80% of READY readers are influencers within their community

COMMITTED

READY readers are committed to self-care, faith, family, self-growth, education, truth, relationship building and justice. Supported by dedicated readers, READY is the perfect medium to reach and grow your loyal customer base.

LEADERS

33 percent of our readers are CEOs, female entrepreneurs, leaders, advocates and women positioned for political office. Our readers are driven and well-read. They are always seeking perspective and will invest resources to gain it... and add value to you.



AN INFLUENTIAL AND NETWORKED AUDIENCE

READY magazine is built on the principles of diversity, faith, truth and open conversation – the same principles you hold. We will be a trusted partner caring about what you care about and upholding strong ethical standards.

Our readers and contributors add value to your products and services through their influence and network within the community and around the country.



2017 EDITORIAL CALENDAR

Winter 2017 January release

Theme: Stay Informed. Stay Fierce. Stay READY

Spring 2017 April release

Theme: Standing Ovation

Summer 2017 July release

Theme: Bold. Brave. Brilliant

Fall 2017 October release

Theme: The Tipping Point

Special Edition 2017

October release Teen & Millennial Edition

CENTRAL TOPICS OF EACH ISSUE:

Serve ~ Give ~ Share

Political Corner

Women in Business

Advocacy

Finance

Health & Soul Care

Philanthropy

Volunteerism

Education

COUNTRIES OF DISTRIBUTION



AUSTRIA
CANADA
GERMANY
GHANA
NEW ZEALAND

SOUTH AFRICA
SWITZERLAND
UNITED KINGDOM
UNITED STATES
ZIMBABWE

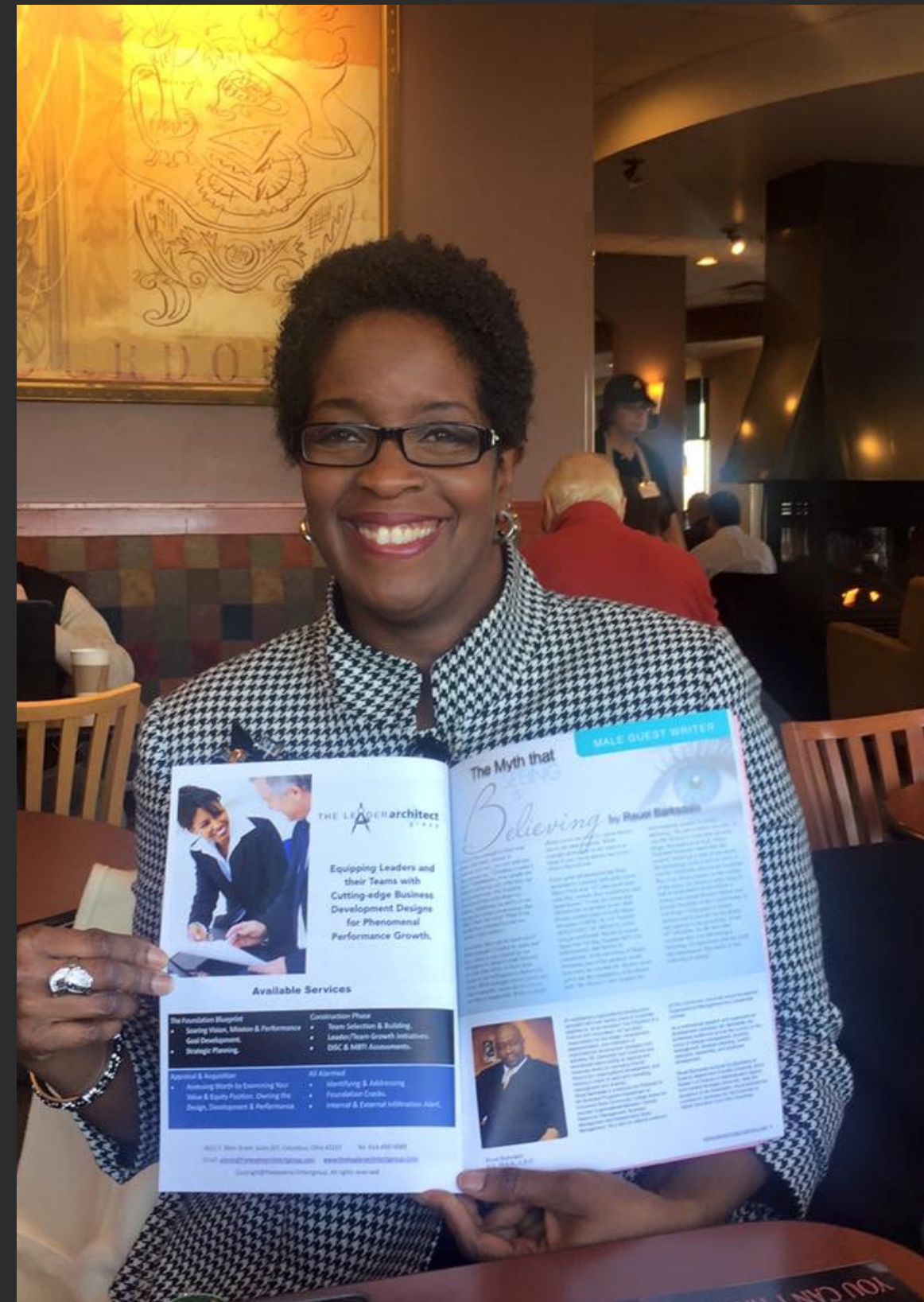
PRINT ADVERTISING RATES

As communicated in our purpose statement *READY Magazine* is edgy...different... content- based positioned to create passionate conversations. With this in mind we are purposeful in the number of advertisements we will publish in each quarterly issue of *READY*.

