



GET YOUR  
MESSAGE  
NOTICED

## CONTACT US

advertising@eewmagazine.com  
EEWMagazine.com/advertise

1 MILLION+  
AND STILL GROWING



# INSPIRING FAITH EVERY DAY

**EEW IS EMPOWERING YOU TO REACH YOUR GOALS AS WE  
EMPOWER OTHERS THROUGH THE GOSPEL OF JESUS CHRIST!**

Empowering Everyday Women Ministries, Inc. *empowers you* to meet your obligations and exceed your fiscal goals, while our 501(c)(3) nonprofit organization, empowers others with a message of hope through God's word. Thank you for partnering with us!

## HOW IT ALL BEGAN

EMPOWERING EVERYDAY WOMEN Online Magazine began humbly as a newsletter with only a handful of subscribers. Launched by award-winning visionary Dianna Hobbs, in less than a decade, it has become one of the most trusted web destinations catering to women of faith and color. EEW amplifies voices of faith in music, television, movies, publishing, entertainment, and ministry. Through interviews, articles and special campaigns, we spread a Christ-centered message throughout the world.

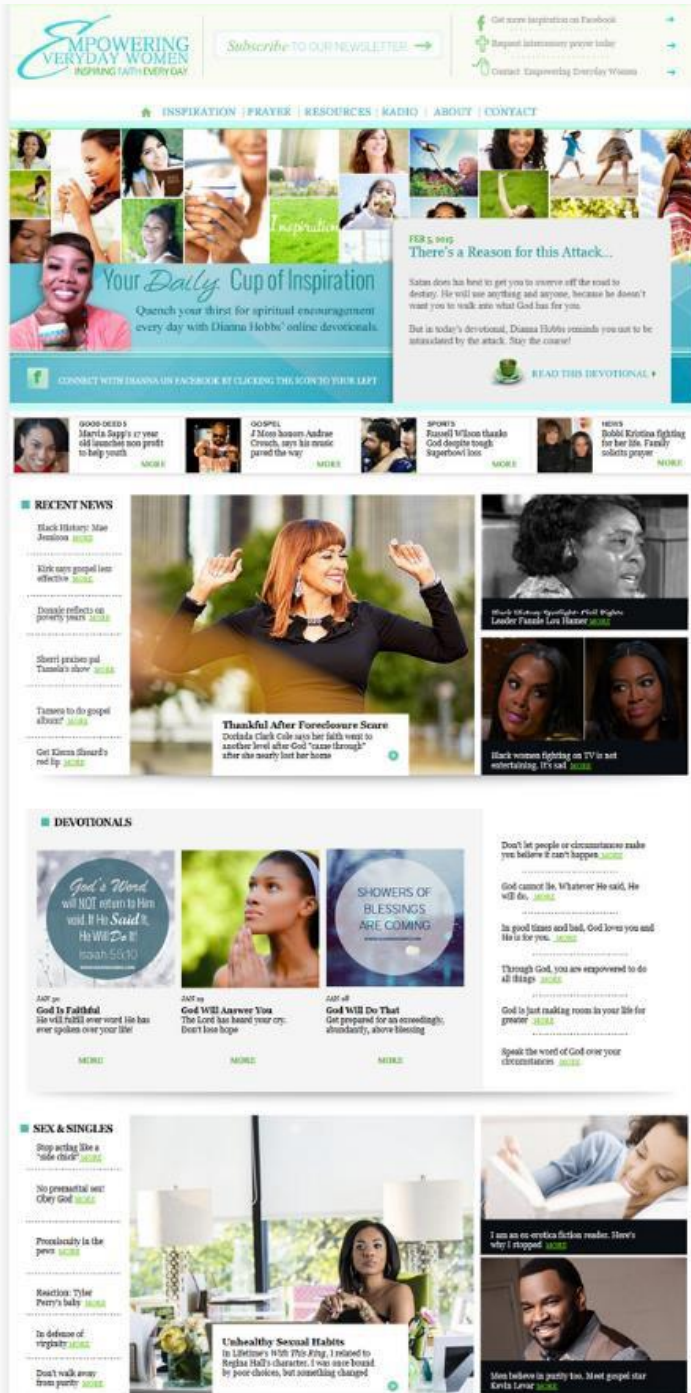
**SPECIAL PROGRAMS** include banner ads, advertorials, newsletter blasts, podcast sponsorships too! Individuals and organizations trust us to get the word out about their product, service or initiative.

