CREATING AUTHENTIC SISTERHOOD ACROSS RACE AND CULTURE.

Our mission is that simple and that transparent. Our goal is to leverage our thirty-year history as a trusted, woman-owned media brand to connect and uplift all women regardless of race, culture, sexual orientation or economic status.

Under the new ownership of multiverse Tawana Bain, Today’s Woman has entered an exciting chapter that builds on its history of being a leading voice for women by becoming a true multi-media brand that connects women through print, broadcast, digital, social and live events.

Today’s Woman looks back, but moves fearlessly forward with the purpose of bringing all women to the same table – extending their inner circle and enriching their lives with new relationships and fresh perspectives. We boldly tackle the tough conversations, but we also joyfully celebrate inspiring achievements to serve as a multiplatform catalyst for positive personal, professional and social growth.

Today’s Woman empowers, inspires and uplifts all women. It’s more than a magazine. It’s a movement. Join us.
The mission of woman empowerment that has been established throughout the thirty-year history of this magazine is very important to me, but I am also very cognizant that I have a unique opportunity and ability to help women from all backgrounds form authentic connections. To do this, we are continually looking for new touch points and platforms for connecting women and we have expanded our brand to include television, social, digital and live events. We will continue to actively seek new and exciting ways to engage and inspire our audience.

For all women -- women of color, white women, Black women -- there is a reality check that we have all experienced about who is and is not represented within our circles. We have recognized who is and is not seated at our dinner tables, our social tables, our work tables and this has mobilized women of all backgrounds and races to do better for ourselves and for each other.

We are at a moment in time when there is an opportunity for deep, lasting sisterhood. I am passionate about it. I care about it. I have always been fortunate to have friends from every background: Asian, White, Hispanic, Muslim, Arab, African... I hope to be a catalyst for more women to say, "I want that. I want a diverse circle of friends who I know and love and think of as sisters." Together, we can inspire each other, effect change and create better communities both locally and globally.

A multipreneur who has been featured in The Los Angeles Times, Forbes Magazine and The Courier Journal as a visionary marketing strategist, Tawana Bain is the CEO of T.Bain & Co, the umbrella company that encompasses her recent purchase, Today's Woman.
As the oldest, largest and most trusted monthly and the only media brand devoted to women in the Kentuckiana region, we have a unique ability to speak to them about global and local issues that affect them directly and connect us as women regardless of our background. Homelessness in our city. Violence in our schools. Sexism in the workplace. Changes in reproductive rights. We tackle these stories head on with a laser-like focus on their impact on women. At the same time, our pages are packed with stories that celebrate women artists, corporate leaders, entrepreneurs and achievers so that every issue inspires women to see unlimited potential in themselves and their world.
Our creative team can work with your organization to produce beautiful, polished custom print products that are tailored to your mission—from custom advertorials and special sections to bound supplements that are inserted into the issue can also be printed as overruns that you can distribute at your events and offices. Supplements are available in a variety of sizes—starting at sixteen pages and going up in increments of four or eight. Our team of editors, writers, and photographers can work with you to create a beautiful, persuasive print product that engages our audience and your own.
In early 2022, Today’s Woman made the move into broadcast by launching the TW Show. This takeover show on Great Day Live airs on the first Friday of every month at 9 AM on WHAS. To keep it top of mind, individual TW Show segments are repeated on every Friday during the rest of the month. This thirty-minute talk show concept allows Tawana to delve deeper into the stories in each issue through one-on-one conversations with our sources. The TW Show attracts 14,000 households; 4,000 more than a typical Great Day Live Show. (Comscore 2022)
With a stunning, photo-forward redesign of Todayswomannow.com in December 2022, Today’s Woman brings visual storytelling to women’s fingertips with beautiful video interviews from the sets of our shoots, red carpet and social photos from community events, breaking news stories and outtakes and updates on stories in our print edition. Todayswomannow.com averages 36,679 monthly page views and 22,556 users. The average time spent during a visit is between 3 and 4 minutes – compared to a national average of 54 seconds.
Our coverage and conversations continue on social media where we build sisterhood in big numbers – with our biggest spike in Most Admired Woman month of June.

