

# We Know Where Your Buyers Are.



Women's  
Regional  
Publications  
of America





## **Plug into the fastest growing market in the country - WOMEN !**

**Women's Regional Publications of America (WRPA) can help you put your money where your market is and grow your business! Consider these facts:**

- **85%** of all purchases are made or influenced by women
- **83%** of all consumer dollars are spent by women
- There are over **9 million women-owned businesses** in the US
- The growth of women-owned firms continues to out-pace overall business growth **two to one**
- Women aged 25-54 make up **74%** of the female workforce--the fastest growing target market for many industries



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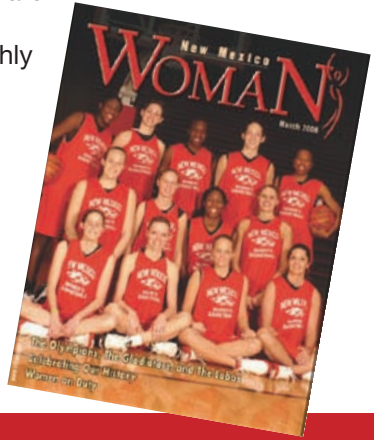
WRPA publications, with a readership of **2 million women-in-business**, are a smart and cost-effective way for you to reach this fast-growing, influential market.

An affiliation with WRPA allows you to simultaneously increase your company's local marketability and increase your national visibility while getting your message right into the hands of the decision makers. In addition, you show your commitment to service that women-in-business have learned to expect from WRPA advertisers.

## What is Women's Regional Publications of America (WRPA)?

Women's Regional Publications of America (WRPA) is a national organization comprised of independently owned and operated publications targeted to women-in-business. The publications are a mix of Annual Directories, Annual Calendars, Internet Directories, Monthly Magazines, Bi-monthly Publications, Quarterly Magazines, E-newsletters and Websites.

**WRPA publications nationwide reach a prime audience of 2 million readers:** affluent, educated owners and executives of growing companies and the highest concentration of female purchase decision-makers among all women's business organizations and women's business publications combined.



***68% of our readers are executives, administrators, managers or other professional women.***

## What are the benefits of advertising with WRPA publications?

Advertising with Women's Regional Publications of America will **deliver your message directly to your target market** – increasing your company's local market-ability and national visibility.

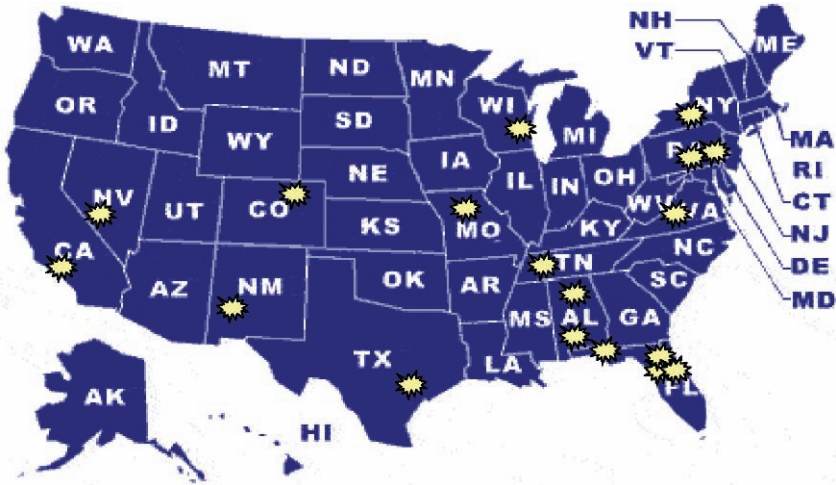
**88%** of our readers report that they believe advertisers in WRPA publications are likely to be more responsive to their needs.

WRPA members sponsor and participate in local expos, trade shows, seminars & conferences. Your business is there even if you can't be. **We're saving you time and money.**

WRPA advertisers benefit from opportunities to sponsor and participate in local and national events.

WRPA members participate locally & nationally as advocates for women in business. We serve as your voice at national events.