**WHY EEW?** Because no other network matches our unique message to the faith-based minority community. Our formidable influence, uniquely positions us to drive conversations and set trends.

## WE HELP AMPLIFY THE LEADING VOICES OF FAITH



# TAP INTO THE EEW ADVANTAGE TODAY



Empowering Everyday Women Ministries is an umbrella organization providing multiple access points from which to connect a message of faith with a major audience. Through daily blogs, daily newsletters and a daily digital podcast, EEW gives the Kingdom an awesome advantage: the ability to influence the world through numerous media channels.

We focus on the ministry of spreading the gospel.

Multiple streams. Various access points. Maximum exposure of Christ's message. When it comes to urban evangelism, Empowering Everyday Women is an effective tool.

6

## Different ACCESS Points

- ➡ ONLINE MAGAZINE
- ➡ NEWS BLOG
- ➡ INSPIRATION BLOG
- ➡ LIVE EVENTS
- ➡ NEWSLETTERS/DEVOTIONALS
- ➡ DAILY PODCASTS



Our spiritual, intelligent, loyal audience is in search of motivation and reliable information from a faith perspective. They trust EEW *mag* for both insight and inspiration.

# OUR AUDIENCE

**300,000+** Readers

**84%** Female Audience

**16%** Male Audience

## Ethnicity

**87%** African American

**7%** Hispanic

**3%** Caucasian

**3%** Other

## Age

**30%** 18-24

**65%** 25-55

**5%** 60-65

## Religion

**79%** Christian

**16%** Non-Christian

**5%** Non-religious

## Education and Career

**55%** College education and higher

**42%** Professional/Executive/ Managerial

**44%** Internet Savvy

## Median Income

**\$47,000** Median Income

## Other Important Statistics

63% of African American women are online.

64% of African American women use online articles to learn about new products and services.

*Avg. Time Spent on our website(s): An average of 10 minutes each visit and average 9 page views per visit*

## THE EEW DIFFERENCE

There are publications that reach minority women, but no other mainstream web destination caters to the *woman of faith and color* the way EEW does.

The depth of understanding of Christian women's values, needs, desires and expectations cannot be replicated or manufactured through secular resources geared toward the same base.

Empowering Everyday Women knows that, when it comes to our audience, faith is the essence, and every article, advertisement, and campaign is published with that in mind.

Our team ensures that all of EEW's brands cater to faith, and serve as the most resourceful, trusted source of empowerment, entertainment and enrichment for the African American woman online today.

EEW Magazine and its affiliates are viewed as the leading comparable Christian online alternative to secular media geared toward African Americans, that provides information, products, and inspiration to enhance her life spiritually, socially, mentally, physically, and financially. Our readers rely on us and trust us above all others.

Not intended to exclude any group—All are welcome!—EEW's mission is to serve the grossly underserved African American demographic.

**We know our audience through and through, and make every effort to empower ministry supporters with daily resources.**





# DIANNA HOBBS



CONNECT WITH DIANNA ONLINE: [FACEBOOK.COM/DIANNA.HOBBS](https://www.facebook.com/dianna.hobbs)

READ DIANNA'S INSPIRING "[YOUR DAILY CUP OF INSPIRATION](#)" BLOG

## OUR PUBLISHER

Hi, my name is Dianna Hobbs and I'm honored that you are considering Empowering Everyday Women as a potential advertising partner. My team and I will do our very best to handle your campaign with prayer and care. *Your* success is *ours*!

**ABOUT DIANNA** A self-proclaimed "Jesus lover," she is the engine that fuels Empowering Everyday Women. Hers is the well-respected voice heard in the local community and across the nation. This ministry-focused, entrepreneurial wife and mother has built a leading urban evangelism ministry and is lauded as an influencer and change-maker.