A social media snapshot for Most Admired Woman: 100,405 monthly sessions in June * 61,942 Most Admired Woman votes * 48,636 total June page views. Reels average 20,000 monthly views. We reached 30,000 new users in June; 18,600 in July and 20,000 in August. Our collective social impressions are 1 million per year. Our users are 91.5% female.
Connecting women through live events is another exciting, essential part of the TW platform. Our We See You Sis Events let us do what we do best in real time: Deliver inspiring and empowering messaging to our inclusive audience. These events, which can be tailored around your organization’s mission, engage women in meaningful conversations and help forge lasting connections. Each We See You Sis event includes a taping of TW Show segments—adding our broadcast audience of 14,000 households to the party. Our first We See You Sis national conference will bring our brand of authentic sisterhood to women from across the country. We also have long-term media partnerships with over 50 community organizations and 75 yearly community events. That’s over 5,200* women we party with (between April and July) every year. #We See You Sis
JANUARY
Black Jockeys Lounge Holiday Cheer Dinner, American Heart Association Women of Impact Kick-off

FEBRUARY
American Heart Association Go Red for Women Luncheon, Louisville Thoroughbred Society Galentine’s Day social

MARCH
The Kentucky Derby Festival Fashion Show, Center for Women and Families Celebration of Service and Survival

APRIL
100 Wise Women, Norton Healthcare Derby Divas, Wellspring Derby Preview Party, Kentucky Derby Museum Big Brim & Fancy Trim Sale, St Vincent de Paul Roses & Rose, Kentucky Derby Festival Kentucky Proud Winefest

MAY
Derby Diversity Week Fashion Show, NAWBO Epic Awards, American Medical Association Derby Brunch, Release the Pressure American Medical Association/Association of Black Medical Professionals We Derby with Heart Brunch, Kentucky Derby Festival

JUNE
Most Admired Woman Awards, National Parkinson’s Institution Red Tulip Gala, Diverse Entrepreneurship Summit Marketplace, Maryhunt Journey of Hope Luncheon

JULY
Harper Slade Black Professionals Mixer, Norton Healthcare Denim & Diamonds

AUGUST
Norton Healthcare Bourbon & Bowties, Leadership Louisville luncheon

SEPTEMBER
Makers Club Polo Cup, Norton Healthcare Bike to Beat Cancer, Give for Good Louisville, American Heart Association Kentuckiana Heart Walk, '100 Wise Women

OCTOBER
Pink Woman Photo Shoot at Lynn Family Stadium, Derby Diversity Week Launch, libidothon

NOVEMBER
Kosair Charities Pie Auction Brunch, Cedar Lake Hearts of Gold Gala

DECEMBER
Royal Jewelers Pearls & Puptails Benefitting Kentucky Humane Society
2023 EDITORIAL CALENDAR
<table>
<thead>
<tr>
<th>Statistics</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verified Monthly Circulation</td>
<td>17,864</td>
</tr>
<tr>
<td>Monthly Digital Impressions</td>
<td>100,000+</td>
</tr>
<tr>
<td>Verified Readers</td>
<td>54,000+</td>
</tr>
<tr>
<td>Newsletter Subscribers</td>
<td>24,000+</td>
</tr>
<tr>
<td>Women Ages 35 to 64</td>
<td></td>
</tr>
<tr>
<td>Household Income</td>
<td>$100K+</td>
</tr>
<tr>
<td>College Education</td>
<td>59%</td>
</tr>
<tr>
<td>Women (40,710 Readers)</td>
<td>70%</td>
</tr>
<tr>
<td>Household Income (33,120 Readers)</td>
<td>$100K+</td>
</tr>
<tr>
<td>Household Income (48,300 Readers)</td>
<td>70%</td>
</tr>
<tr>
<td>Household Income (10,000)</td>
<td></td>
</tr>
<tr>
<td>Household Income (4,000 More Than Typical GDB Audience of 10,000)</td>
<td></td>
</tr>
</tbody>
</table>