Women both nationally and internationally are purchasing and reading this magazine at a steady rate via print and electronically releasing four times per year in January, April, July and October.

<u>8.25 x 10.75 Ads</u>		<u>3.75 x 10.75 Ad</u>	
Inside Front Cover	\$1800.00	Half Page Vertical	\$500.00
Inside Back Cover	\$1800.00	<u>8 x 5 Ad</u>	
Full Page	\$1000.00	Half Page Horizontal	\$500.00
		<u>3.75 x 5 Ad</u>	
		Quarter Page Vertical	\$350.00
Business Card Size Ad		\$175.00	

"Our full page ad in *READY* Publication has paid off and some. Reader of this publication booked three groups, and one conference venue. This was an excellent investment." *Destination Travel Co.*



CLOSING DATES

Pre-pay discount available. When you commit to two or more advertisements over a calendar year and pre-pay for your ad contract we will extend an additional 10% off open rates. All rates listed are gross. All payments are due no later than ad deadline for each issue.

ISSUE DATE

AD DEADLINE

PUBLISH DATE

OCTOBER 2017

August 15, 2017

October 7, 2017

Special Edition

August 15, 2017

October 7, 2017

(Teen & Young Adult)

JANUARY 2018 (WINTER)

November 1, 2017

January 7, 2018

APRIL 2018 (SPRING)

February 15, 2017

April 7, 2018

FOR RATE INFORMATION AND CUSTOM PRICING, PLEASE CONTACT READYPublication@gmail.com

TECHNICAL SPECIFICATIONS

PAGE SIZE	NON-BLEED	BLEED	TRIM BLEED	LIVE AREA
FULL PAGE	7 x 10	8.25 x 10.75	8 x 10.5	7 x 10
2/3 VERTICAL	4.625 x 9.75	5.25 x 10.75	5 x 10.5	4.625 x 9.75
1/2 VERTICAL	3.5 x 9.75	4.125 x 10.75	3.875 x 10.5	3.5 x 9.75
1/2 HORIZONTAL	7 x 4.5	8.25 x 5.25	8 x 5.125	7 x 4.5
1/3 V	2.25 x 9.75	2.875 x 10.75	2.625 x 10.5	2.25 x 9.75
1/3 SQUARE	4.625 x 4.875	5.25 x 5.25	5 x 5	4.625 x 4.875
1/6 VERTICAL	2.25 x 4.875	N/A	N/A	N/A
DIGEST	4.625 x 6.25	5.25 x 6.625	5.125 x 6.375	4.625 x 6.25
SPREAD	15 x 10	16.25 x 10.75	16 x 10.5	15 x 10
1/2 H SPREAD	15.25 x 4.5	16.25 x 5.25	6 x 5.125	15 x 4.5

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PUBLICATION TRIM SIZE

8 x 10.5

(ALLOW 0.375' 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

Digital file Type: PDF-X1A ONLY. All digital files must conform to SWOP Specifications.

FINAL CHECKLIST

Include standard trim, bleed and center marks on all separations located 1/8" outside trim size.

The maximum dimensions, including all marks, color bars, identification and agency info is:

Single-page trimmed size: Full-spread trimmed size:

Contract SWOP proof. Include a 6mm 5%, 25%, 50%, 75%, 100% C, M, Y, K and gray balance patch strip in color bar for quality control. Position right reading, portrait mode only

Include trim, bleed, center and registration marks (no marks in the live area)

Include digital proof from a half tone dot proofer and proof should represent the final digital file

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PUBLICATION TRIM SIZE

PRODUCTION CHARGES

POLICY FOR PAST –DEADLINE ADVERTISEMENT

Materials not received by indicated deadlines will be automatically filled with advertisement on file. Advertiser's cancellations after reservation deadline will be charged a 50% cancellation fee.

AD SUBMISSION

Ads may be submitted via email if file size is less than 8 megabytes to READYpublication@gmail.com

READY MAGAZINE INVITES YOU TO JOIN OUR GROWING COMMUNITY

Our advertisers understand that partnering with *Ready* ensures an expanded reach to women of influence and position that will bring added value and prominence. For additional information, contact us at READYpublication@gmail.com

READY Publication LLC

Attention: READY Advertisement Team

1491 Polaris Parkway, Suite 81

Columbus, OH 43240

www.READYpublication.com