**ACCOLADES** Named one of the "70 Most Influential Black Christian History-Makers" (Black Christian News Network)

-Her blog is named one of the "Top 100 Faith Blogs for Christian Women" (Women's Bible Café™)

-Named one of "8 Black Christian Thought Leaders You Should Know" (Belief Net)

-Won a Stellar Women of Gospel™ Award (Official Stellar Awards Event hosted by SistaFriendz)

-Given the Family of the Year Award (The Honorable Mayor Byron W. Brown, City of Buffalo)

-Best-selling Author of *The New A-list: Abstinence Makes the Heart Grow Fonder* (Spent three consecutive months on BCNN1's Indie Best-seller list)



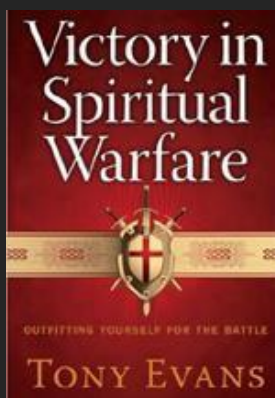
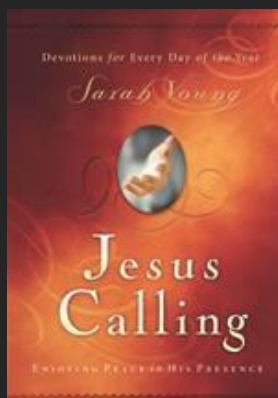
# YOU CAN TRUST US

Your ad campaign is in the hands of the brand that is trusted by global brands to get the word out about their books, products, services, events or initiatives. Our reputation for getting results is stellar and our clients keep returning time and time again. Whether you're an individual, small business, mega ministry, or global corporation, with EEW Magazine, you can be sure that you'll get a great return on your investment.

- Get your message out in an overcrowded marketplace
- Build interest in your product
- Be more visible
- Generate sales
- Increase event attendance
- Reach mass numbers of women of faith
- Build brand trust and credibility
- Promote to key influencers and consumers

Our unique advertising approach generates leads and creates brand loyalty among our readers for ministries, businesses and individuals worldwide.

EEW Magazine specializes in Brand Awareness Campaigns as part of an effective long-term strategy and comprehensive advertising plan.



# WEB ADVERTISING PROGRAMS

## PODCAST SPONSORSHIP

Banner ads appear on ALL SITES in EEW's network, including newsletter

| BANNER ADS                        | BANNER BUNDLES                                       |                                                                                                                                                                                |
|-----------------------------------|------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Banner Sizes</b>               | <i>Combine banners for added value</i>               | Dedicated E-blasts - <b>\$1,000</b>                                                                                                                                            |
| 1,099 x 100 (Top) <b>\$1,000</b>  | <b>BUNDLE 1: \$1,320</b><br>1,099 x 100 + 300 x 250  | Giveaways - <b>\$600</b>                                                                                                                                                       |
| 1,099 x 100 (Bottom) <b>\$750</b> | <b>BUNDLE 2: \$920</b><br>728 x 90 + 100 x 400       | <b>SPONSORED CONTENT</b><br>Getting free PR can be hit or miss, but purchasing an advertorial (sponsored content) package puts the power in your hands, guaranteeing coverage. |
| 728 x 90 <b>\$800</b>             | <b>BUNDLE 3: \$720</b><br>100 x 300+ 100 x 400       | <b>Advertorials</b><br>300-500 Words - <b>\$875</b><br>550-750 Words - <b>\$1,200</b><br>800-1000 Words - <b>\$1,600</b>                                                       |
| 300 x 250 <b>\$650</b>            | <b>BUNDLE 4: \$680</b><br>1,099 x 100 + 100 x 100    | Full Feature Story - <b>\$3,000</b>                                                                                                                                            |
| 100 x 400 <b>\$350</b>            | Save with banner packages. *Custom bundles available |                                                                                                                                                                                |
| 100 x 300 <b>\$250</b>            |                                                      |                                                                                                                                                                                |
| 140 x 210 <b>\$200</b>            |                                                      |                                                                                                                                                                                |
| 100 x 100 <b>\$150</b>            |                                                      |                                                                                                                                                                                |

Our publisher, Dianna Hobbs hosts 10-12 minute podcasts five days per week. The inspirational messages are heard by more than 50,000 listeners. They are distributed through iTunes, Google Play, Stitcher, and many other online media outlets.