We have the ONLY local magazine circulation verified by the Circulation Verification Council.
AUDIENCE PROFILE

WHAT TODAY’S WOMAN READERS PLAN TO PURCHASE IN THE NEXT 12 MONTHS

- 92% Women’s Apparel
- 78% Dining/Entertainment
- 63% Home Furnishings
- 59% Travel

- 59% Medical Services
- 45% Men’s Apparel
- 45% Lawn & Garden Supplies
- 44% Pharmacy Services
- 43% Health Club
- 36% Cleaning Services

- 35% Pet Care/Vet Expenses
- 33% Home Improvement
- 32% Arts & Crafts Supplies
- 32% Jewelry
- 31% Florist
- 31% Tax Services

- 30% Lawn Service
- 30% Auto Parts, Accessories
- 27% Major Home Appliance
- 25% Television/Electronics
- 25% Cell Phone/Smart Phone
- 25% Computers/Tablets

TODAY’S WOMAN READERS’ EDUCATION LEVELS

- 72% Readertoday’s Woman readers’ frequently purchase products or services from ads seen in today’s woman

- 72% Readertoday’s Woman readers’ frequently purchase products or services from ads seen in today’s woman

- 95% of Today’s Woman readers are women

- 95% of Today’s Woman readers are women

TODAY’S WOMAN READERS BY AGE

- 13% 21-24
- 20% 25-34
- 27% 35-44
- 25% 45-54
- 14% 55-64
- 14% 65-74
- 1% 75-84

TODAY’S WOMAN READERS BY INCOME

- 1% $35K-$49K
- 10% $25K-$34K
- 29% $15K-$24K
- 43% $10K-$14K
- 21% $5K-$9K
- 13% $3K-$4K
- 27% $1K-$2K

TODAY’S WOMAN READERS’ SNAPSHOT

- 95% OF TW READERS ARE WOMEN

- 22% D.M.A.
- 43% M.S.
- 13% B.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
- 2% A.B.
- 43% M.S.
- 10% A.B.
- 29% B.S.
This iconic annual event recognizes the achievements of sixteen influential women in Louisville and Southern Indiana and is going into its twenty-third year. MAW continues to grow in impact and popularity, with last year’s event attracting the highest attendance in its history—250+ empowered women and their guests. With the addition of new categories including Tomorrow’s Leaders and Entrepreneurship, these awards also set new social media records: 61,942 votes by 11,400 people * 48,636 total page views (768.4% increase) * 65,204 unique users (704.9% increase) * 100,405 monthly sessions (938.6% increase). A variety of sponsorships are available to allow you to engage with this successful, engaged audience of high-powered women and those who support and celebrate them.
WE SEE YOU SIS PARTNER EVENTS

Become a WeSeeYouSis Partner and engage with women to uplift, empower and inspire. Whether you engage with us once or all year long, your brand will not be disappointed with our engaged following! The activation opportunities are endless!

January | Vision board with Today’s Woman Magazines
February | Galentine’s
March | Ex and the City
April | Best Friends Thunder Brunch
May | Getting Bride Ready
June | Most Admired Woman Awards
July | Heels and Wheels, WeSeeYouSis + Gents
August | WeSeeYouSis National Conference
September | Salsa Lesson
October | Gift or Treat? Adult Swag Bag Fill up
November | Give the Gift of Sisterhood (Shop Small Biz)
December | Three Tables Annual Holiday Social

WSYS NATIONAL CONFERENCE PLANNING RETREAT

Three days. Inspiring. Empowering. Elevating sisterhood.
Save the Date August 2023. Boulder Colorado.
Contact us for more details! mediadesk@tbainandco.com

#weseeyousis
TODAY'S WOMAN SHOW

**TW Show Exclusive Presenting Sponsorship:** $10,000 per month

**TW Show Non-Exclusive Sponsor:** $5,000 per month

(both packages include digital, e-newsletter, print and social components)

---

GIVEAWAYS

Weekly offering to readers and subscribers of prize with value of $100 or more. The post will take place on Wednesday and allow readers to enter over next 7 days.

