

# Why your business should advertise with HELEN magazine

- HELEN is read by thousands of adult women who live, work and shop in this community. Considering **women make 85% of consumer purchases** in the U.S., why not reach the real decision-makers in the household?
- HELEN is the only women's magazine in the area which means you'll reach an **exclusive audience of women ages 25+** with medium- to upper-incomes.
- HELEN magazine has **more longevity** over other forms of marketing. Magazines normally stay in the home or at the office for longer periods of time giving multiple people the opportunity to read your advertisement.
- HELEN is **distributed in numerous locations** in Lafayette and West Lafayette, as well as Frankfort, Delphi and Monticello. Its combination of subscriptions and free circulation is over 5,000 and growing.
- HELEN is an **award-winning** magazine, taking home local ADDY awards for graphic design including Best of Show and the 2008 Vanguard Award from the Association of Women in Communications.
- HELEN also gives your business the **opportunity to advertise online** at [www.helenmagazine.com](http://www.helenmagazine.com) where thousands of people visit each year to take part in contests, read additional content and more.
- HELEN is a **locally owned and operated** business which also takes pride in giving back to the community.
- HELEN magazine's goal is to deliver a **quality product that informs, educates and inspires readers** while also giving local businesses an avenue to reach the women of this community with their advertising message.



*Our readers tell us...*

*"I have every issue and can't wait for the next one to come out!"*

*"I love seeing women I know in the magazine. And I always learn about someone new and interesting."*

*"It's always quite popular with our customers. We keep a copy in our waiting area."*

*"I'm very impressed with the content in your magazine. Keep up the great work!"*

*"Finally! The Lafayette area has a magazine just for women. I love it!"*



# departments



## Our readers tell us...

"Favorite Finds' is my favorite section!"

"I love reading about the new stores that have opened downtown and around Lafayette."

"I was thinking about asking my employer about flextime and the article on telecommuting helped me get things in order."

"We had three calls for the red sofa featured in our ad!"

"I share mine with my friends but always make sure they give it back."

"I love to read the ads in the magazine. They're so interesting and eye-catching!"



## Health & Beauty

featuring

- women's health issues
- beauty & skin care
- fitness tips
- makeovers



## Business & Finance

featuring

- career tips
- managing finances
- profiles of local women business leaders



## Home & Family

featuring

- home & garden stories
- family and parenting topics
- profiles of local shops
- recipes to try



## Entertainment

featuring

- local women artists
- upcoming cultural events
- local dining
- City Snickers

## Favorite Finds

featuring

- items you'll find in local stores and shops

HELEN magazine

658 Main St., Ste 215

Lafayette, IN 47901

(765) 429-5297

info@helenmagazine.com

www.helenmagazine.com

# publications

	HELEN	Special Issues	Harry	Campus
January				
February	Feb/March	Bridal		
March				
April	April/May	Home & Garden	April/May	April/May: graduation
May				
June	June/July			
July				
August	Aug/Sept			
September				
October	Oct/Nov		Oct/Nov	
November		Holiday Guide		Nov/Dec
December	Dec/Jan			

## special editorial topics

### Women's Health 2008-09

June/July - Obesity

Aug/Sept - Mental Health

Oct/Nov - Breast Cancer

Dec/Jan - Sleep Disorders

Feb/March - Heart Health

April/May - Chronic Illness

### HELEN at the Holidays

November 2008

a special home issue with holiday gift-giving ideas galore!

### HELEN - Bridal

February 2009

a guide for the bride-to-be featuring stories, trends and where to find all things bridal

### HELEN - Home & Garden

April 2009

a special home-and-garden issue just in time for spring!

# rates 2009

## HELEN

	1x	3x	6x
FULL page	1295	1175	1095
HALF page	995	875	795
QUARTER page	895	775	695
COVERS	1495	1375	1295
BUSINESS card (black & white only)	195	175	150

## HELEN on Campus

	1x	2x
FULL page	750	695
HALF page	650	595
QUARTER page	450	395
COVERS	950	895

## DEADLINES you need to know

HELEN	Closing date	Art due
February/March (Bridal Guide)	January 6	January 12
April/May (Home & Garden/Harry)	March 3	March 10
June/July	May 5	May 12
August/September	July 7	July 14
October/November (Harry)	September 1	September 8
November - holiday guide	October 6	October 13
December/January	November 3	November 10
<u>HELEN on Campus</u>		
November/December	October 13	October 20
April/May	March 12	March 19
<u>HARRY</u>		
April/May	March 3	March 10
October/November	August 30	October 5

Questions? Call:  
HELEN magazine  
(765) 429-5297  
info@helenmagazine.com

# policies

## RATES

Rates quoted are net. Advertising agencies add 15 percent. Rates effective April 14, 2008. Rates guaranteed the life of the contract.

Short-rate policy: If an advertiser cancels an existing contract, the advertiser will be rebilled at applicable rate plus 5 percent.

Contracts must be completed within 12 months of insertion date.

Prepayment or credit application required on all new accounts.

## SPACE RESERVATIONS

A written space reservation contract must be sent to HELEN. Guaranteed positions are contracted for cover positions and Page 1 only.

Contracts must be completed within 12 months from the date of first insertion. Rates subject to change with 60-day notice.

HELEN magazine reserves the right to reject any advertisement deemed unacceptable. HELEN reserves the right to require the word "advertisement" to appear in any advertisement.