### SPONSORSHIP FEES

- 1-week sponsorship **\$250**
- Product Giveaway **\$150**

**CHOOSE A STANDARD CAMPAIGN OR GET A CUSTOMIZED SOLUTION.**

**SPONSORED CONTENT.** Get your message heard with feature articles or sponsored reviews prepared by EEW Magazine's editors in collaboration with you. Our talented writers draft the article from start to finish, infusing your brand's message with our signature tone. *NOTE: Our readers are made aware that the information is sponsored when it is included on our website and in our e-mail newsletter.*

#### Each Includes:

- Search engine optimization (SEO)
- Professional content writing/editing
- (2) Two Complimentary Revisions
- At least (1) one link to your URL

**Advertorials are promoted on the home page of EEW Magazine for (1) one full week, ensuring MAXIMUM VISIBILITY. Feature stories are promoted for (1) one full month.**

**\*Not allowed in banners:** Embedded URLs, transparent background or design that blends into page content, rapid "strobing" animation of any graphic, copy, or background element, faux functionality, containing harmful applications or malware, including ActiveX, viruses, and/ or exit pops, cross domain scripting, cookies set in unapproved domains, 4th party ad serving.

**E-blasts:** All images must be housed on EEW Magazine servers for proper delivery. EEW Magazine's newsletter header & footer will be added  
Not allowed: Background images or transparent images, sound, flash, JavaScript or animation.



# EDITORIAL CALENDAR

## JANUARY

Let God be in control of your year  
Best Book of the Year Award  
Slavery & Human Trafficking Prevention Month

## FEBRUARY

Embracing your season of singleness  
Relationship Advice (Valentine's Day)  
Black History Month

## MARCH

5 Women of Distinction (Women's History Month Feature)

## APRIL

Sexual Assault Awareness "No More Secrets" Campaign

## MAY

National Day of Prayer  
Mother's Day  
Addressing depression in the church (Mental Health Awareness)

## JUNE

Father's stepping up to the plate  
Dealing with "Daddy Issues"