Includes: Website, Social Media, E-marketing, Excel format including all entry names. The post contains a brief prize description along with URL link and supplied photograph. We will select photograph from website if not provided.  Only 3 available per week.

**Giveaway**

$250 each

---

PREMIUM DIGITAL ADVERTISING

**E-Newsletter Rates (NET)**

Weeky E-newsletter transmitted to 24,000+ subscribers. Topics include upcoming features along with Giveaway.

Three placements available:
- Banner Ad
- Animated Banner Ad

<table>
<thead>
<tr>
<th>Placement</th>
<th>NET</th>
<th>GST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position One</td>
<td>$400</td>
<td>$600</td>
</tr>
<tr>
<td>Position Two</td>
<td>$300</td>
<td>$500</td>
</tr>
<tr>
<td>Position Three</td>
<td>$250</td>
<td>$400</td>
</tr>
</tbody>
</table>

**TODAYSWOMANNOW.COM Rates (NET)**

**LANDING/HOMEPAGE**

- Billboard | $500 month | $750 animated
- Banner Ad
  - Two ad placements available with two advertisers rotating within each box. Total of four Advertiser messages.
  - Banner 1 – One Advertiser Exclusive: $400 month | $600 animated banner ad
  - Banner 2 – One Advertiser Exclusive: $300 month | $500 animated banner ad
  - Banner 3 – Two Rotating Advertisers: (same time remains on both images) | $250 month | $400 animated banner ad

**LEADERBOARD PAGE ADS:**

- Regular Placement Display (Available 3X-12X agreement.)
  - Three ad placements available – top, center, bottom
  - Banner Ad: $200 a month | $400 animated
  - Also available for the following tabs: Health & Wellness, Money & Career, Home & Garden, Life & Style, Community & Sisterhood

- One-time Instagram Reel | $250
- One-time Instagram Post | $150
- One-time Instagram Story | $50

---

SOCIAL MEDIA

- One-time Instagram Reel | $250
- One-time Instagram Post | $150
- One-time Instagram Story | $50

---

**Print Rates (NET)**

<table>
<thead>
<tr>
<th>Regular Print Placement</th>
<th>12X</th>
<th>6X</th>
<th>3X</th>
<th>OPEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$1,790</td>
<td>$2,450</td>
<td>$2,720</td>
<td>$3,220</td>
</tr>
<tr>
<td>4 Page</td>
<td>$3,580</td>
<td>$4,680</td>
<td>$5,560</td>
<td>$6,710</td>
</tr>
<tr>
<td>8 Page</td>
<td>$7,380</td>
<td>$9,180</td>
<td>$11,460</td>
<td>$13,020</td>
</tr>
</tbody>
</table>

**Premium Print Placement**

| Inside Front Cover      | $1,755 | $2,100 | $2,600 |
| Outside Back Cover      | $1,575 | $1,900 | $2,600 |
| Page 1                  | $1,575 | $2,000 | $2,600 |

**Advertising**

Full page includes staff-provided photography, interview, copy, and design:

| 2 page spread | $1,625 |

---

**SPONSORED ADVERTISING**

Post – Available monthly

Article written by online specialist and photographed by editorial photographer.

- Includes: embedded leaderboard ad in story
- E-newsletter inclusion and social media post
- $2,000-$2,600 packages
- As an add-on to print advertising: $450 a month

---

**DISCOUNTS AND PREMIUMS**

- A %15 discount – additional 15% gross-up for ad agencies requiring commissions.
- Advertisers with less than 10 employees, offered 15% discount.
- Ads should be provided as print-ready. Production and design subject to additional fee.

Spacing between ads is subject to change due to content size and design.