The publisher's liability for any error shall not exceed the cost of the space occupied by the ad. Claims for adjustments must be made within 15 days of publication.

## ART REQUIREMENTS

We prefer QuarkXpress, Adobe Illustrator and Adobe Photoshop and InDesign files.

**PDFS are acceptable but must be accompanied by a laser proof. HELEN will not be responsible for errors that occur in PDFS not accompanied by a laser proof.**

Resolution must be at least 300 dpi for all halftone images. Colors must be converted to CMYK. Pantone and spot colors are not accepted. **JPEG is not recommended due to quality and resolution issues. HELEN will not be responsible for poor reproduction of JPEG files.**

## E-MAIL REQUIREMENTS

E-mail files to: fullmoondesign@verizon.net. Questions? Call (765) 429-5297.

## PRODUCTION REQUIREMENTS

HELEN is not responsible for additional output charges on electronic files that are

incorrectly assembled. Art submitted on disk or as PDF will run "as is." There will be no matchprint proof shown to client for approval and no color correction on scans or any other areas of artwork unless requested.

## ERRORS

Claims for adjustment must be made within 15 days of publication. The publisher's liability for any error shall not exceed the cost of the space occupied by the ad. Ads sent by PDF must be accompanied by a laser proof. If no laser proof is provided, HELEN is not responsible for printing errors.

## CANCELLATION POLICY

Cancellations must be made on or before the space reservation deadline of the applicable issue. If an advertiser cancels an existing contract after that deadline, the advertiser will be billed at the contracted rate plus 5 percent.

## BILLING

Payment is due with the submission of the advertisement. Payment is required prior to publication. Bills unpaid beyond 30 days are subject to a service charge of 10 percent per month.

# size information

## HELEN

<u>Page size</u>	<u>Width by Height</u>
Full page	8.25 x 10
Full page, bleed	8.5 x 11 (trim 8.375 x 10.875)
Half page, horizontal	7 x 4.75
Half page, vertical	3.75 x 9.75
Quarter page	3.25 x 5
Business card	3.75 x 2.25

## HELEN on Campus

Full page	5.5 x 8.5
Full page, bleed	6.25 x 9.25 (trim, 6x9)
Half page, horizontal	5.5 x 4.25
Half page, vertical	2.75 x 8.5
Quarter page	2.5 x 3.75

## Questions?

### Call:

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info@helenmagazine.com

# HELEN

658 Main St., Ste 215 • Lafayette, IN 47901  
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 info@helenmagazine.com

# advertising agreement

Date _____	Agency _____
Company _____	Contact _____
Contact _____	Address _____
Address _____	City _____ State _____ Zip _____
City _____ State _____ Zip _____	E-mail _____
E-mail _____	Telephone _____ Fax _____
Telephone _____ Fax _____	

HELEN	Size	Total
Feb/March 200__	_____	_____
April/May 200__	_____	_____
June/July 200__	_____	_____
Aug/Sept 200__	_____	_____
Oct/Nov 200__	_____	_____
Dec/Jan 200__	_____	_____
HARRY	Size	Total
Feb/March 200__	_____	_____
Aug/Sept 200__	_____	_____
CAMPUS	Size	Total
Sept/Oct 200__	_____	_____
Nov/Dec 200__	_____	_____
Jan/Feb 200__	_____	_____
April/May 200__	_____	_____
SPECIAL ISSUES	Size	Total
Bridal (January) 200__	_____	_____
Home (March) 200__	_____	_____
School (July) 200__	_____	_____
Holiday (Nov) 200__	_____	_____
Agreement total		\$ _____

**Billing to:**  Client  Agency

**Frequency:**  1  3  6  9  12 Other \_\_\_\_\_

**Ad materials:**  Provided  Needs Design

**Special Instructions:**

I have the authority to execute this Advertising Agreement on behalf of the above named company and authorize HELEN magazine for and on behalf of the company to publish advertising as outlined below with a 12-month period, beginning with the \_\_\_\_\_ issue of \_\_\_\_\_. I guarantee payment in accordance with the terms of this agreement. Any oral representation not incorporated into this agreement is not binding.

Authorized Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

Date \_\_\_\_\_

Accepted by (HELEN sales exec) \_\_\_\_\_

**Terms & Conditions: Unfulfilled agreements:** Unfulfilled agreements, or agreements canceled prior to completion, will be short-rated at the highest acceptable earned rate plus 5 percent. Insertion orders may not be canceled after closing date. **Order Errors:** Oral agreements will not be binding by publisher. **Liability for payment:** Publisher may hold advertiser and its agency jointly or severally liable for all sums due and payable to the publisher, including legal fees that may be incurred. **Publisher approval:** All advertising must be approved by the publisher. Publisher may require the word "advertisement" to appear in any advertisement. Advertiser and his agency will indemnify, defend and hold harmless the publisher from any claims and all loss, expenses or liability arising out of publication of any advertisement copy. **Publisher liability:** The liability of the publisher for any error or omission for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement. The Advertising Agreement is subject to all terms and conditions set forth in the Policies card. Publisher reserves the right the adjust rates with 30 days written notice. **Billing:** Payment due within 10 days of receipt of invoice. Bills unpaid beyond 30 days are subject to a service charge of 10 percent per month. Pre-payment or credit approval required on all new accounts.