## JULY

Independence Day  
Your season to launch

## AUGUST

Back to School

## SEPTEMBER

Labor Day  
Fall Fashion

## OCTOBER

Breast Cancer Awareness  
Domestic Violence Awareness

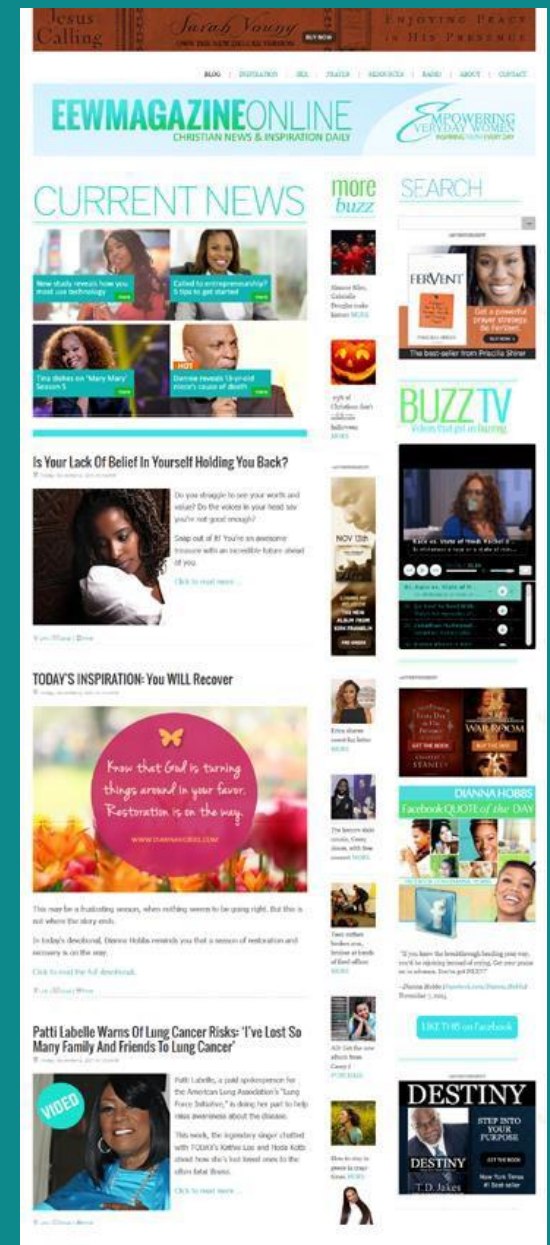
## NOVEMBER

Season of Thanksgiving

## DECEMBER

Christmas  
Preparing for the New Year

EEW Magazine's editorial calendar helps you see what thematic topics we cover and how your brand's offering can fit into that context. NOTE: Topics discussed by EEW Magazine throughout the year are not limited to topics listed on the editorial calendar. This should be used as a general guide to help you determine how your unique message and offering may relate to readers



\*EEW Magazine's editorial calendar is subject to change.





Here are some of the most commonly asked questions about EEW Magazine's advertising campaigns. We hope this is helpful. But if you have additional inquiries, we'd love to answer them for you at [advertising@eewmagazine.com](mailto:advertising@eewmagazine.com).

## FAQ's

**Q:** *EEW Magazine has a reputation for working with many large ministries and corporate brands. If I'm just an individual or small business, will your magazine promote what I have to offer?*

**A:** Absolutely! Our team is blessed to partner with global organizations, but we love helping empowered women. If you have something of value to offer, it's our pleasure to serve you.

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**Q:** *I was looking for EEW Magazine's Twitter, Facebook or Instagram page. Do you have social media accounts?*

**A:** No. EEW Magazine has grown a strong, loyal following without the use of social media. We take your message directly to our audience through E-newsletters and direct connection on our website(s) with awesome results.

**Q:** *Does EEW Magazine use pay-per-click advertising and special tracking for banners?*

**A:** No, we don't. Our process is simple and straightforward, much like most major magazines' print model. We offer banners at a flat-fee rate based on our total circulation/subscribers. EEW promotes visibility, not clicks.

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**Q:** *How can I know I'm getting the best value for advertising?*

**A:** Our client relationships speak for themselves. Since 2007, EEW Magazine has grown from a small newsletter to one of the most well-known niche sites serving women of faith and color. We'd be honored to add you to our list of happy clients.

**Q:** *I have a specific number of people I need to respond to my ad. Can EEW Magazine guarantee that traffic from my campaign?*

**A:** No, we can't. In fact, no advertiser can. If any outlet guarantees a certain amount of traffic, here's a word of advice: run!

EEW Magazine reaches a wide audience, but cannot promise they will respond to what you are offering.

We do, however, guarantee a great campaign that gives you the best possible chance to succeed.

**Q:** *I'm promoting a product or event that I believe in, but it isn't consistent with a Christian's perspective. Is that okay?*

**A:** No. EEW Magazine is an unapologetically Christian publication that embraces the teachings of Scripture. If what you're offering undermines biblical doctrine, your campaign will be rejected with no exception.



