

CHARLESTON Women

INTEGRATED MARKETING PLATFORMS

SOCIAL



ONLINE



PODCAST



PRINT



What is *Charleston Women?*

Recognizing the need for a publication specific to the amazing ladies in the Lowcountry, *Charleston Women*, published quarterly in both print and digital formats, is curated with these extraordinary women in mind.

Issues are flying off the shelves and the excitement surrounding this brand is palpable! The social media presence continues to grow exponentially. We are so proud of the community rallying behind it with their willingness to read, support and share. It proves what we already knew: Charleston women are unique, and their roles are significant at both communal and global levels.

Our issues feature female voices that comment on local history, home-life, business and philanthropy. We also include anecdotes on health, wellness, family, fashion and beauty. Women are such multi-faceted beings, which is why *Charleston Women*, the magazine, strives to be as well. We invite you to learn more about this exciting publication by reading the digital version at ReadCW.com, listening to our podcast or finding us on Facebook as “Charleston Women.” We are thrilled for you to join us as we showcase this community of exemplary women. **#WeAreCharlestonWomen**

We Are
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Featuring local...

Women in Business

Meet like-minded, strong, independent, professional and entrepreneurial local women.



Women in Wellness

Meet the strong, caring and professional local women in health and medicine.



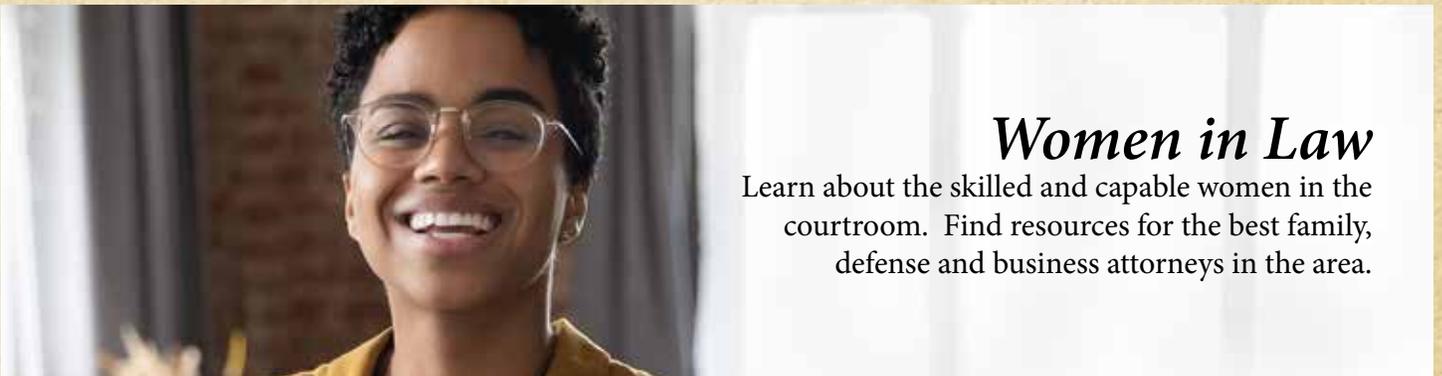
Women in Real Estate

Real Estate transactions can be stressful, and these knowledgeable Charleston professionals understand how to successfully support you through the process.



Women in Law

Learn about the skilled and capable women in the courtroom. Find resources for the best family, defense and business attorneys in the area.



@CharlestonWomen



For more information contact publisher@charlestonwomen.com

The Power of Print

Magazines are being trusted more as media outlets than ever.

They are considered sources of comfort.

- 52% of women ages 25-54 read or browse magazines for entertainment
- 41% say magazines are more important to them now vs. pre-pandemic

What neuroscience says about why magazine ads work in comparison to other ads:

- Readers are more focused due to less distraction
- There is a higher comprehension and recall rate
- They are preferred by the majority (even millennials)
- They slow down our reading speed

Readers between the ages of 18 and 54 engage MORE deeply with magazines since COVID.

Here's what those polled had to say:

- 74% said reading magazines in print is a nice break from screens
- 68% said they appreciate print magazines more
- 44% said they appreciate digital magazine more
- 39 % said they appreciate magazines on social media more

Magazine readers are more active on social media than the general population.

In the past 30 days magazine readers are more likely to have:

- Rated or reviewed a product or service
- Sent a real or virtual gift
- Posted current location on social media
- Invited people to an event
- “Followed”, or have become “a fan” of someone
- Re-posted or shared a post created by someone else

Ads in magazines make more sense.

Response by adults ages 18-49

- 53% said ads in magazines fit well with the other content present
- Only 34% said ads on TV fit well with the content
- Only 33% said digital ads fit well with the content



Source: MRI-Simmons Specific Study 3/17/21 and mag.org • All of these facts are from mag.org or Factbook 2021

For more information contact publisher@charlestonwomen.com