## Where are WRPA publications read?



## WRPA Publications and Contact Information:

### ALABAMA

**WomenBiz Resource Directory of S. Alabama and N.W. Florida**  
wbac@ceeibc.org  
www.wbac-inc.org

**Women's Exchange**  
linda@womens-exchange.com  
www.womens-exchange.com

### COLORADO

**Denver Woman Magazine**  
info@denverwoman.com  
www.denverwoman.com

### FLORIDA

**First Coast Women's Directory**  
Kgreen@womensdigest.net  
www.womensdigest.net

**Women's Digest**  
Kgreen@womensdigest.net  
www.womensdigest.net

### INDIANA / KENTUCKY

**Today's Woman**  
publisher@iamtodayswoman.com  
www.iamtodayswoman.com

### MISSOURI

**St. Louis Women on the Move Magazine**  
jan@stlwomenonthemove.com  
www.stlwomenonthemove.com

**Women's Yellow Pages of Greater St. Louis**  
stlwypp@wypstlouis.com  
www.wypstlouis.com

### MONTANA

**Yellowstone Valley Woman**  
editor@yellowstonevalleywoman.com  
www.yellowstonevalleywoman.com

### NEVADA

**Nevada Woman Magazine**  
nevadawoman@aol.com  
www.nvwoman.com

### NEW MEXICO

**New Mexico Woman Magazine**  
heygals@nmwoman.com  
www.nmwoman.com

**New Mexico Women in Business Directory**  
heygals@nmwoman.com  
www.nmwoman.com

### NEW YORK

**Rochester Woman Magazine**  
mail@RochesterWomanMag.com  
www.rochesterwomanmag.com

**Tri-County Woman and Tri-County Woman Online! Magazines**  
tricitywoman@hotmail.com  
www.tricitywoman.com

### PENNSYLVANIA

**Business Woman**  
danderson@onlinepub.com  
www.BusinessWomanPa.com

**Connect, Women's Yellow Pages of Greater Philadelphia**  
info@philawyp.com  
www.philawyp.com

### TENNESSEE

**Memphis Woman Magazine**  
lisa@memphiswomans.biz  
www.MemphisWomensYellowPages.com

**Memphis Women's Yellow Pages**  
lisa@memphiswomans.biz  
www.memphiswyp.com

### TEXAS

**San Antonio Woman Magazine**  
info@sawoman.com  
www.sawoman.com

### WISCONSIN

**Wisconsin Woman - Madison**  
patogara@ograpublishing.com  
www.ograpublishing.com

**Wisconsin Woman - Milwaukee**  
50plus@pitnet.net



# Women's Regional Publications of America (WRPA) *Application for Membership*

Name of Publication \_\_\_\_\_

Name of Publisher \_\_\_\_\_

Business Name (if different) \_\_\_\_\_

Business Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

## **PUBLICATION INFORMATION**

Area of Distribution \_\_\_\_\_

Date of First Issue \_\_\_\_\_ Circulation Quantity \_\_\_\_\_

Type of Publication - Magazine  Directory  E-Newsletter  Other

Frequency - Weekly  Monthly  Quarterly  Other

Other Activities – Expos  Seminars  Other(describe) \_\_\_\_\_

Please enclose five (5) copies of your most recent issue, a copy of your rate card or media kit with the completed application form and application fee of \$500 made payable to WRPA. First year fee includes registration fee to one annual conference for one person. Thereafter, annual fees are \$150. NOTE: Applications received by March 1, 2007 will be eligible to submit items for the annual awards (to be presented at the annual conference on June 7 – 9, 2007 in Santa Fe, NM).

Send completed packet to Jill Duval, WRPA Membership, New Mexico WOMAN,  
P.O. Box 12955, Albuquerque, NM 87195

For more information on WRPA, visit [www.womensregionalpublications.org](http://www.womensregionalpublications.org) or contact Karen Green, WRPA President and Publisher/Producer, Women's Digest and Ultimate Women's Expo at 904.350.0807 ext 1 or [kgreen@womensdigest.net](mailto:kgreen@womensdigest.net)

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[www.WomensRegionalPublications.org](http://www.WomensRegionalPublications.org)

Because women are no longer the niche market, they are the target