# SUBMISSION PROCEDURES

- I. Materials must be submitted at least two weeks (10 business days) prior to scheduled campaign launch date in full working order and compatible with all major browsers and platforms. (On-time launch is not guaranteed for materials received late).
- II. All submissions are subject to review and approval by EEW Magazine, and any revisions will be the responsibility of the advertiser/agency.
- III. If submitting an HTML file – send to [advertising@eewmagazine.com](mailto:advertising@eewmagazine.com) in the following format: Zipped folder containing validated HTML file images.
- IV. Email Subject Line: Maximum 70 characters including spaces.
- V. If submitting a static image and URL – send to [advertising@eewmagazine.com](mailto:advertising@eewmagazine.com) in the following format:
  - a. E-blast image (as an email attachment), Click-through URL, Desired Alt Text, Maximum 20 characters including spaces.
  - b. Static .gif or .jpg (non-animated)

# PROCEDURES & REGULATIONS

## **PAYMENT AND CAMPAIGN APPROVAL**

All Campaigns run on [eewmagazine.com](http://eewmagazine.com) and associated sites in our network are specifically tailored to the advertiser's objectives. Banner design services are provided by EEW Magazine for an additional \$100. However, if advertiser wishes to provide predesigned artwork, please note that advertisements will not be approved that do not meet EEW's standards.

Also, banners will not be scheduled for inclusion until payment has been received and cleared and ad graphics have been approved. Acceptable forms of payment include any major credit card via Paypal. \*For checks or money orders, please contact your advertising rep for more information.

## **STANDARDS AND REGULATIONS**

All website advertising is subject to EEW's approval before acceptance. EEW reserves the right to reject any ad that it feels detracts from the image of EEW, or competes with EEW's products or services. We do not accept advertising from any website, business, or individual which contains any type of pornography, hate, bigotry, or any other offensive or derogatory messages or statements, or detracts from the mission of EEW Online magazine. We are a Christian publication and do not support or endorse any advertisements that undermine the tenets of our faith.

## **POSITIONS**

All ads are sold at a flat fee rate and are run of site (ROS).

## **RESPONSIBILITIES**

EEW reserves the right to reject any advertisement for any reason. EEW is not liable for any cost associated with an advertisement that has been rejected. Advertisers and agencies are responsible for any and all claims made against EEW, its officers or employees. Liability for errors shall not exceed the cost of advertising space. EEW shall not be liable for any subsequent or indirect damage due to loss of business or profits.

## **INDEMNIFICATION**

In conjunction with EEW's acceptance of any ad, the advertiser and the agency, jointly and severally, agree to hold harmless EEW, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication or broadcast of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

## **RATES**

We reserve the right to change rates with (30) thirty days advance notice.

## **CANCELLATION RIGHT**

Neither the advertiser nor its agency may cancel or make changes in publication orders after the closing date. Cancellation must be in writing and nothing is considered accepted until confirmed in writing by an account representative. Rights granted at the discretion of EEW Magazine and its officers.

## **ONLINE CONTENT AND ART DEADLINE**

All art and content for pre-designed/pre-written ads must be received at least (2) two weeks before publication date. Artwork must be provided by consumer in a .jpg or .gif file. Text must be provided in a Microsoft Word Document.

For general questions, contact [advertising@eewmagazine.com](mailto:advertising@eewmagazine.com). If you are ready to launch your ad campaign, please view the following page in this document for a list of appropriate contacts.



# Empower Your Brand with Empowering Everyday Women.

## *Launch your advertising campaign today.*

### SPECIALIZED AD PROGRAMS

If you are seeking a customized advertising plan, EEW Magazine will create a custom solution to suit your specialized needs.

CONTACT: Michelle Harris  
Director of Special Ad Programs  
[michelle.harris@eewmagazine.com](mailto:michelle.harris@eewmagazine.com)

### CORPORATE AD PROGRAMS (For advertisers with 10+ employees)

EEW Magazine will quote applicable rates and create a custom media plan.

CONTACT: Rachel Dalton  
Corporate Advertising Rep  
[rdalton@eewmagazine.com](mailto:rdalton@eewmagazine.com)

### Standard AD PROGRAMS

To launch your campaign with standard rates and offers, EEW Magazine will get you started.

CONTACT: Felicia Brown  
General Ad Sales Rep  
[felicia.brown@eewmagazine.com](mailto:felicia.brown@eewmagazine.com)

### THANK YOU FOR CHOOSING EEW MAGAZINE!

Empowering Everyday Women  
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